THE IDEA

A new lease. A different neighbourhood. A bigger family. Here in the UAE, our address can change before the furniture is worn out.

A new address shouldn't mean buying it all again.

I'd introduce an IKEA Move Pass: one coordinated booking to plan, move and reassemble eligible furniture you already own.

Here's the idea!

MY TAKE

Keep what works. Plan what moves.

A sofa can still be useful when the tenancy ends.

IKEA already offers planning, including help with existing furniture. I'd build a moving offer around that foundation.

Start with the next home's dimensions and the pieces the customer already has.

THE MOVE PASS

One booking. Through to reassembly.

PLAN

Confirm what fits and what is suitable to move.

MOVE

Coordinate an approved moving partner and the agreed job.

REFIT

Reassemble eligible pieces and quote compatible adaptations where needed.

MAKE IT WORK

Start local. Make the promise clear.

Pilot a defined package for moves within one served UAE city.

Check the inventory and destination dimensions first. Confirm item eligibility, the work, the cost and who is responsible.

The customer gets one scoped quote and a coordinated booking.

THE PRINCIPLE

A good result could be zero new furniture.

Recommend new items only where something is genuinely missing.

The useful offer is getting suitable pieces into their next home, with the work clearly organised.

That gives IKEA a reason to remain part of the customer’s life through the move.

THE VALUE

Stay useful through the move.

Customers get help keeping furniture that still works for them. IKEA earns an ongoing service relationship.

The campaign invitation:

Moving? Start with what you own.

that's the point.