**Case Study Description:**

Throughout the semester our labs will be focused on developing a website for a fictitious local company. This is called a Case Study approach. The purpose of this type of structure is:

1. To improve analysis skills and problem solving skills
2. To develop a portfolio to be used by the student as examples of work
3. To develop a method for creating a site
4. To apply what you have learned to solve a problem much like what you would encounter in a business situation

This semester we will be constructing a web site for **Chade's Bicycle Company** (a fictional company). Here is some Background information about Chade's Bicycle to help you through the semester.

**Chade's Bicycle Company** has contracted with you to create a web site for their business. Chade's Bicycle Company is a bicycling retail shop and a bicycle manufacturer. The company has never had a web site and they feel a web site is a must in today's environment. The company wants the following information on their web site and we will be constructing pages to provide this information throughout the semester:

* a mission statement
* a company calendar
* a customer information form
* hours, directions, and a map
* a showcase of bikes for purchase
* info on their manufacturing
* info on custom made bikes
* history of the company
* links to bike interest sites
* other bike related info that you can suggest

**Chade's Bicycle Company** is a small business with less than 25 employees. They manufacture custom bicycles as well as selling name brand bicycles. They also provide repair work done while you wait or by appointment.

They have a retail shop with a manufacturing warehouse nearby. The retail shop contains some of the custom bikes they manufacture, name brand bicycles, bicycle parts, helmets and riding clothing for all seasons. They sponsor a local bicycling club and offer bike rides locally and throughout the state. They sponsor a Bikes for Tykes drive each year. Bikes for Tykes is a project that takes old, unused bicycles refurbishes them and then provides the bikes for children less fortunate.  
Another side of their business is the bike rental. They rent bikes to individuals or to groups.

Michael Anderson is the CEO of the company. He took over the company when his father, Robert Anderson, semi-retired. Robert still works at the retail shop and provides expertise in the shop and in manufacturing. Robert started the business in his garage. He sold his first bicycles when he was 12. Bicycles helped put him through college where he majored in marketing. The business grew from the one room operation into the company it is now. Robert believes in testing every bicycle himself. Customers return just for Roberts expertise. Robert started sponsoring the Bike to Work Day in 1994 and the company has continued to support the day.

Michael has continued the traditions his father built and believes that good customer service is of the highest importance.

This gives you an idea of what the company represents. We will learn more as we tackle the different parts of their web site.

**We are not going to construct any of these pages yet.  Instead we will spend the semester working on the entire website a piece at a time.**