

# IKEA Suomi Oy in Retailing (Finland)

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Date: March 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: I01FDD12B66EN

## Abstracts

IKEA Suomi Oy is striving to become the leader in furniture and homewares stores in Finland by offering attractive and affordable designs. The company also runs an online store in order to reach a wider consumer base. In May 2010, the company opened a new outlet in Tampere, its biggest in Finland, with 35,000 sq m of selling space and around 8,500 products. The company planned to expand to Kuopio in 2012.

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