**IKEA**

**Cailyn Cochran | MKT 311 | 3 November 2016**

1) Should IKEA end a representative to take part in the documentary?

I believe IKEA should because if they do not defend themselves, the filmmakers could distort IKEA’s image to the public, and IKEA would have a hard time defending their stance, if they declined representing themselves.

2) Should IKEA cancel the supply contract with Rangan Exports?

Because the lives of children matter the most, I believe that cutting off Rangan Exports would be best. Rugs aren’t their number one good, and the standards are better around other parts of the world. I understand that this would be a huge change, but the future of IKEA’s image is at stake, and they don’t want to be seen as money hungry corporation that doesn’t take a stand against child labor.

3) Should IKEA get involved with Rugmark and have this organization monitor the situation on the company's behalf?

I think getting involved with Rugmark would be beneficial, but IKEA shouldn’t let Rugmark take full reins of the situation. They should monitor the progress of child labor together.