**The Infinity Jewelry Store**

Business Case

**Hao Chang**

**Business description**

**The Infinity Jewelry Store is based in Los Angeles, California USA. We provided all ranges of jewelry from affordable to high class even Infinity Stone for our customer’s desires. Our clients will be thrilled with our highest discretion and professionalism, they will be provided with extreme care and knowledgeable customer services for their purchases.**

[You may come up with a fictitious company and think about the products or services your application will promote. Provide an overview of the business, including what the business does.]

**Business goal**

**The Infinity Jewelry Store wants to take advantage of web technologies to promote their grand opening, Infinity Jewelry Store knows extremely well that due to the success of the Marvel movies, and the power of Infinity stones, there will be a high number of potential buyers and attractions towards the store thus it is essential to create a webpage to bring in more customer and online presences.  
  
Revenue from The Infinity Jewelry Store website will come from online sales of the “Online Only” Jewelry and offers, as well as following the merchant model of Click and Mortar. Both provide sales from the website as well as an actual storefront for customers to be in person. The website’s implementation will be expected to have “information sharing activity” which is used for potential customers or users to share information about this application.**

[Describe why and how your application would benefit the sale or use of your company’s products or services. You may consider and cite extant literature on [Internet-based business models](http://digitalenterprise.org/models/models.html) to describe how your application would help the company to generate more revenue.]

**Target Audience**

**The Infinity Jewelry Store website’s target audience consists of people who are looking for Jewelry or accessories. Demographics of the target audience include young to retired adults, single individuals, couples, or families. The website also aims to attract buyers that are interesting in special jewelry such as handcrafted, custom pieces, or one of our Infinity Stone collections.**

[Identify the target audience of your application. A target audience is a specific group of people that are most likely to respond positively to the information presented on the application. Think about the target audience’s demographics, such as age range, level of education, and occupation. ]

**Vistors’ Motivations and Goals**

**The Infinity Jewelry Store website’s visitors are likely to post on social media about their finding of a special kind of Jewelry store. Specific goals of the website's visitors may include buying our products, sharing, or contacting The Infinity Jewelry Store for more information.**

[Elaborate on the reasons that your users have to use your application. Describe the underlying motivations and specific goals. Then, consider how the goals of your users influence the content of your application.]

**Information requirements**

[Now that you know who will be using your application and why you need to decide what information your users require to achieve their goals effectively.]

1. Since this will be a new website along with the grand opening, a potential customer would know nothing about what we do and the services we provide, thus the website should display our most treasured item.
2. As above, the website should include information about the store, as well as items descriptions of what we sell.
3. Moreover, the website should include an information box to gather requests of the customer for potential customization of their items or an information-sharing box.

**References**

[When writing the business case for developing a website (or any information system in general), you should include a list of references to the sources of information used. *You also need to take care of the reputability of your sources*. The use of reliable and trustworthy sources is essential for strengthening the credibility and appeal of your case.]

BUSINESS MODELS ON THE WEB. Michael Rappa. Accessed on October 10, 2021. <http://digitalenterprise.org/models/models.html>

How to Start a Jewelry Business. Caroline Goldstein. Accessed on October 10, 2021.  
<https://www.nerdwallet.com/article/small-business/how-to-start-a-jewelry-business>

...