

Ikea Italia Retail Srl in Retailing (Italy)

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Abstracts

In 2016, Ikea Italia Retail opened three pick-up points in Italy, two in Sardinia where the company does not have any outlets, and one in Rome, where one part of the store is dedicated to collections and the other part to sales. The company is working to retain those customers it attracted during the recession via its low prices. To do this, it is trying to reach out to the largest number of consumers possible via all media, while in order to improve its margins the company has started offering...

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