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Ikano Corp Sdn Bhd in Retailing (Malaysia)

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Abstracts

Ikano Corp aims to provide consumers with a home-like feeling whenever they shop. Besides, the company also looks to offer consumers a wide selection of furniture and homewares products in Ikea. Apart from a wide selection of goods, price-competitiveness has also became another key success factor which the retailer is looking to improve over the second half of 2012.

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