

## The Lego Case Study 2014

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~~The LEGO case study was developed in 2014 following the success of the Apple Case study. An extract from the Apple case study was published in the ninth edition of Johnson, Whittington, Scholes - Exploring Strategy 2011, considered by many to be the "bible" of corporate strategy texts. The Apple Case Study was the second most~~

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~~In 2014, LEGO® announced record results. In the ?nancial year 2013, revenues had increased by 10% to 25.4 billion danish krona. Profits before tax were 8.2 billion DKK. The company had once again delivered an impressive operating margin of 33% before tax.!!~~

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~~The A The LEGO Case Study 2014 CONTENTS 1 Introduction 2 Difficult start to the decade - 2001. 3 Signs of Recovery 2002. 4 Hopes dashed - 2003. 5 LEGOLAND parks. 6 LEGO Brand Stores. 7 The Knudstorp Review. 8 Financial Focus - the Oveson addition.~~

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~~Lego: Strategy Analysis & Business Model~~

~~Case Study Description As this case opens, iconic toymaker LEGO stands on the brink of bankruptcy. Jorgen Vig Knudstorp, LEGO's young and newly appointed CEO, must size up changes in the toy industry, learn from the company's recent moves, and craft a strategy that will put LEGO back on track.~~

~~LEGO (A): The Crisis [10 Steps] Case Study Analysis & Solution~~

~~Read the Lego document attached and then respond to the following questions: Identify a potential or existing management problem in the case. What strategy did Knudstorp introduce? What market does LEGO target? What generic strategy is LEGO using? Please explain your reasoning. What strategy would you recommend LEGO to follow in order to solve the ... Continue reading "The LEGO Case Study 2014"~~

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~~In 2014, LEGO Digital Solutions turned to SAFe to improve their collaboration model and seek out what they like to refer to as the "Land of Awesome." Their story of transformation was presented at LKCE (Lean Kanban Central Europe) by LEGO's Head of Project Management, Erik Thyrsted Brandsgård and Lean/Kanban Coach, Mattias Skarin from Crisp.~~

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~~The LEGO Group then approached Chordix to make a global brand community, and launched the beta version of the site in 2012. LEGO Ideas officially launched in April 2014. Related Read: LEGO Ideas case study. The process behind LEGO Ideas is simple: Submit your proposal for a new LEGO set, complete with a model, photos, and an awesome description.~~

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~~The toys can also be bought online from several sites such as Amazon, eBay etc. India also received its first Lego outlet in 2014 at Chennai, Tamil Nadu and it is sold by FunSkool under a license. When Lego was suffering financially, it decided to serve the entire Europe and Asia by opening a distribution centre in Czech Republic, East Europe which was supposed to cut logistics costs by 20 ...~~

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