

Ikea Deutschland GmbH & Co KG in Retailing (Germany)

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Abstracts

Ikea Deutschland, the leading player in homewares and home furnishing stores in Germany in 2016, has maintained its leading position by continuing to focus on its distinctive outlet concept and a good price-quality ratio. However, to move with the times and maintain its position, Ikea has adopted a multi-channel approach, also offering its products online. Furthermore, its existing stores are regularly modified to meet consumers' changing demands, while the company constantly alters its product...

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