

IKEA Deutschland Verkaufs GmbH & Co in Consumer Foodservice (Germany)

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Abstracts

IKEA Deutschland, the German subsidiary of Swedish global retail giant Inter Ikea Systems BV, will continue to focus on its core business of furniture and furnishings stores during the forecast period. However, the self-service cafeterias operated in the company's stores will continue to be important to the company, with the company using these outlets not necessarily to achieve sales and profits but to positively influence consumers' experience in IKEA stores. This will be achieved by a number...

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