

IKEA Bratislava spol sro in Retailing (Slovakia)

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Abstracts

The company closely monitors its future growth potential within Slovakia as it would like to open up its second store in Slovakia in Košice. However, questions remain if such a large new store could be sustained with the weaker purchasing power in Eastern Slovakia, given competitors which have already a well-established foothold over the region. The company also plans to open up a fully operational retail online store. Over the first few years of the forecast period the company will strongly...

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