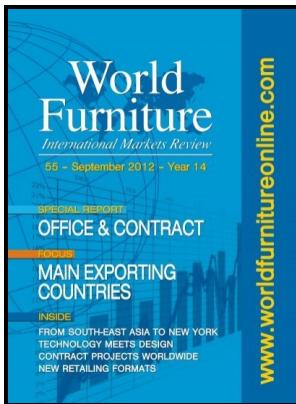


Marketing strategies in the foils decorative furniture-surface materials market of a leading global company in Thailand.

Oxford Brookes University - IKEA: A GLOBAL MARKETING SUCCESS STORY



Description: -

- Marketing strategies in the foils decorative furniture-surface materials market of a leading global company in Thailand.
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Global Marketing

We believe that where something is made, and why, matters. He flew economy class, he would take the metro to work, drive a ten-year-old second-hand Volvo and avoid designer suits. The first thing prospects do is to search for an answer to their problem via an Internet search engine.

Marketing Strategies for Modular Furniture

In most cases, the change must be incremental and should be introduced by demonstrating the power of the concept one step at a time, not as a complete revision.

7 Essential Digital Marketing Strategies for your Furniture Business

Technology and digitization wave — A huge wave of technological disruption and digitization has impacted our world. For some of us, the last thing we want to do, and the last step we take, before making a considered purchase is to engage with a salesperson.

What Is a Global Marketing Strategy?

Other components include a proper, vetted, written marketing plan aligned to the business goals. They were not only able to find a larger selection of companies and products quickly but also to read reviews, customer feedback, and see detailed photos or specs in a matter of seconds.

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