

IKEA Ltd in Home and Garden (United Kingdom)

https://marketpublishers.com/r/IEECC80DE1EEN.html

Date: September 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: IEECC80DE1EEN

Abstracts

IKEA, the world and UK leading home furnishing retailer, aims to improve the shopping experience and service for its customers. To this end, in 2012 the retailer invested ?30 million to lower the cost of home delivery, redesign and increase the size of existing stores and external warehouses and to train employees to improve their understanding of customers' needs and to give advice. Moreover, the company is investing heavily in making the overall business more environmentally sustainable. The...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Gardening, Home Furnishings, Home Improvement, Homewares.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home and Garden market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction

Key Facts

Summary 1 IKEA Ltd: Key Facts

Summary 2 IKEA Ltd: Operational Indicators

Internet Strategy

Company Background

Competitive Positioning

Summary 3 IKEA Ltd: Competitive Position 2012



I would like to order

Product name: IKEA Ltd in Home and Garden (United Kingdom)

Product link: https://marketpublishers.com/r/IEECC80DE1EEN.html

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

First name: Last name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/IEECC80DE1EEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970