

IKEA AG in Retailing (Switzerland)

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Abstracts

IKEA offers functional furniture at affordable prices. The retailer is expected to continue deploying its core strategy in Switzerland by remaining focused on offering a wide product range and catering for various different lifestyles and consumer needs whilst maintaining its aggressive pricing policy. However, its future expansion in Switzerland is threatened by the opposition of interest groups and the limited availability of suitable locations for its vast retail outlets.

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