



## Key Partners :

The IKEA' business model involves collaboration with a network of key partners. These partnerships enable the **company to optimize its operations, access specialized expertise, and enhance its value proposition.** IKEA's key partners include:

**Suppliers:** Manufacturers and raw material providers that meet IKEA's quality and sustainability standards

**Franchisees:** Independent operators who manage IKEA stores in certain markets

**Logistics providers:** Companies that facilitate the transportation and distribution of IKEA products

**Technology partners:** Firms that support IKEA's digital initiatives and e-commerce operations

**Sustainability partners:** Organizations that collaborate with IKEA on environmental and social responsibility projects

**Financial institutions:** Banks and investors that provide funding and financial services to support IKEA's growth