

Ikea Svenska Försäljnings AB in Retailing (Sweden)

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Abstracts

IKEA will continue to expand in Sweden both in terms of opening new outlets and in expanding its existing outlets. The company has plans to open one new outlet in 2015-2016, and to rebuild its largest outlet in Stockholm. The company will pay constant attention to its product ranges, focusing on offering trendy and clever design solutions at affordable prices. Beyond this, the company will focus ever more on environmental issues in logistics, transportation and various other areas, and on differ...

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