



Customer Relationships :

IKEA's business model emphasizes **building strong, long-lasting relationships with its customers**. The company focuses on **creating a positive and memorable shopping experience that encourages customer loyalty and advocacy**. IKEA's customer relationships are characterized by:

Self-service: Empowering customers to explore, select, and transport products independently

Co-creation: Involving customers in the assembly and customization of products

Customer support: Providing assistance through various channels, including in-store, phone, and online

Loyalty programs: Rewarding frequent shoppers with exclusive benefits and discounts

Community building: Fostering a sense of belonging among IKEA fans through events and online engagement