

WHY IS IKEA SO CHEAP?

Watch the video about the phenomenon of Ikea's stores and do the exercises below.

https://www.youtube.com/watch?v=cUp0WHNXOyo&t=405s&ab_channel=OurChangingClimate

Ex. 1 What do the following numbers refer to?

1940s 441 2020 424 2030 2025 24,6 700,000

Ex. 2 Explain the meanings of the words below. Use English only.

Supply chain

DIY assembling

Renewable energy

Ooze

Durable

Sustainability

Mitigate

Behemoth

Household

Revenue

Fiscal year

Utilitarian

Funnel money

Decease

There's always a flip side to the coin

Carbon footprint

Ramification

Durable

Ex 3 Decide if the sentences are true (T) or false (F)

1. Ikea's owner, Ingvar Kamprad, is dead.
2. He was spendthrift.
3. Ikea is a master at low-cost and useful solutions.
4. The Ikea packages are flat in order to help store them.
5. The final assembly by consumers is a way to eliminate some of the costs.
6. Kamprad was proud of his life story.
7. Ikea's fiscal policy has been highly admired for finding ways to avoid paying taxes.
8. Ikea's main aim was to become energy-independent by the end of the second decade of the 21st century.
9. Ikea's home deliveries are planned to be fully electrified by mid 2020s.
10. Ikea's solutions guarantee that we support environmental protection.