

IKEA Italia SpA in Retailing (Italy)

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Abstracts

Offering a wide range of well-designed, functional home furnishing products at low prices, Ikea aims at the mass consumer base by building large-scale outlets in easily accessible locations. The concept is based on the use of substantial economies of scale, enabling it to exercise considerable international buying power, which is difficult for competitors to match. Ikea's new openings in Italy will be positive not only in terms of employment, but also for the local furniture industry, given...

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