

Conforama SA in Home and Garden (France)

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Abstracts

Conforama France plans to be a real challenger to IKEA. The company wants to expand in France with five new stores, and internationally with 10 new stores. Conforama opened its first store in Turkey in 2012, where the only competitor is IKEA. It plans to increase its furniture sales, its main activity, as well as decoration sales, and reduce its home appliances activity in France. The forecast period will be very challenging as consumers are postponing their purchases and looking for cheaper...

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