

Documentary review

Broken: IKEA

4/5

This documentary explores the dangers of IKEA furniture to small children. The quest to produce low-cost furniture has led to multiple deaths in the US and a recall of 29 million chests of drawers. Victims of the tip over deaths have been campaigning to make the company comply to **safety standards**, as the burden shouldn't be on the customer to make the product safe, it should be built into the **design**, but it was refused as it would be more expensive to manufacture.

In addition, the programme brings to light IKEA's **tax avoidance**, hidden **earnings**, claiming to be a charity foundation and using illegally logged, unsustainable wood. It also highlights how many traditional firms with years of experience who manufacture quality, solid wood furniture have been driven out of business by **high volume/low cost** global brands producing "fast furniture."

This is a good documentary for business students as it covers unknown aspects of what goes on in big multinational businesses and their quest to make profits. Overall, this is an informative and educational programme which covers several business concepts, including:

business ownership structures

ethics

globalisation

methods of production

quality

product development

pricing strategies

supply chains and sustainability

However, the documentary focusses a little too much on the history of furniture manufacturing in the US and a more UK-based focus might have been more relevant.

Sainsbury's Inside the Supermarket (2 episodes)

4/5

'Inside the Supermarket' covers the challenges and decision making at the most important points of the retail year, including the run up to Christmas and Mother's Day. It documents the process of emerging brands breaking through to being stocked on supermarket shelves, the development of the Christmas advert, redevelopment and modernisation of stores and capitalising in on and profiting from the business's 150th birthday. I particularly liked how the business management style was uncovered and because it showed what its really like behind the scenes in a large supermarket chain and how not everything always goes to plan. Most people would have enjoyed watching this documentary on one of the nation's favourite supermarket chains, but it would also be of interest to students wishing to pursue a career in retail.

The 2 programmes featured the following aspects of business:

Supply chains

Customer service

Staff training

Non-financial motivation

Marketing and promotion