

IKEA Deutschland Verkaufs GmbH & Co in Retailing (Germany)

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Abstracts

IKEA Deutschland utilises a simple but successful strategy, focusing on the optimisation of its store network and layout in order to minimise costs while remaining attractive and supporting values like sustainability. It also runs well-designed sales and marketing campaigns targeted directly at young people, mainly young families. IKEA's approach has proved effective all over the world and therefore will be maintained in the future.

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