



Key Resources :

The IKEA business model relies on a set of key resources to create and deliver value to its customers. These resources form the foundation of the **company's competitive advantage and enable its global operations**. IKEA's key resources include:

Brand reputation: Strong, globally recognized brand associated with affordability and quality

Intellectual property: Unique product designs, trademarks, and patents

Human capital: Skilled and dedicated workforce across various functions

Physical assets: Extensive network of stores, warehouses, and distribution centers

Supply chain: Efficient and cost-effective global sourcing and logistics network