

ABSTRACT

People are turning away from God. Many people just want to live on their own and their lives soon are controlled by greed, selfishness, passionate sexual desire, and so on. They convince themselves that there's nothing wrong with them but that wouldn't be cured by more money, more job, more sex and more house. Finally, they end up with something they didn't expect: storms of stress, divorce, sorrow, AIDS and etc.

This new virtual Christian community is going to be an active virtual place for those who are suffering from their personal problems or from illnesses, those who need love, those who want to turn to God and experience a true revival, and those Christians who are unable to find a Bible believing Christian Assembly that is not full of money coveting and hypocritical. It is going to be a virtual community where people can share their love. The web site provides comprehensive range of services such as online Bible (NIV), daily Bible lesson, prayer room, Christian member database, chat room, bookstore and regular meeting schedules.

The name of this online church is "LaIslaBonita.org" which means a beautiful island. Though it is Spanish, native English speaking people know its meaning very well. I chose this name because it sounds beautiful and its meaning is good. I want to tell the people that this is like a virtual beautiful island where everyone can share his love and find peace from God.

Though this is a kind of non-profit Website, some revenue will be generated from e-bookstore, donations, and our outdoor activities. To promote this Website, I conducted SWOT analysis, market segmentation, market targeting, positioning and marketing plan. I really believe that this new virtual community will help many people to find the eternal peace finally. May God truly bless LaIslaBonita.org.