

## IKEA Offers Superior Furniture

IKEA furniture is the popular brand name in the world furniture market and the products of IKEA are considered as durability and high quality and standard products. IKEA furniture has its basis in 1943 in Agunnaryd, Sweden. The founder of IKEA Group was Kamprad who was just 17 at that time. Through the creativity of IKEA designers, the company diversified its operations and today it has a global presence.

The products offered by the company are home furnishing products and are available at very reasonable prices. Although IKEA offers well designed products but still it has maintained the quality and affordability of its products. IKEA furniture offers very reasonable and high quality product for those who have unique taste. The collections of IKEA furniture are very unique and differentiable in the market and if you select an IKEA item, you will realize that. IKEA furniture is focusing more on what the customer wants and desires and therefore, it is becoming the favorite brand of not only the people who want furniture for their homes but also for commercial home designers.

There are a number of furniture companies in the world market but many of them are offering high quality products but for high value and those which offer low prices are offering low quality products. The only global brand that is offering high quality but at low cost products is IKEA furniture.

The company has very efficient operating methods and because of the productive methods, it is able to give maximum margin to its customers.

Through its innovative and stylish home furnishing products, it is able to maintain its position as a global superior and innovative brand. The

manufacturing process of the company is very productive and cost effective, which has enabled it to design good quality but cost effective products.

The facts and figures of the company show that IKEA Furniture has expanded to 24 countries of the world and there are 231 stores of the company.

There are 118,000 coworkers of the company who are working in more than 40 countries and the profitability of the company is evident from the fact that it earns 19 billion Euros per year.

Are you bored of your traditional furniture? If yes, then IKEA furniture can bring a new transition in your life through its innovative and creative designs.

The sophisticated designs and the comfortable styles of IKEA furniture has made its customers loyal to the company. Today, IKEA Furniture is also a symbol of standard and class but still at very affordable rates. So, if you have taste and you want to bring a unique style in your home, office, business place or any other place IKEA should be your first choice!

## About the Author

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