



As part of the recruitment process in IKEA SEE, we would like to evaluate your competence and capabilities based on a test case connected with the job that you have shown interest for. You should:

- Create inspiring and sales driven landing page for IKEA outdoor range products. For this purpose you can use content available on IKEA retail websites.
- From optimization perspective, please analyze page: http://www.ikea.com/ms/sr_RS/customer-services/index.html (feel free to translate it from Serbian into English). Suggest and elaborate both short and long term improvements having in mind customer's perspective and internal (IKEA) perspective.
- Prepare a 20 minutes presentation and allow 10 minutes for questions. You can use any format that you wish for the presentation.

Instructions:

- You will have time on your own, between the receiving of this material and the presentation to us. You can use all the resources that you need and the time you consider necessary.
- You will have to send the case in advance in written form to this email address: **jelena.agbaba@ikea.com**, not later than **13th of February 2018, until 12 PM.**
- The case study should be presented it in front of a panel for evaluation (prepare a 20 minutes presentation and allow 10 minutes for questions. You can use any format that you wish for the presentation).
- We recommend that you prepare the case with your own knowledge and resources. You can always use your own research and crosscheck with your network. But you will have to defend the case live in front of a panel.