WRIT 4250

Stroupe

Three Definitions of “Writing”

**A.**

**IKEA** is a privately held, international home products company that designs and sells ready-to-assemble furniture such as beds, chairs, desks, appliances and home accessories. The company is the world's largest furniture retailer. As of October 2011, IKEA has 332 stores in 38 countries. In fiscal year 2010, it sold $23.1 billion worth of goods, a 7.7 percent increase over 2009. On February 17, 2011, IKEA announced its plans for a wind farm in Dalarna County, Sweden, furthering the furniture giant's goal of running on 100 percent renewable energy. In mid-August 2012, the company announced that it will be establishing a chain of 100 economy hotels in Europe but, unlike its few existing hotels in Scandinavia, they will not carry the Ikea name nor will they use Ikea furniture and furnishings - they will be operated by an unnamed international group of hoteliers.

**B.**

|  |  |
| --- | --- |
| **T**[**ype**](http://en.wikipedia.org/wiki/Types_of_business_entity) | Private |
| **Industry** | [Retail](http://en.wikipedia.org/wiki/Retail) |
| **Founded** | [Älmhult](http://en.wikipedia.org/wiki/%C3%84lmhult_Municipality), [Sweden](http://en.wikipedia.org/wiki/Sweden) (1943) |
| **Founder(s)** | [Ingvar Kamprad](http://en.wikipedia.org/wiki/Ingvar_Kamprad) |
| **Headquarters** | [Delft](http://en.wikipedia.org/wiki/Delft), [Netherlands](http://en.wikipedia.org/wiki/Netherlands) |
| **Area served** | Worldwide |
| **Key people** | [Mikael Ohlsson](http://en.wikipedia.org/wiki/Mikael_Ohlsson) ([Chairman](http://en.wikipedia.org/wiki/Chairman) and [CEO](http://en.wikipedia.org/wiki/CEO)) |
| **Products** | [Self-assembly furniture](http://en.wikipedia.org/wiki/Self-assembly_furniture) |
| **Revenue** | [€](http://en.wikipedia.org/wiki/Euro)25.17 billion (2011)[[1]](http://en.wikipedia.org/wiki/Ikea#cite_note-IKEA_Annual_Report-1) |
| [**Operating income**](http://en.wikipedia.org/wiki/Earnings_before_interest_and_taxes) | €3.59 billion (2011)[[1]](http://en.wikipedia.org/wiki/Ikea#cite_note-IKEA_Annual_Report-1) |
| [**Net income**](http://en.wikipedia.org/wiki/Net_income) | €2.96 billion (2011)[[1]](http://en.wikipedia.org/wiki/Ikea#cite_note-IKEA_Annual_Report-1) |
| [**Total assets**](http://en.wikipedia.org/wiki/Asset) | €41.88 billion (2011)[[1]](http://en.wikipedia.org/wiki/Ikea#cite_note-IKEA_Annual_Report-1) |
| [**Total equity**](http://en.wikipedia.org/wiki/Equity_%28finance%29) | €25.41 billion (2011)[[1]](http://en.wikipedia.org/wiki/Ikea#cite_note-IKEA_Annual_Report-1) |
| **Owner(s)** | [Stichting INGKA Foundation](http://en.wikipedia.org/wiki/Stichting_INGKA_Foundation) |
| **Employees** | 131,000 (2011)[[1]](http://en.wikipedia.org/wiki/Ikea#cite_note-IKEA_Annual_Report-1) |
| **Website** | [www.ikea.com](http://www.ikea.com) |

**C.**

THE LONG CARGO SHIP pulls itself across the ocean and comes to rest at the port. In the morning, it stands upright on its hind legs and with resolve heads toward the business district and settles into the middle of the block. It removes its raincoat and folds it, puts it on the roof of the community center, then opens its doors to share the wares that braved the waves. This is Legend. This is IKEA.