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structure and plan per the operations management book page 65 and page 66. Four questions were presented at the end of the case.

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collection. The study has a qualitative case study approach where the primary data collection was through interviews with IKEA

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customers. The findings indicate that customers who choose to visit IKEA base their decision mainly on cost-advantages as well as the size of the assortment.

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and many more. The products, which are provided by them, have unique styles and the function of good quality and style is complimenting products to become most attractive and satisfy customers need.

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viewed, leaves too many unpredictable options that the cutting of the movie would provide an image which wouldn't leave any space for explanations concerning IKEA's engagement in India but defending itself against accusation which might be made through the movie.

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