



## Value Propositions

The IKEA business model offers a compelling [value proposition](#) to its customers. The company's **unique blend of affordability, design, and functionality sets it apart from competitors and attracts a loyal customer base.** IKEA's main value propositions include:

**Affordable prices:** High-quality products at low costs

**Functional design:** Practical and space-saving solutions for everyday living

**Wide product range:** Extensive selection of furnishings for every room

**Shopping experience:** Unique, immersive, and inspiring store layout

**Sustainability:** Commitment to eco-friendly materials and practices