

The LEGO Organization History

The history for the LEGO provider begins in 1932 when Ole Kirk Christiansen, a Danish father, decided to start up a business providing his solid wood toys door to door in the town of Billund, Denmark. He called his new business “Lego” – a combination of two Danish ideas, “leg godt, ” [https://lego-x.com/2020/01/16/lego-company-history-production-features-which-ensured “play well. ”](https://lego-x.com/2020/01/16/lego-company-history-production-features-which-ensured-play-well-)

In 1958, you can actually founder, Godtfred Kristiansen, branded a system just for coupling the plastic stones that would later on become referred to as LEGO “Automatic Products Bricks. inch The invention allowed LEGO to generate more diverse and complicated toys.

After that, LEGO extended their offerings and began to appeal to both boys and girls. It unveiled a line of “Minifigures” in the mid-1970s that contained human shapes with posable arms, and in addition marketed charms sets pertaining to young girls.

Some other expansion in 1979 saw the development of LEGO Space sets, here astronaut minifigures, rockets and spaceships, between other well-known themes. In 1999, the LEGO Group entered the Star Wars market, launching sets featuring the X-wing fighter and FASTEN Fighter.

Since the company grew, it needs to increase its ability to add new products quickly and successfully. To this end, it hired management specialist Jorgen Vig Knudstorp.

He helped the organization cut down on products on hand and reduce creation time. He encouraged the organization to build contact with key toy companies, including Target, Wal-Mart and Toys ‘R’ Us.

He also unveiled LEGO Concepts, an online community where

enthusiasts could submit plans for new Profano sets that they wanted to observe produced. This allowed SEGLAR to test the appeal of new choices and gain feedback before committing to them.