

IKEA餐廳的創新與如何持續發展 銷售經營的方式

This study explores IKEA's sales strategies by examining why consumers dine at IKEA restaurants and how they feel about the experience. Utilizing research analysis, marketing strategy, market impact, and SWOT analysis, we will conduct an in-depth study and issue a questionnaire to measure customer satisfaction.



Based on our literature review, survey findings, and marketing analysis, we present the following three recommendations:

- Optimize Dining Environment & Workflow Efficiency
- Adjust Pricing & Enhance Promotional Strategies
- Strengthen Digital Marketing & Diversify Sales Channels