

ABSTRACT

As people are buying more and more types of products through the Internet, a lot of cyber shops have become soaring powerful communication networks that people use to access information and connect with each other. Therefore, **The Wine Enthusiast** has come up with a decision to establish another distribution channel of its products through the online store.

The Wine Enthusiast is brick-and-mortar type of e-business model that position as a shop selling beverage-related accessories with best quality at very reasonable prices. The Wine Enthusiast initially has a physical store but it uses Internet to expand the distribution channel and increase market coverage as well as target market. There are 4 categories of products that The Wine Enthusiast is offering at the moment: Wine Cellars, Wine Racks, Stemware & Decanters, and Corkscrews. The company determines to keep the customers up to date with its new arrivals as well as news regarding the company in a timely manner.

To run a successful online business, basic business strategies that are used with offline businesses, such as situation analysis, SWOT analysis, competitor analysis, and financial analysis are applied with this project as well. Within The Wine Enthusiast website, customers can shop around by surfing through the electronic catalog that is continuously updated, adding desired products to the cart, submitting their personal profile to The Wine Enthusiast, and subscribing to the e-newsletter. These front-end processes are solely intended to make customers' shopping experiences easy and fun every time they place orders.