

# IKEA Japan KK in Retailing (Japan)

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## Abstracts

In 2012, IKEA Japan KK newly opened an outlet in Fukuoka, and aims to open further outlets in the Kanto and Kansai regions over the forecast period. With the growing number of its outlets, the company has experienced continuous growth since its first entry in Japan market in 2006. The company aims to increase the number of outlets and gradually expand its business in Japan over the forecast period. The self-service format of IKEA shopping is well accepted, especially among families and young...

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