

IKEA Möbilvertrieb OHG in Retailing (Austria)

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Abstracts

IKEA Möbilvertrieb is not expected to make any major changes in its strategy during the forecast period. The company is already able to rely on its very well-established multi-channel approach to retailing and it is set to remain an industry leader in terms of innovation. The company's operations are characterised by extremely cost-effective structures, while most of its major competitors are likely to increasingly suffer under the high costs of their outlet networks.

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