

Content Outline

Irene Shin
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Project Title: IKEA

I'd like to build this site as multiple pages, rather than a long, single page website. IKEA is a famously loved store that I'd like to create a microsite for.

- **Home Page/Introduction** – Introduce IKEA & its history
- **Store Layout** – how ikea keeps customers engaged at all times & briefly compare US stores to international
- **Products & Services** – simple designs, easy-to-follow instructions, restaurant, food markets, smaland
- **Environmental Initiatives** – saving energy and the planet
- **Marketing** – success with advertising, ikea family, catalogue
- **Sources** – this page will just list sources, including the Wikipedia page, as well as other sources for photography, and any other credits that need to be provided.