

Keep Your Eye On The Competition

You have to compare yourself to your competitors every day in every way, because you know that's what your customers are doing!

Making comparisons in English

Ikea is the **most** well-known furniture store in the world. It is **best**-known in France for its kitchens and throughout the world it is the **most** famous Swedish company. It is **less** appreciated for the shopping experience than some other furniture stores, partly because it has a **worse** reputation for waiting times in cash lines and for sales assistance in the store. Ikea's self service concept is designed to keep prices low for the customer. This means that ikea offers some of the **best** value for money home furnishing products available on the market. Ikea offers many low priced items and tries to have the **lowest** prices on the market. The concept is called 'democratic design', design for the ordinary people. Ikea offers the **widest** range of modern storage solutions of any French home furnishings specialist. **Most** people agree that a day out in Ikea can be stressful but that the inspirational ideas on show are the **best** part of the experience.

Low
Lower
Lowest
High
Higher
Highest
Good
Better
Best
Bad
Worse
The worst
Most
More
The most

In the eyes of the customer.

Looking at the following items **through the customer's eyes,** what comparisons do you think they make between:

1/ Services offered by Cuisinella and services offered by Ikea.

2/ The design range and value for money of Ikea and BUT sofas.

3/ Alinea and Ikea textiles and inspiration.

4/ Carrefour and Ikea's cookware ranges.

5/ Alinea and Ikea's beds.

6/ Storage solutions at Conforama, Castorama and Ikea.

Feature
Advantage
Benefit
Function

easy access english