

# 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



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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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