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IKEA



Introduction

IKEA, the international furniture store company, has been famous for its new concept of home sales that offers quality furniture and interiors for a reasonable price. This case solution analyses IKEA's strategies that disrupted the traditional retail industry while discussing the issues associated with sustaining the competitive advantage.



Business Model

IKEA is a company which has established its operation strategy based on selling easily assembled furniture pieces at the company's low prices for high quality. IKEA eliminates costs through effective product design for production and economies of bulk production without compromising quality.



Centric Innovation

It is a key requirement that the company maintains quality customer relations and give clients the best experience. IKEA's showrooms inform customers through the use of correctly decorated room arrangements with the furniture.



Conclusion

From the case analysis of IKEA, one is able to note that indicates three key concepts namely; innovation, customer orientation, and sustainability. By adjusting strategic decisions to market requirements whilst preserving a company's mission, IKEA ensures the firm's dominance in retailing.



Resource

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