

IKEA Japan KK in Home and Garden (Japan)

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Date: May 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: I347AE21A3FEN

Abstracts

In 2012, IKEA Japan KK opened its sixth outlet in Japan, in Fukuoka, and aims to open further outlets in Kanto, Tohoku and Chubu over the forecast period. With a growing number of outlets, the company has experienced continuous growth since its entry into the Japanese market in 2006. The company aims to increase its number of outlets and gradually expand its business in Japan over the forecast period. The self-serve style of IKEA outlets is well accepted in Japan, especially among families and...

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