

Ikea in brazil

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IKEA IN BRAZIL IKEA's vision is to create a better everyday life for the many people. The business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them. The IKEA product range focuses on good design and function at a low price. It offers home furnishing solutions for every room in the home. It is co-ordinated so that no matter which style you prefer our designers and product developers work hard to ensure that our products meet your day-to-day needs and eliminates the unnecessary.

This business could be successful in Brazil? Brazil is among the ten leading world economic powers. He entered a mild recession in 2009 (-0.2%), Brazil's economy has regained growth momentum in 2010, boosted by the revival of trade and supported by various recovery measures. Estimated at 7.5% of GDP, the highest growth in Latin America. In recent years, Brazil has become one of the major powers of economic growth, thanks to reforms to stabilize the economy through the promotion of investment, boost and oil industry consolidation in the world with its exports.

Lula's government brought the institutional stability and currently Brazil Dilma Rousseff, the new president, elected in October 2010, pledged to continue the policies of former President Lula. Despite the good economic performance, social issues are important. The country remains one of the most unequal, there are strong regional disparities. IKEA for Brazil represent a window to the outside, as the Brazilian consumer is very attracted to foreign products, especially if we talk about Europe.

Since the Brazilian consumer IKEA offers a wide range of practical and high quality products at low prices. The four cities chosen for introduction are: Sao Paolo, Brasilia, Salvador de Bahia and Rio de Janeiro. These cities are chosen because they are the most populated in Brazil. With this information, we will perform an analysis to see if IKEA is possible in the Brazilian market. Besides being the gateway to South America and continue the IKEA expansions.