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retailer; became a global cult brand A hybrid strategy (point 3 on the strategy clock - Exhibit 6.2) can be very successful and difficult competitors to imitate. However, there is a danger that the organisation can drift into a 'stuck in the middle' position - being 'out-flanked' by both low-priced and differentiating competitors at the same time.

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prices so low that a large number of people will be able to afford them.

Retail Management Case Study: IKEA

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the IKEA: "how the Swedish retailer became a global cult brand'. The case study confirmed that ikea the global retailer case study answers several of the biggest troubles the organization is experiencing is how do they maintain the core founding values with the Firm alive if the organization grows and grow to be more sophisticated to control.

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Global Retail Giant

It uses a global sourcing approach where it takes advantage of the different strengths of different markets when undertaking its operations. According to Rosenhauer (2008: 2-3), IKEA was established in 1943 and is the largest furniture retailer in the world.

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IKEA global Strategy -

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Ikea Case Study. IKEA CASE STUDY

Introduction IKEA is one of the world's most successful global retailers. In 2007, IKEA had 300 home furnishing superstores in 35 countries and was visited by some 583 million shoppers. IKEA's low priced, elegantly designed

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merchandise, displayed in large warehouse stores, generated sales of 21.2 billion in 2008, up from 4.4 billion in 1994.

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(IKEA: how the Swedish Retailer became

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a global cult brand). This case study is an abridged version of an article from Business Week online (N. American edition) published in 14th November 2005. IKEA is a Swedish based furniture retailing firm which provides its customers with affordable furnishing and house wares.

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employing child labor.

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About: IKEA is a privately--held, international home products retailer that sells flat pack furniture, accessories, and bathroom and kitchen items in their retail stores around the world. The company, which pioneered flat--pack

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design furniture at affordable prices, is now the worlds largest furniture retailer.

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brand of home furnishing products.

IKEA Marketing Strategy and practices: A Case study

Case Study for August 2005 Examination
The Idea Behind Ikea Founded in 1943, by Ingvar Kamprad, Ikea is now reputed to be the largest furniture retailer in the world, with outlets in 32 countries and

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plans to develop further.

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With its new Indian store about to open, Ikea is proving once again that no retailer has put together a global strategy better than the Swedish company's.

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Why Ikea Succeeds Around The World While Other Retailers ...

In 2002, IKEA was one of the leading furniture retailers in the world. IKEA offered a range of items - furniture, cookware, tableware, kitchen utensils, gadgets, textiles, bedding, cushions, shower curtains and paint. IKEA had

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emerged as a global player in one of the most highly fragmented industries in the world. In 2002, Interbrand ranked IKEA 44th on its list of the top 100 global brands ...

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