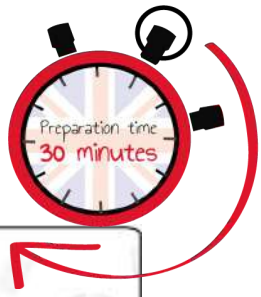
Lesson Plan Easy Access English

Ikea needs



EAE Learning objectives for this lesson

Talk about Ikea needs. Practice reading and listening comprehension.

Learn the difference bewteen WANT and NEED.

Activity 1 - With your teacher, answer the questions

1. What does a customer WANT from his/her Ikea shopping experience?
2. Do people NEED to buy furniture from Ikea?
3. How does Ikea convince/persuade people that they should CHOOSE Ikea as their number one furniture store?
4. What COULD Ikea do to further improve the customer experience, or customer service?

In fact, what is the difference between 'want' and 'need'?
Could you give a good definition to explain the difference?

Activity 2 - Fill in the gaps with 'want' or 'need'

a. Customers _____ to find a parking space if they are coming by car. This is not always so easy!
b. If Ikea _____ to compete with other companies, they really have to make sure their customer service is always top notch!
c. France _____ a good president for a change. For too long, the president's have been sub-par.
d. If Ikea customers _____ free coffee or hot tea every time they visit, they _____ an Ikea family card.
e. You _____ to immerse yourself in the English language as much as possible if you _____ to progress.
f. The customers' _____ should always be the priority for Ikea co-workers.



Activity 3 - Make a list

Make a list of things that an Ikea customer NEEDS in order to have a satisfying and fulfilling shopping experience.

Which is the most important?

Activity 4 – Reading Comprehension: Meeting the needs of the Ikea Customer

Read the article and then answer the comprehension questions below.

Orinigal sourace: http://businesscasestudies.co.uk/ikea/meeting-the-needs-of-the-consumer/meeting-the-needs-of-the-consumer.html

Because IKEA is fundamentally concerned with serving the requirements of 'the many people,' the design process begins with finding out what the consumer wants. IKEA therefore engages in a continual cycle of market research to find out about consumer lifestyles, what benefits consumers are seeking from a range of household furnishings. IKEA has always been conscious of the importance of customer needs. For example, because IKEA's primary market is 'the many people' rather than the privileged few, a main concern of furniture design will be to provide solutions for people who may live in small, compact homes. The form and function of furniture designed by IKEA is thus very much driven by the needs and requirements of consumers.

IKEA continually strives to provide beautiful, practical furniture at a low price. It means that products are designed to be produced in environmentally suitable materials that can be purchased at reasonable prices and that products are designed so that customers can assemble them themselves at home in order to save money. IKEA purchasers travel the world to find the best possible manufacturers at the lowest possible price, without undermining the designer's original idea or lowering the quality of the product

- What do you think the difference is between 'the many people' versus 'the privileged few?'
- Ikea adapts to the needs of which category?
- What types of needs does Ikea service?
- What does Ikea want to do by sending purchasers all over the world?



Activity 5 - Read the dialogues together and answer the questions

Dialogue 1
Ikea Salesperson: Hello, can I help you with anything today?

Customer: Actually yes, I just moved into my new apartment and I am looking for some furnishings that will fit…It's a very tiny place.

Ikea Salesperson: That's no problem. Here at Ikea, we have lots of solutions for tight spaces.

Customer: I live in a studio. It's one room so I need to fit in everything. Ideally I would want a big bed but I am afraid I would not have room for a sofa.

Ikea Salesperson: What about a convertible bed? It is a decent size for a sofa and it folds out into a nice sized bed. There is even a space for storage underneath for books, or valuables.

Customer: Ah! I didn't think about that before, but I think that may be the solution I am looking for. Thanks!

a. What did the customer want?
b. What did the customer need?

Dialogue 2.

Man: Honey, I think we need to update the kitchen. What do you think of these cabinets?

Woman: We just renovated the kitchen 5 years ago… There is no way we are doing it again!
Man: But the kitchen is out of style! We should not have chosen those colors, they are too bright. And let's get a new fridge, ours is too small.

Woman: There is nothing wrong with the fridge, and plus we don't have the money to buy a new fridge.

Man: Can we at least change the light fixture? The one we have needs special lightbulbs and they are hard to find, not to mention expensive.

Woman: Hmmm, you have a point there. We would save money on lightbulbs if we changed. Let's head to the lighting department and pick something new out.

a. What did the man want?
b. What did the couple need?

Activity 6- Listen to the song and fill in the gaps
https://www.youtube.com/watch?v=HydvceA1PAI

If I could make a _____
I think I'd pass
Can't think of anything I _____
No cigarettes, no sleep, no light, no sound
Nothing to eat, no _____ to read
Making love with you
Has left me peaceful, _____, and tired
What more could I ask
There's nothing left to be _____
Peace came upon me and it leaves me weak
So sleep, _____ angel, go to sleep
Sometimes, all I _____ is the air that I breath
And to love you
All I _____ is the air that I breathe
Yes to _____ you
All I _____ is the air that I breathe
Peace came upon me and it _____ me weak
So sleep, silent angel, go to sleep



Chorus

Activity 7 - Role-plays. Customers in peril. Help!

a. An elderly gentleman comes to the Ikea store and finds it difficult to get around the store. He wants to buy a very comfortable bed because he has trouble sleeping.
What could you do to help him?

b. A customer is making a scene as she is not satisfied with the Ikea co-worker who is dealing with her.
What do you need to do to save the situation?

c. Two small children are walking alone around the store. They look lost. Their parents left them in the Smaland.
What should you do to help?

d. A customer phones because they are finding it impossible to assemble their furniture. They are convinced there are pieces missing, AGAIN!
What would you do to help them?

Bonus Activity

- What is the most common complaint that Ikea receives from customers?

- Why do you think this is? What can Ikea do about it?



