DIY v DFM

Activity One : Answer the questions.

1. Do you know what the acronym **DIY** stands for?
2. Do you sometimes hear people use acronyms and not really know wh
3. Is DIY a threat to Ikea?
4. Is the handyman a friend or a foe?
5. Is the trend for upcycling* and freecycling* a threat for Ikea?
6. How could Ikea use this trend to its advantage?
7. Are you familiar with Ikea Hacking?
8. Do your clients have to be good at DIY?
9. Do you think that new services could attract new clients by replacing DIY by DFM?
10. Do you feel that DIY is becoming more, or less attractive in today's society?



***Upcycling** is the process of converting waste materials or useless products into new materials or products of better quality or for better environmental value. ***Freecycle** An online system with which users may give away or obtain item(s) for free.

Activity Two : Check your knowledge.

(Answers on the last page - do not look at them until your lesson.)

Which of the following acronyms are you familiar with?
Try to say what the letters stand for and what they mean.

B2B	ICT	ROS
B2C	LIFO	SAAS
CAD	MSRP	TCO
CEO	NDA	TQM
CFO	P&L	
CRM	POS	
EDI	RFP	
FIFO	ROI	

Activity Three : Read the article and answer the questions. .

B&Q owner's profits fall 30% on poor weather and low consumer confidence

Kingfisher chief Ian Cheshire says DIY is still popular and there are 'encouraging glimmers' in UK and French housing markets



B&Q's owner Kingfisher has blamed the weather for a near 30% drop in first-quarter profits, but is upbeat about the rest of the year as the housing market in the UK looks set to pick up.

The chief executive, Ian Cheshire, said on Thursday: "The story of this quarter was the abrupt, poor weather impact across France, the UK and Poland in March and the first two weeks of April. That took out both seasonal sales and footfall." In the UK, sales of greenhouses dropped 52%, while bedding plants were down 8%.

Better weather over the past three weeks boosted sales and the company remained positive about the outlook for the year.

Cheshire noted a rise in housing enquiries in the UK and said there were signs from France that the government was moving to address problems in its housing market. "There are encouraging glimmers of light even if it is not completely clear yet."

Kingfisher – which also runs Screwfix in the UK and Castorama and Brico Depot in France and elsewhere – said it was on track to meet forecasts for pre-tax profits of £772m for the full year.

But analysts were unconvinced. Kate Calvert, of Cantor Research, said: "We are concerned that the weak performance just reported, on very easy comparatives last year, means that the structural issues Kingfisher faces are real and this is not just 'extreme weather'. In the UK, underlying DIY sales have been in decline over the last decade as there is a marked shift from DIY to do-it-for-me [DFM]."

Cheshire rejected these suggestions. "I don't accept the general theme that DIY is dead. If I look at where the sales pattern shifted, the fact that we sold less bedding plants is not a structural shift, it's because no one is going into the garden."

He said Kingfisher also served the DFM customer with its continuing expansion of Screwfix – which serves trade customers – and the launch of a new Homefit service, providing customers access to vetted local tradespeople at pre-agreed prices.

Instead, Cheshire said one of the big factors hitting the UK market was growing competition from discount stores, which had forced Kingfisher to compete on price at the lower end of the market. He said all the big DIY stores in the UK still had too much retail space and B&Q was making progress on that issue.

Like-for-like sales dropped 4.2% in the 13 weeks to 4 May, while total sales were 0.4% lower at £2.6bn. Retail profits dropped 28% to £114m, missing analysts' forecasts, as the impact of the weather was amplified over a short quarter.

But it was not just the weather. Kingfisher said weak consumer confidence in its three main markets of the UK, France and Poland continued to hit sales. The company also continued to sacrifice margin to cutting prices on a long-term basis, rather than via brief promotional periods, in the UK, Russia and Poland.

Cheshire said: "There's not much point discounting if people aren't coming into your store. We would rather have targeted lower prices across the whole year."

The shares dropped as much as 4.5% in early trade but regained ground and were down by 1% at 325p on Thursday morning.

I. How did Kingfisher explain the decrease in profits?
II. What makes them positive about the rest of the year?
III. How the did poor weather affect sales?
IV. What positive signs did the company chief executive note?
V. Do they think they will meet their forecasted profits?
VI. Why do analysts disagree?
VII. Why have DIY sales dropped?
VIII. How does kingfisher serve the DFM customer?
IX. What's the link between year round reductions and lower footfall?
X. Do you agree that constantly lower prices are a better solution than seasonal reductions in times of economic uncertainty?

Activity Four : What is DIY? .

Do It Yourself, or DIY, is a term that is used by various communities of practice that focus on people creating things for themselves without the aid of a paid professional. Many DIY subcultures explicitly critique consumer culture, which emphasizes that the solution to our needs is to purchase things, and instead encourage people to take technologies into their own hands. Recently, DIY has re-emerged in the hipster "craft movement" (applying postmodern sensibilities to decoupage and sewing projects), the Burning Man event/community ("No spectators"), the techie Open Source movement (free, user-modifiable software), and, of course, wikis. The phrase Do It Yourself along with its acronym is also commonly used where a layman endeavors to complete a project without the physical aid of a paid professional. There is also a community of people who use the term DIY to refer to fabricating or repairing things for home needs, on one's own rather than purchasing them or paying for professional repair. In other words, home improvement done by the householder without the aid of paid professionals.



Activity Five : Is Flatpack furniture a type of DIY?

It seems to me that	I feel that	Ultimately
It seems obvious that	Obviously	
It seems clear that	Clearly	In my experience
I feel sure that	Basically	The way I see it

Using the above expressions give your opinion of the subject and answer the questions below:

- Do you think that people have to be quite 'handy' in order to assemble Ikea furniture easily?
- Should extra services for assembly be made more accessible and be more widely publicized?
- Should the DIY aspect on the contrary be shown as being an advantage and a fashionable plus?
- Should Ikea provide its own complete installation and delivery service rather than outsourcing?
- Should the same company be used throughout France for delivery and installation?
- Should Ikea encourage freecycling and upcycling with its products, and how can this be done?

Activity Six : Common SMS and e mail Acronyms you can use.

As people tweet, post and fire off a succession of text and e mail messages acronyms become more and more common. Here are a list of some useful ones, you will find more on this page: http://www.muller-godschalk.com/acronyms.html

AAMOF	as a matter of fact
AFAIC	as far as I'm concerned
AFAICT	as far as I can tell
AFAICS	as far as I can see
AFAIK	as far as I know
ASAP	as soon as possible
AWA	as well as
AYOR	at your own risk
B4	before
B4N	bye for now
BION	believe it or not
BOT	back on topic
BST	but seriously though
CMIIW	correct me if I'm wrong
FCFS	first come, first served
FYI	for your information
BTA	but then again
IAC	in any case
IC	I see
IAE	in any event
IAG	it's all good



SOURCE: http://lifehacker.com/when-ikea-is-great-for-diy-and-when-it-isnt-499158925

Activity Seven : What do people recommend? Read the article and give your opinion on it using some acronyms from activity Six.

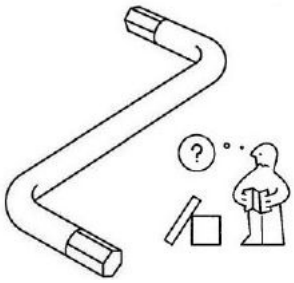
When IKEA Is a Great Option for DIY

There are some times when IKEA is a perfect fit for your DIY projects. Here are some examples:

1/ **When the price is right**. IKEA isn't always the cheapest option, but if you can make the item you want using affordable IKEA parts as opposed to spending more on the raw materials, IKEA is a good option. This only really works when you're building simple things though, like shelves, tablets, desks, or organizational household items—things that IKEA already does well, just tweaked to fit your needs.

2/ **When what you want to make can be made from flexible components**. Some IKEA products are used more often than others in those DIY projects. The LACK series of tables and shelves and the EXPEDIT storage system are two prime examples of affordable, customizable products that can be used as blank slates, affordable raw materials to build something greater than the designers intended, or a series of products that can be mixed and matched to create new and interesting furniture. A combination of a LACK table and adjustable VIKA KAJ legs means you can build just about any flat surface you need.

3/ **When you don't have special tools to do a lot of DIY work**. People who don't have or don't know how to use power tools) gravitate to Ikea hacking because, well, you can use the tools that come with the stuff you buy, and it all just works well together.



4/ **When you don't care about long-term durability**. Let's face it, IKEA isn't exactly built to be handed down to your kids. Most of it is particleboard, aluminum screws, and wooden dowels. Full IKEA setups like kitchens and organizational systems are a different story, but bookshelves, desks, and beds? Not so much. If you know you're moving soon, don't have the budget for hardwood or something more expensive that might last longer, or you want to save a few bucks but still get something that works well, heading to IKEA is a great option.

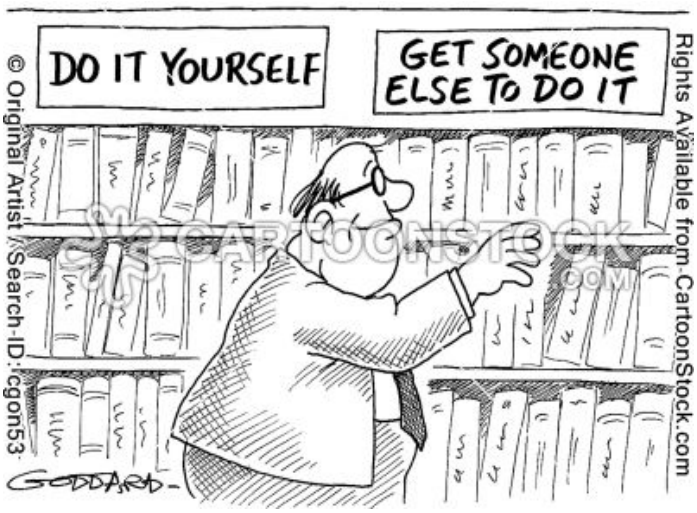
When You Should Just Go to The Hardware Store

Now that we've established when IKEA is a good idea, let's discuss when it really isn't. There are plenty of examples, too—not necessarily IKEA projects gone wrong, but times when you could have made the same thing (sometimes for less) with better materials, raw materials, or more time and effort.

1 / **When you know how to use proper tools**. If you can look at an EXPEDIT-hacked bar and think to yourself "I could make that on my own with better wood, probably bigger, and put in some racks for wine glasses in an afternoon or two," then you're qualified to skip IKEA and head to Home Depot. You probably already know it.

2 / **When you have access to better (or more functional) tools**. You don't have to have a garage full of woodworking tools and tons of space to spread out to make your own desks, tables, nightstands, or other furniture. With the right tool you can make just about anything IKEA can sell you on your own. You'll have to get your own wood, paint your own stuff, and measure/cut it yourself, but you'll end up with a better product.

3/ **When personalization and customization are key**. IKEA is great for a lot of things, but fitting a specific space isn't one of them. I can't tell you how many times I've measured a space where I want something and gone to IKEA to find out that similar objects to the one I want just don't come in that size or shape. Ultimately, if you need something specific to your home or your needs, you might be better off making it yourself, unless, like we mentioned, it's easily built from something else—even then, you may be spending more to hack something IKEA made than you'd spend building your own.



SOLUTIONS

B2B – Business to Business (companies that sell to other companies, like Oracle)

B2C – Business to Consumer (companies that sell to individuals, like GAP)

CAD – Computer Aided Design (tools and software used by engineers and architects to design)

CEO – Chief Executive Officer (the big boss)

CFO – Chief Financial Officer (head of the finance)

CRM – Customer Relationship Management (a system to capture, analyze and store customer information in order to manage clients efficiently)

EDI – Electronic Data Interchange (a set of standards used to exchange data between different companies and organizations)

FIFO – First In, First Out (used both in computer programs and accounting; it determines that what comes first is handled first)

ICT – Information and Communications Technology (term used to encompass the fields related to IT and electronic communications)

LIFO – Last In, First Out (used both in computer programs and accounting; it determines that what comes last is handled first)

MSRP – Manufacturer's Suggested Retail Price (a recommendation made by a company in order to standardize the price of its products across different places)

NDA – Non-Disclosure Agreement (a contract between two parties to secure the confidentiality of information)

P&L – Profit and Loss (also called Income Statement, is an accounting report used to outline how revenues are transformed into profits)

POS – Point of Sale (a checkout point in retail stores, or the hardware behind it)

RFP – Request For Proposal (an invitation for suppliers to bid on a specif task or service)

ROI – Return On Investment (ratio of money earned relative to total money invested)

ROS – Return On Sales (ratio of money earned relative to total sales)

SAAS – Software As A Service (software or applications that are developed on the web and the users access it via the Internet)

TCO – Total Cost of Ownership (a method to estimate all the costs – direct and indirect – related to a project or purchase)

TQM – Total Quality Management (a management strategy to raise the awareness of the whole organization towards quality)