

Inter IKEA Systems Holding NV in Retailing (Netherlands)

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Abstracts

In the Netherlands Ikea has an aggressive expansion strategy. The expansion comes not only in the form of the number of outlets but also in expanding and renovating current outlets or closing down one location to open another location with more growth potential. This investment in the development of outlets in the Netherlands shows the commitment of Ikea to this market. The company will soon open three additional outlets (Leiderdorp, Zwolle and Amsterdam) which should see a further expansion of...

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