

IKEA Dom OOO in Retailing (Russia)

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Abstracts

IKEA Dom plans to invest US\$2.3 billion in its operations in Russia, and intends to double its sales in the country by 2020 compared with 2012-2013. The opening of a new IKEA store in Voronezh is planned for 2017. Amongst potential places to open new stores, the retailer will consider cities with a population of 500,000, besides the biggest Russian cities. IKEA Dom also plans to build a furniture factory in Veliky Novgorod for €50 million. The new factory will produce frames for wardrobes and...

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