

No More Furniture, Just IKEA Furniture

When the name of quality, class and durability comes together, they form the most sophisticated brand of furniture and that is none other but IKEA furniture. IKEA furniture was founded in 1943 in, Agunnaryd, Sweden. It was founded by a young boy of 17 years, Kamprad. Through the creativity of IKEA designers, the company diversified its operations and today it has a global presence.

The company offers a huge variety of home furnishing products at very reasonable and affordable rates. Even the company is offering very superior and high quality products but still the customers have never complained for its pricing strategy. These qualities have made IKEA a global brand and it is the choice of all the people who want quality and affordability both in any product. The collections of IKEA furniture are very unique and differentiable in the market and if you select an IKEA item, you will realize that. In today's market customers are well aware of the products and therefore, there is a need of customer oriented market instead of market and this is what IKEA furniture is doing.

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.

IKEA furniture is able to offer this benefit to the customers through the innovative but cost effective methods. The company has been focusing in maintaining its position as a superior brand since its creation in Småland, Sweden. Efficiency in operations and creativity of the designers are two important factors which have made the company the best furniture company in the world.

Today, IKEA furniture has its operations in 24 countries with 231 outlets of IKEA furniture. 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.

If you buy IKEA furniture, you will find a new look of your place. The customers of IKEA furniture are not only getting the latest and innovative designs in furniture but they are also getting comfortable living standards. 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! [More Links ...](#) [More Links ...](#)

About the Author

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