HFB14: Cooking

Rebuild FY24’

Reasons for change

Stainless steel QCO

With gaps occurring in the stainless-steel utensils range in Cooking department,
the layout for this department played a crucial role and had to be adapted to new needs, for the customer journey to remain as seamless as possible.

This is being achieved by moving the bakeware, ovenware and cooking textiles range into the pans PA allocated space to meet our customers with a seamless journey and no voids. We are doing this by taking to layout planning and adapting it to our demanding market needs.

Current scenario

Quantitative goals

HFB	14	8.3%
Cooking		

PA	PA Name	Goal YTD	Actual YTD	Diff	Index	Goal share to HFB	Actual share to HFB
1411	Pots and cooking accessories						10%
1412	Pans						7%
1413	Ovenware						3%
1414	Bakeware.						4%
1415	Cooking textiles.						4%
1421	Cooking utensils						3%
1422	Kitchen utensils						19%
1423	Knives						5%
1424	Chopping boards						5%
1431	Food containers						24%
1433	Organisers and washing-up						15%

PA Name	Turnover	Sales share	Turnover	Sales share
Pots and cooking accessories		9.4%		6%
Pans		9.4%		5%
Ovenware		2.0%		2.5%
Bakeware		4.4%		5%
Cooking textiles		3.6%		0.04
Cooking Utensils		4.4%		4.5%
Kitchen utensils		18.5%		21%
Knives		4.4%		4.5%
Chopping Baords		4.1%		6%
Food containers		28.9%		30%
Organisers and Washing up		11.0%		13%

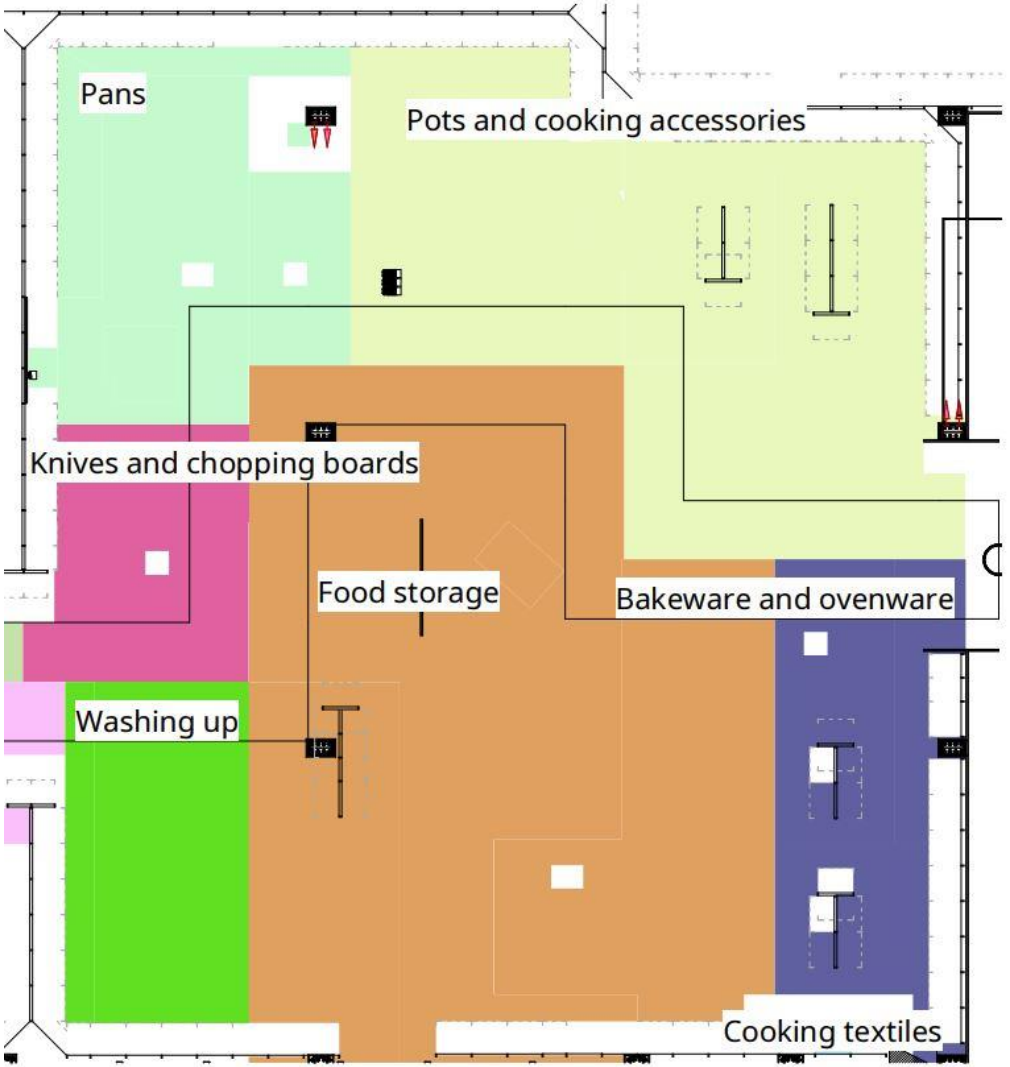
Current layout

Strengths

- Vitality Media is very strong visually, although not very commercial
- Position of Inspirations & medias is good.
- Products in Main aisle for food storage working well for us.
- Clear dominance. Good for customer navigation.

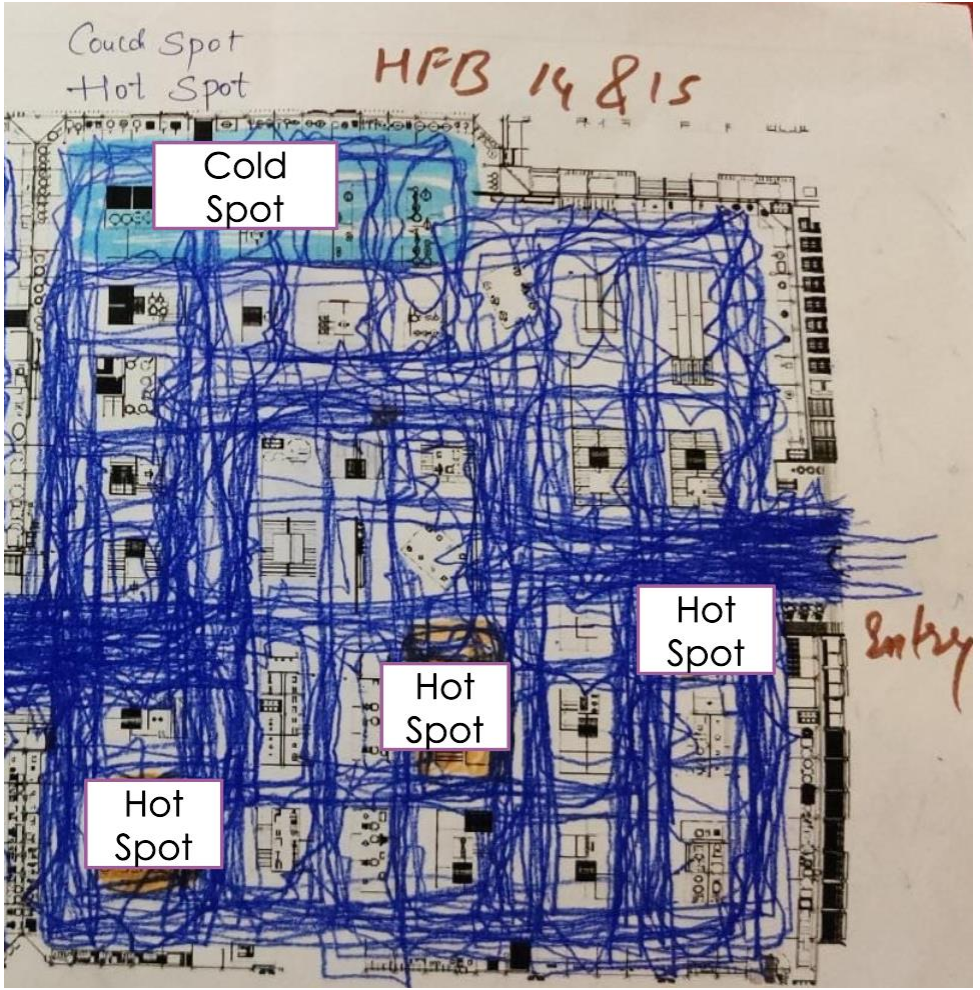
Weaknesses

- Overview is not strong. Very big overview leading to lack of any customer journey.
- Department is wide from main aisle, customers are not reaching the corners. Bakeware & Ovenware in cold spot.
- Aisle widths are compromised easily and very often.
- More inspiration explaining functionality and local relevance is needed.
- Main aisle & flow not very clear. Customers spread across, not reaching Pots & Pans. Customer journey is unclear.
- Washing up PA needs more space. Very cluttered, resulting is difficult buying journey for customers.



Customer flow & Frequently asked questions

Ranks	HFB	Remarks
1	HFB 14	Do you have cast iron pots?
2	HFB 14	Is the IKEA 365+ plastic container microwave proof? Is it food safe?
3	HFB 14	Is the IKEA 365+ lid leak proof?
4	HFB 14	How many types of lids do you have in IKEA 365+?
5	HFB 14	How many layers are there in the SS pots & pans?
6	HFB 14	Do you have a lemon squeezer?
7	HFB 14	Do you have a pressure cooker?
8	HFB 14	How to use IKEA365+ knife holder black?
9	HFB 14	In ovenware & bakeware, can the oven-dish be used in an oven?
10	HFB 14	Do you have vegetable slicer?



Work brief & timeline

Reason for change

- Removal of Stainless steel articles from the range (SS QCO), impacting Pots, Pans and cooking accessories on shop floor
- Shifting of PAs and layout changes

Qualitative goal

Cooking wished position *"sustainable living with an affordable range, for preparing and storing food"*

Top priorities for HFB 14

- ***Affordability*** *– strong focus on value for money*
- ***Sustainability*** *– To reduce the MFAQs for plastic food storage/containers, and showcase our range to highlight sustainability, i.e. in chopping boards.*
- ***Customer navigation*** *– Ensuring PAs are visually distinct and clearly separated. Securing grouping purely based on customer buying behavior.*
- ***Commerciality*** *– Converting non-commercial areas into highly commercial areas, by using range presentation medias, steering and layout as a commercial tool.*
- ***Space allocation with revised quantitative goal*** *– Allocating the right space based on the right share of the PA, as per the revised quantitative goal. Also, keeping in mind the right merchandising solutions.*

Key goals for HFB 14

- ***Low price with a meaning*** *– To secure benefits of articles and make it visually easy to grasp. To build a positive quality perception for us as a brand.*
- ***Nurture top families –*** *Top key families to be strategically placed on our layout for most commercial output, as per SELL IT*
- ***Inspiration –*** *Distinct type of medias to be used to secure various messages in the HFB. A minimum of 6% of inspiration to be secured and maintained in the department. Local relevance needs to be incorporated in areas to be relevant to customers and steer for commerciality.*

Quantitative goal

	Before		After	
PA Name	Turnover	Sales share	Turnover	Sales share
Pots and cooking accessories		9.4%		6%
Pans		9.4%		5%
Ovenware		2.0%		2.5%
Bakeware		4.4%		5%
Cooking textiles		3.6%		4%
Cooking Utensils		4.4%		4.5%
Kitchen utensils		18.5%		21%
Knives		4.4%		4.5%
Chopping Baords		4.1%		6%
Food containers		28.9%		30%
Organisers and Washing up		11.0%		13%

Top 20 Families		
Family	Sales Value	Share%
IKEA	29835577	28%
RINNIG	8839000	8%
KORKEN	6483726	6%
IDEALISK	5232447	5%
UPPFYLLD	5063371	5%
NYSKÖLJD	3886629	4%
PRUTA	3247880	3%
CITRONHAJ	2698308	3%
KLOCKREN	2563445	2%
APTITLIG	2438093	2%
GARNITYREN	2415500	2%
LÄMPLIG	2384862	2%
ORDNING	1959234	2%
BEVARA	1762039	2%
AVSTEG	1736711	2%
FÖRDUBBLA	1424398	1%
KAVALKAD	1281556	1%
STOLTHET	1264787	1%
HEAT	1229282	1%
VÖRDA	1221545	1%
Grand Total	**107655630**	

Range structure/sequence

Food containers - 30% share
As per SO guidelines we will expand the food container PA and take up the space of Bakeware, ovenware, and cooking textile.

We need to show our entire food container range in one place with compare and choose the different options together with local relevance. We would also need to highlight the benefits of our range of food containers, such as Microwave safe, Oven use, Dishwasher safe.

As per our MFAQs, many customers ask us whether our range of plastic containers is sustainable, or whether it is BFA free or not. We aim to answer these questions with solutions on the floor, indicating clearly that it is safe to store food in our plastic containers.
Range grouping needs to be revised purely based on customer buying behaviour. And the product overview will be made clear and visible, for seamless customer navigation.

Eat and Drink on the Go - 3% share
This PA is also part of Stainless still QCO.
Although this PA is a part of HFB15, as per the customer buying behaviour in the Bangalore market, we have chosen to place it within the Food containers PA. This has been observed to make the customers buying journey easier, as they usually come looking for lunch boxes and bottles along with the IKEA365+ containers range.

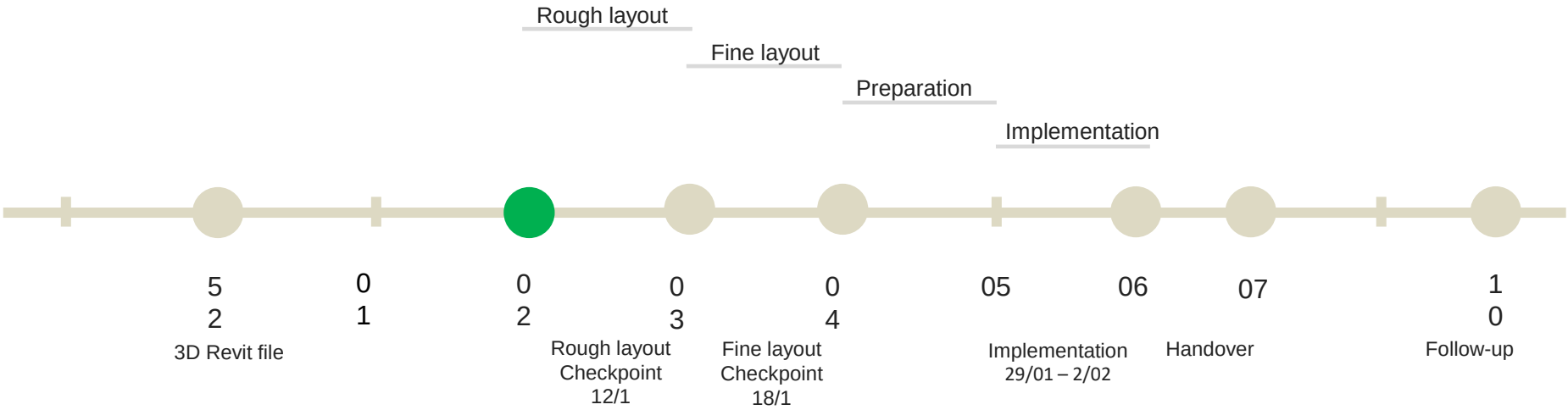
Organisers and washing up - 13% share
The Washing up PA has huge potential, and we are currently achieving more than the goal. To enhance the customer shopping journey, we would like to expand the space allocated to this PA on the shop floor, as accommodating the articles here is a concern for us.
We have very exciting news article in this PA (Lillhavet family, Avstege family, Skolast family, Videveckmal family) which we would aim to place strategically on the floor. The smoother the shopping journey, the more commercial this PA would be for us.

The dish drainers and drying racks, along with the RINNIG family, is highly commercial for us and locally relevant to India too. We aim to group this PA strongly and very clearly, for a smooth journey.

Bakeware(2.5%) - Oven ware(5%)- Cooking Textile(4%)
As per SO plan we are moving all these 3 PAs to the existing Pans PA space allocated.
We need to be very clear with our grouping in this area, especially with the 3 PAs in the space of 1. We shall make sure the customer navigation is crisp and clear, by ensuring that the PAs are visually distinct.

Pots & Pans
As per SO plan we are moving all the remaining pans and pots article to the existing Pots PA space allocated. Despite the challenge we face with Stainless steel today, we need to utilise the chosen space as much as possible to highlight our cast iron, carbon steel and NEWS pressure cookers range.

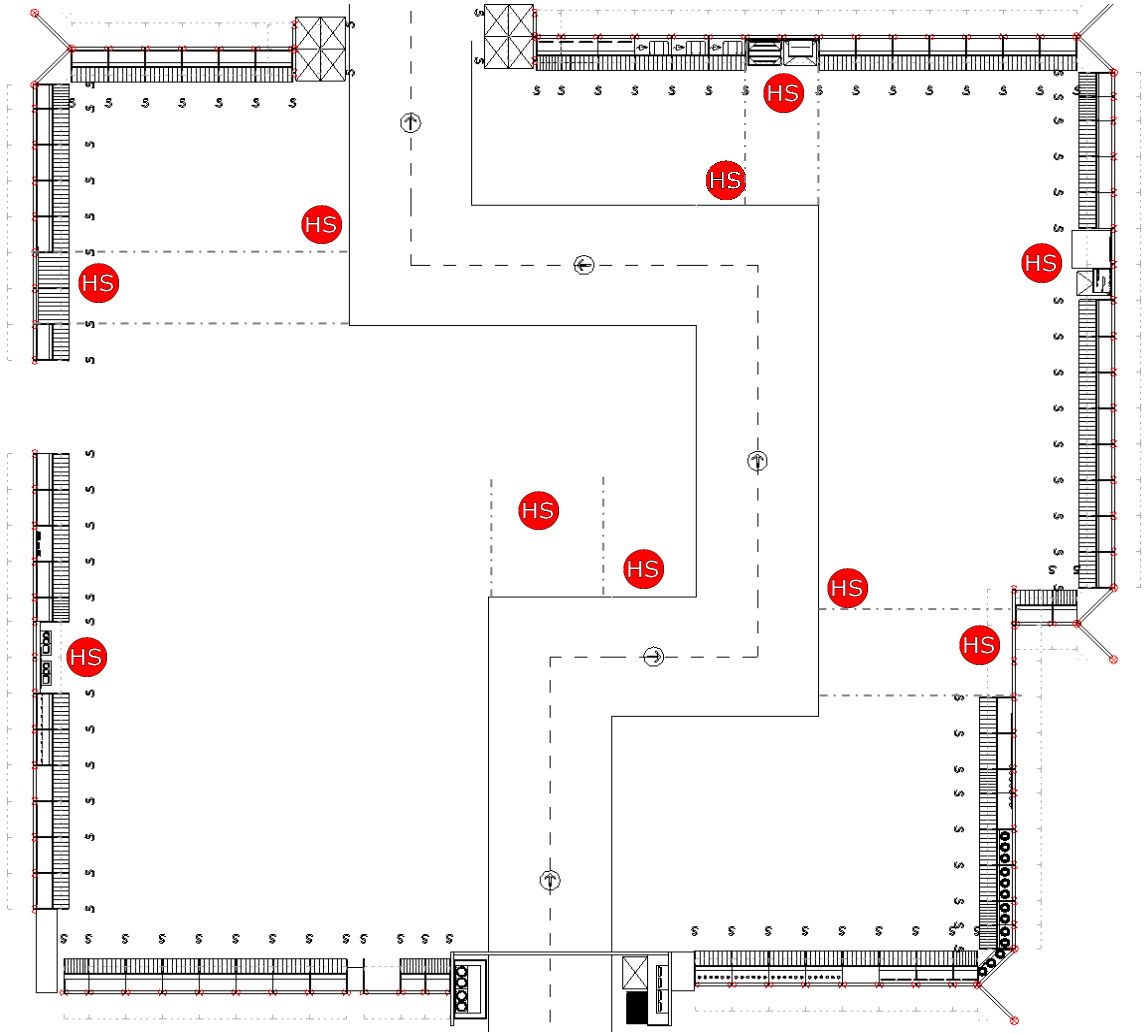
Kitchen Utensils - 21% share
Although this PA is not dearly affected by the SS QCO, we do have some potential articles and families in this PA that we would like to highlight through this rebuild. The UPPFYLLD family has huge potential and is a well-coordinated range that we could commercialise on, by showing fresh inspirations. Now we are struggling to showcase this family and are planning on bringing it in the spotlight.


Rough layout
Fine layout
Preparation
Implementation
52
01
02
03
04
05
06
07
10
3D Revit file
Rough layout Checkpoint 12/1
Fine layout Checkpoint 18/1
Implementation 29/01 – 2/02
Handover
Follow-up

Revised layout

Hotspots

HS

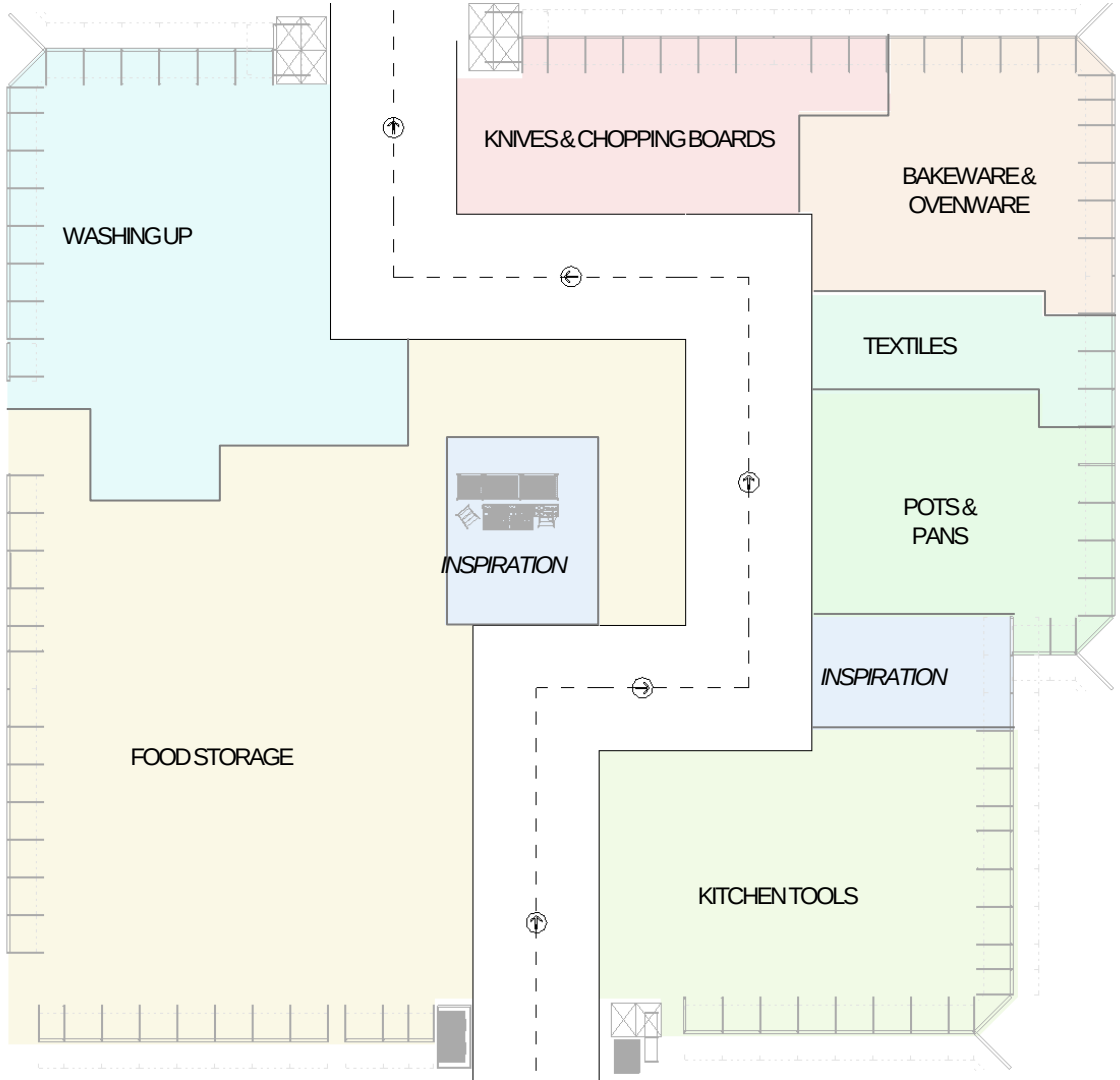


Primary range grouping

Primary range grouping	Area	Percentage
Tableware and cookshop		
Bakeware and Ovenware	41.8 m²	9%
Food storage	177.0 m²	36%
Inspiration	29.4 m²	6%
Kitchen tools	68.6 m²	14%
Knives and Chopping boards	36.9 m²	8%
Pots and Pans	38.8 m²	8%
Textiles	17.6 m²	4%
Washing up	78.6 m²	16%
Grand total	488.7 m²	

Primary range grouping

- Bakeware and Ovenware
- Food storage
- Inspiration
- Kitchen tools
- Knives and Chopping boards
- Pots and Pans
- Textiles
- Washing up

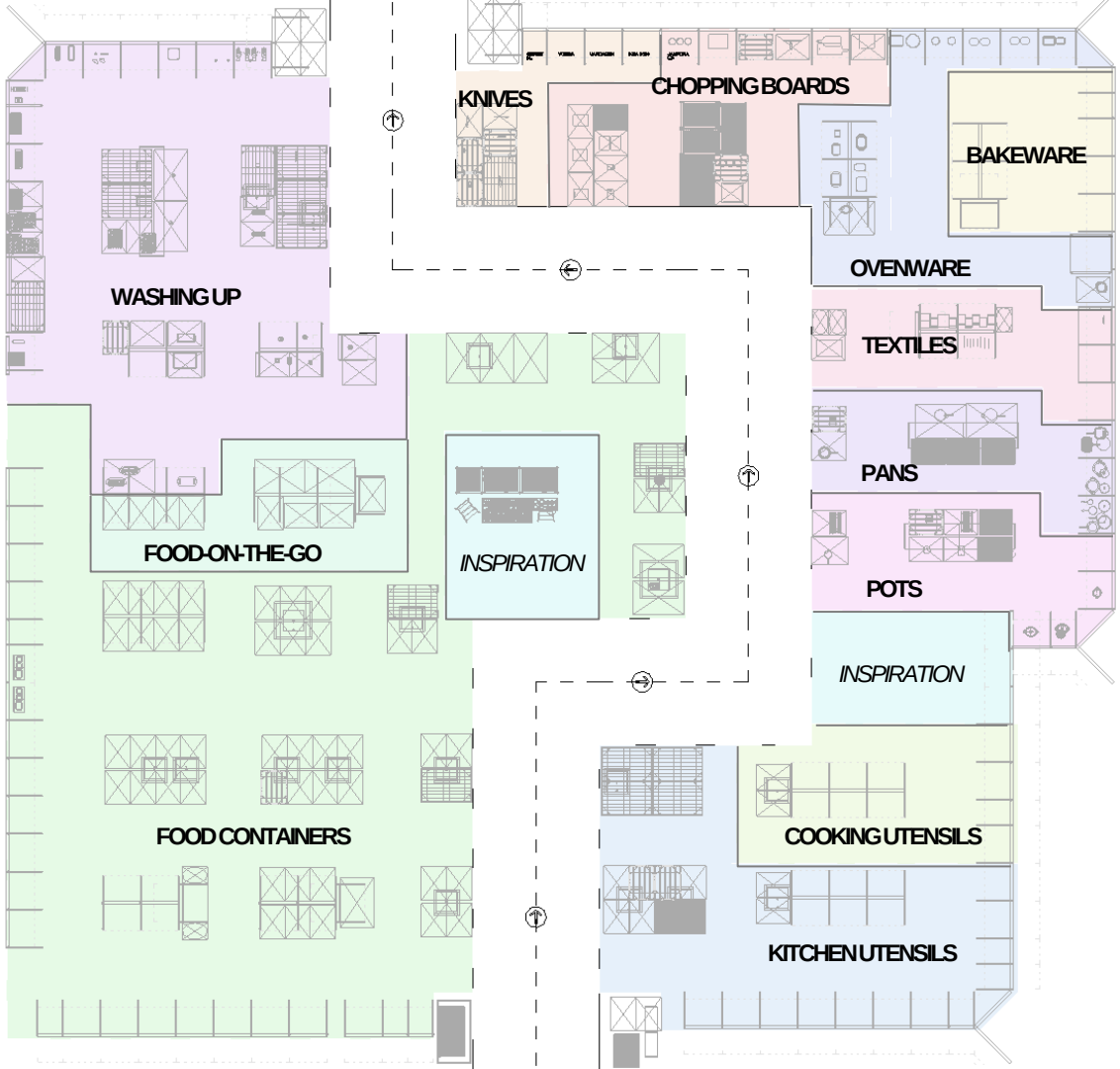


Secondary range grouping

Secondary range grouping	Area	Percentage
Tableware and cookshop		
Bakeware	15.6 m²	3%
Chopping boards	25.9 m²	5%
Cooking utensils	21.4 m²	4%
Food containers	157.2 m²	32%
Food-on-the-go	19.7 m²	4%
Inspiration	29.4 m²	6%
Kitchen utensils	47.2 m²	10%
Knives	11.0 m²	2%
Ovenware	26.2 m²	5%
Pans	18.2 m²	4%
Pots	20.6 m²	4%
Textiles	17.6 m²	4%
Washing up	78.6 m²	16%
Grand total	488.7 m²	

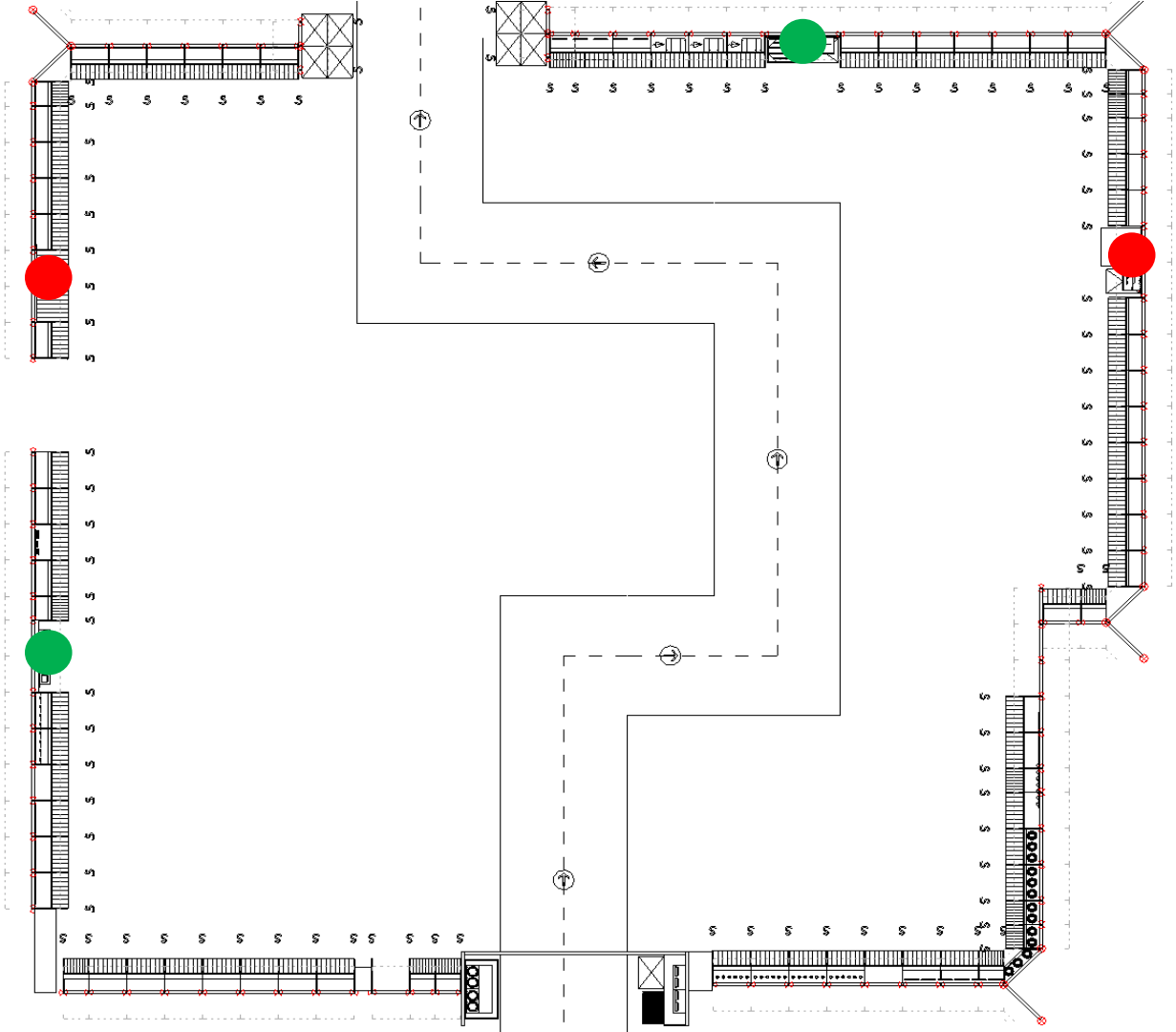
Secondary range grouping

- Bakeware
- Chopping boards
- Cooking utensils
- Food containers
- Food-on-the-go
- Inspiration
- Kitchen utensils
- Knives
- Ovenware
- Pans
- Pots
- Textiles
- Washing up



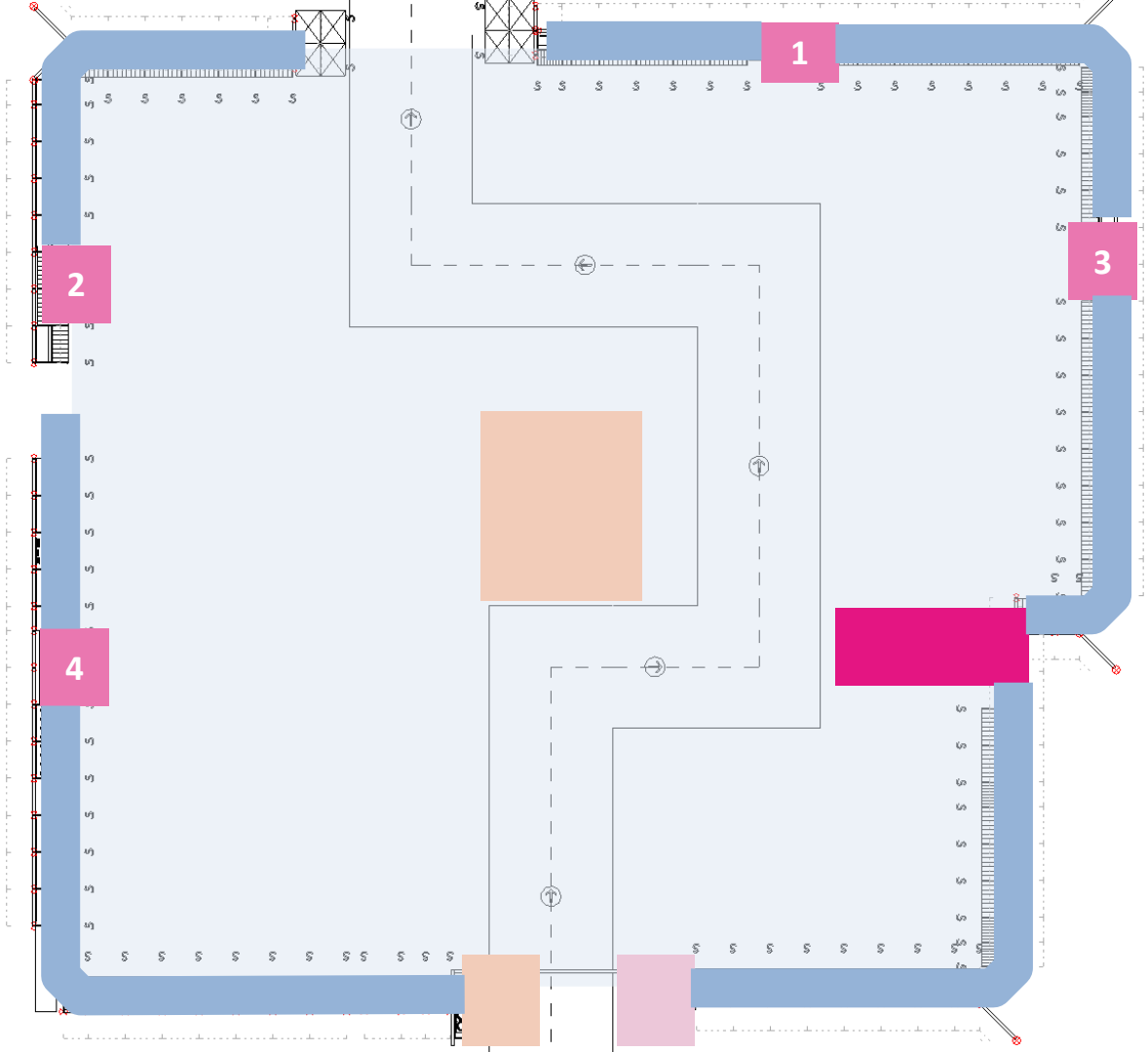
Commercial messages

- Affordability
- Sustainability
- Democratic design
- News



Media placements

- Showcase/Coordination media
- Perimeter break
- Opening offer
- Vitality media
- Display compact
- Product dominance wall



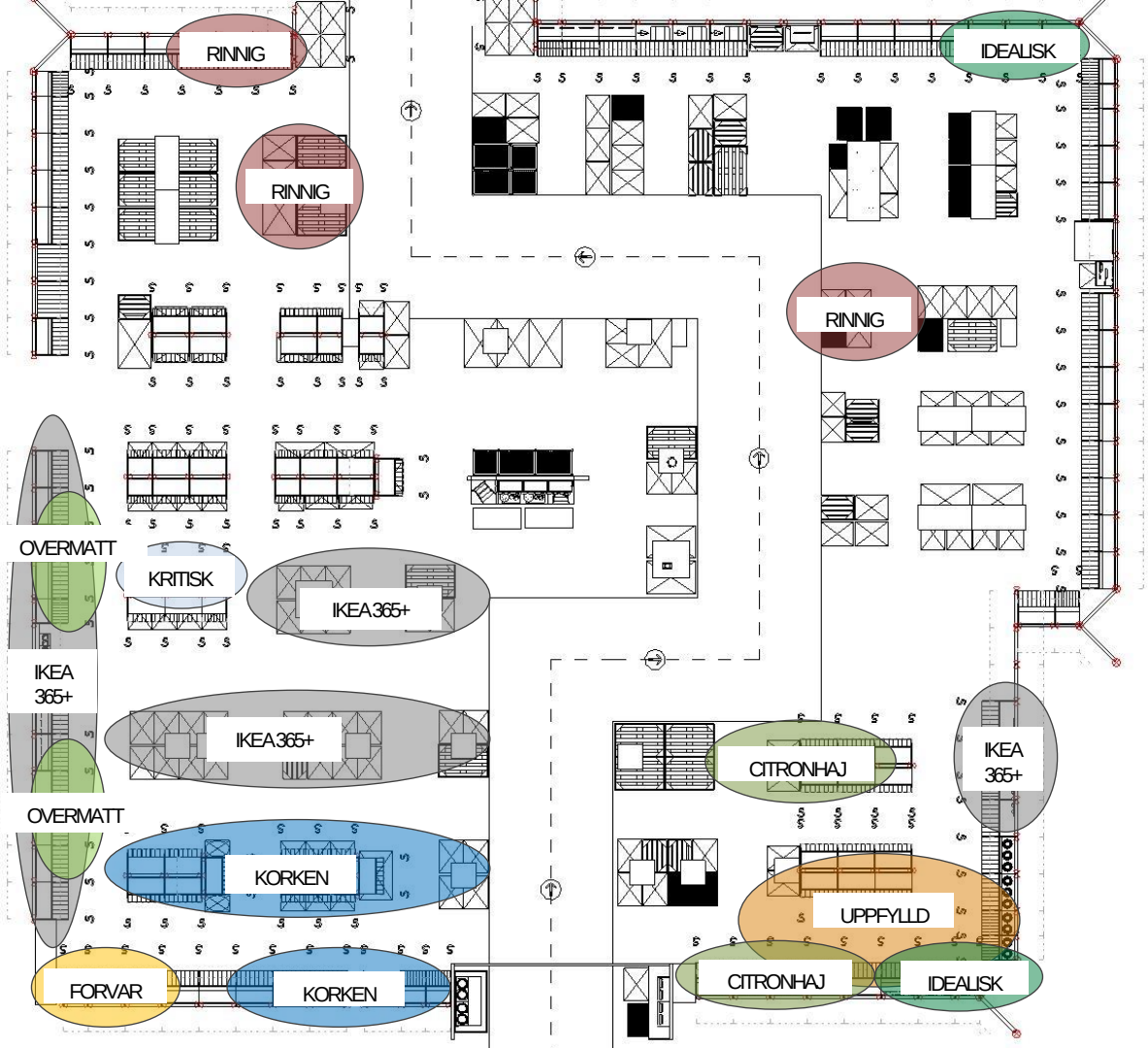
Top families placement

FY24	Sales share	Quantity Index	Profit share
	50%		

Name	Turnover-FY24 (MN)	TO Index	Qty-FY24 ('000)	Qty Index	FY24 Sales Share	FY24 Profit Share
IKEA 365+					19%	
RINNIG					5%	
CITRONHAJ					4%	
IKEALISK					4%	
HEMLAGAD					3%	
KORKEN					3%	
UPPFYLLD					3%	
FÖRVAR					3%	
KRITISK					2%	
ÖVERMÄTT					1%	

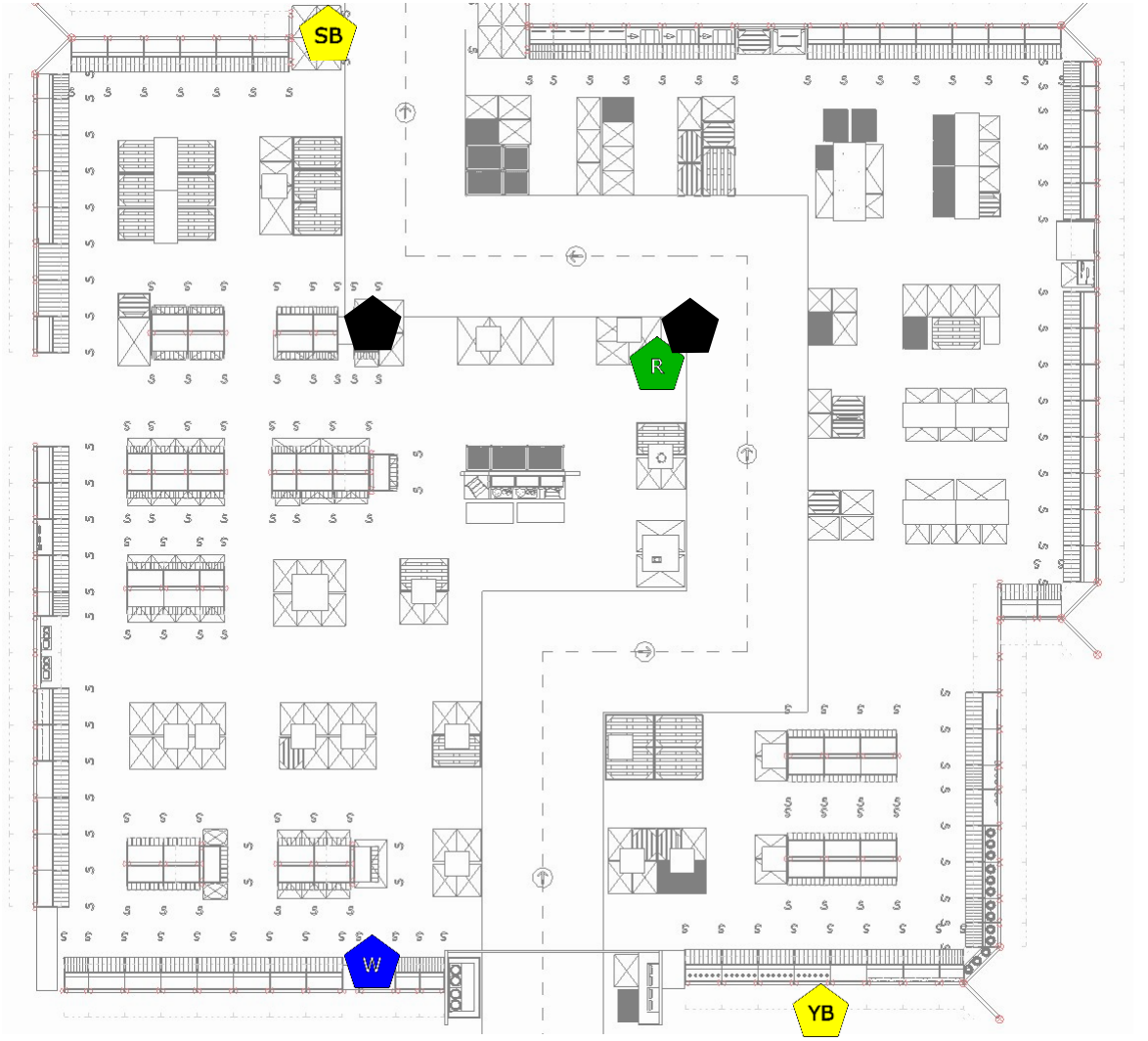
50% impacted

100% impacted



Customer services

- SB — Yellow bag bin
- YB — IKEA shopping bag trolley
- W — Info desk/workstation
- R — Recycling
- B — Bench
- PT — Play tower
- ST — Shopping tools
- Ways to shop



TACK!

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