

The aim of the diploma thesis entitled "The IKEA Phenomenon: Philosophy of Marketing and Strategic Communication from the Early Days to the Present" is to trace the main ideas behind the creation of the IKEA phenomenon, to trace what strategy and communication tools were used by its founder Ingvar Kamprad in the beginnings of the company. While it is not only about the initial vision of the company, a characteristic feature of IKEA's marketing and communication is the fact that it affects clients in the long term, it is a process of a long-term series of client-oriented communication procedures. IKEA is also rated as a pioneer of internal communication. The philosophy of building the company includes orientation towards the family and the home, solving questions and problems of everyday life, searching for rational solutions, keeping the price of products affordable while maintaining good quality, trying to stay "in" thanks to modern design. In the theoretical part, the thesis generally introduces the meaning and role of strategic communication of business companies and its individual aspects. In the practical part, the diploma thesis, based on qualitative research and with the help of analysis of source material, answers the question of what vision, what style of communication (with customers, colleagues, employees) and what marketing tools were at the beginning of IKEA's operation determining the later worldwide prosperity and popularity of this company and describes how and in what forms they function nowadays, in completely different social conditions.