

## La Success Story Ikea

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First of all it is important to know how IKEA started to get to know the key to its success. The history of IKEA started in 1926 when its founder was born. Ingvar Kamprad was born in Smaland, in the south of Sweden. When he was a child, he knew that he wanted to have his own business and when he was five years old, he started to sell matches.

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### Psychology behind Ikea's huge success

The success story of IKEA is so impressive, that it is hard to believe. There are 298 stores in across 36 countries. Products are aimed at young people and unlike the conventional furniture stores, the furniture can be used immediately and thrown off after sometime.

### IKEA Story - IKEA | Success Story

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