

# IKEA Ltd in Home and Garden (United Kingdom)

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## 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...

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