

Ikea sales, profits rise in fiscal year

Swedish retailer Ikea said that its worldwide sales increased 6.9% [...], while profits jumped 10.3% despite higher [...] materials costs.

The privately held retailer said worldwide sales totaled 24.7 billion euros, equivalent to about \$31.9 billion. [...]

Profits totaled 2.97 billion euros, or about \$3.84 billion.

"It's evident that what we offer is relevant to more and more U.S. customers," said Mike Ward, Ikea U.S. president. [...]

The company said a key growth driver was its lower pricing strategy on top-selling products. For example, U.S. stores dropped the price of the popular Hovas sofa from \$699 to \$499, and the Hemnes queen bed went from \$299 to \$199.

The reductions were made possible by shipping larger quantities through flat packing [...], the company said.

Source: *Furniture Today*, February 7, 2012

1.

Question 1: Find equivalents in the text of the following French words:

Chiffre d'affaire:

Vente:

Coût:

2.

Question 1: What country is IKEA from?

Question 2: What is IKEA producing?

Question 3: IKEA total revenue is 24.7 billion euros. What does that mean? Can you give a simple formula to get the revenue of a company?

Question 4: How can IKEA's revenue increase when it reduces its prices "on top-selling products"?

Question 4: What is IKEA's total profit in 2012? Why is it different from its revenue?