

IKEA Ltd in Retailing (United Kingdom)

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Abstracts

Despite the difficult period experienced by other furniture retailers, IKEA Ltd managed to increase sales in 2012 due to reductions in product prices, as well as the extension of products available for online sales. The retailer has also adapted its product range to UK consumer tastes. Throughout the forecast period, IKEA will continue to invest in marketing campaigns and improve the functionality of its website. It also plans to open its nineteenth UK store in Reading in 2013, and will...

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