

# Business Analysis

Student: Zhiheng Gu, Peicheng Guo  
Project name: The oracle

## 1.1 Introduction of whiskey in Australia

Whisky is a strong alcoholic drink made from grains like barley, corn, wheat, or rye. It's produced through fermentation, distillation, and aging processes.

Different types of whisky, like Scotch, Irish, and American, have their own distinct tastes and styles, influenced by ingredients, methods, and aging.

Generally, whisky can have these basic flavors:

**Single Malt Whisky:** Made from barley, it has strong fruity, nutty, and vanilla flavors, sometimes with a hint of smokiness.

**Blended Whisky:** It's a mix of different types, including single malt and grain whisky, often with balanced fruity, vanilla, and nutty notes.

**Grain Whisky:** Made from grains other than barley, it's lighter with a soft, sweet taste and hints of vanilla or oak.

**Peated Whisky:** It's made using peat during barley roasting, giving it a unique smoky flavor, often found in Scotland with hints of seaweed and herbs.

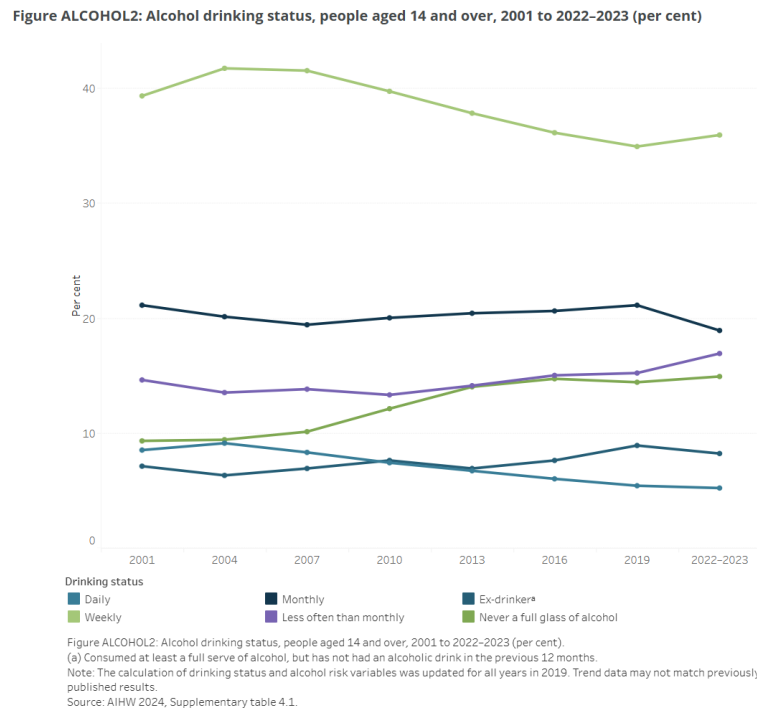
According to the history section of the Australian Distillers Association website (<https://australiandistillers.org.au/ADA-History>), the first legal distillery in Australia was the Sorell Distillery in Hobart, which began operations in 1822. It was established after Governor Macquarie aimed to increase grain production and collect taxes on alcohol. The introduction of the Distillation Act in 1901 mandated that stills have a minimum capacity of 2700 liters, meaning only large-scale production requiring substantial capital investment became feasible. This effectively put an end to "craft" or small-scale spirits production.

However, it's interesting to note that in Tasmania, which currently produces the most whisky in Australia, whisky production had been banned since 1838. It wasn't until 1990, with lobbying efforts led by Bill Lark, that small-scale whisky production was permitted. In 1992, he established the first licensed still in Tasmania in 154 years. This change marked the beginning of a new era of development for the whisky industry in Tasmania (Australian Distillers Association).

## 1.2 Whiskey market in Australia

Australia is a country with high whiskey consumption, and whiskey occupies a wide share of the local market. After detailed research and statistical analysis of the drinking situation of different age groups, it can be found that whiskey, as a kind of spirit, plays an important role in the Australian drinking market. Research data shows that whiskey consumption has increased significantly in recent times compared to the past, reflecting continued preference and growing interest in the drink.

The latest research and statistics show that drinking is widespread among adults aged 18 and over in Australia, with significant numbers exceeding government drinking guidelines. According to 2022 ABS data, more than a quarter (26.8%) of adults exceed the Australian Adult Alcohol Guidelines recommendations, while among young people aged 18-24, more than a third (36.1%) also exceed this guideline (Australian Bureau of Statistics, 2022). This suggests that the number of drinkers has increased over time, and compared to men and women, men drink whiskey at a much higher rate than women.



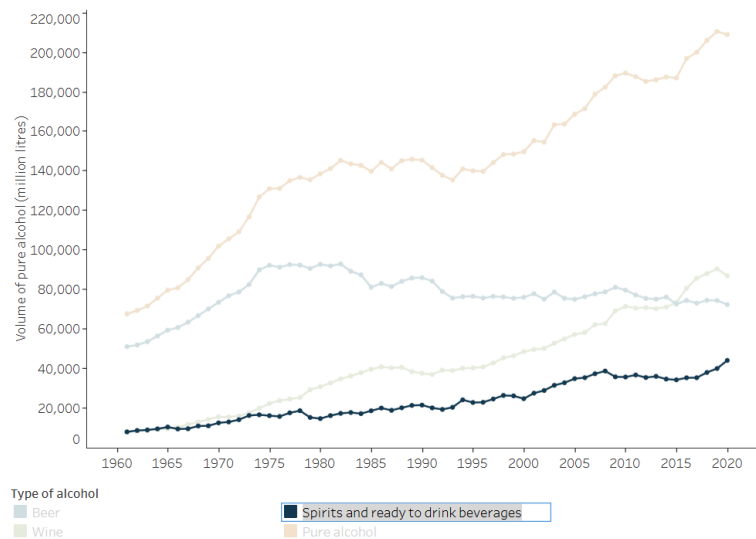
Picture 1 Alcohol drinking status (AIHW, 2024)

The images are not related to the research in the text. It is just used as a way to express it more clearly and understandably.

## 1.3 Whisky Industry Trends

According to a 2023 Australian Institute of Health and Welfare research report, Australians' consumption of spirits shows a stable but gradually increasing trend. While annual consumption may fluctuate somewhat, overall trends indicate that attitudes toward spirits consumption are relatively stable. In the long term, spirits consumption in Australia is expected to gradually increase. Meanwhile, consumption of unmixed spirits like vodka, whiskey and liqueurs has reached its highest level since 2002-03. It was reported that in 2019-20, people consumed an average of 1.5 liters of pure alcohol from unmixed spirits per year. (Australian Institute of Health and Welfare, 2023)

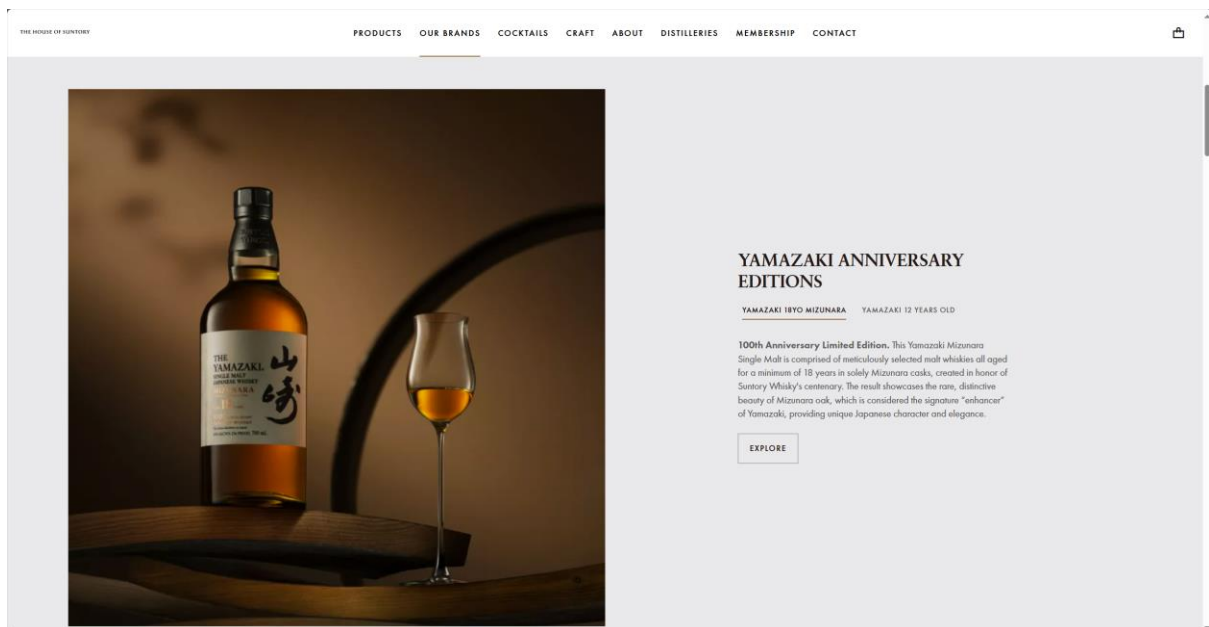
Figure ALCOHOL1: Apparent consumption of alcohol by beverage type, 1944–45 to 2019–20 (litres per capita or total volume)



Picture 2.2 Apparent consumption of alcohol by beverage type (AIHW, 2024)

The images are not related to the research in the text. It is just used as a way to express it more clearly and understandably.

## 2.1 Similar website reference



Picture 3 Yamazaki home page (House of Suntory, 2024)

**Aesthetics:** High-quality professional images are used to create an atmosphere of luxury and sophistication.

**Clear Brand Identity:** The layout highlights the product and its unique attributes, consistent with the brand image.

**Informative content:** Descriptions provide detailed information about the product, emphasizing its uniqueness and craftsmanship.

**User-friendly navigation:** Menus are simple and straightforward, making it easy for visitors to find information about products, cocktails, distilleries and memberships.

**Interactive:** Users are encouraged to explore more about the product



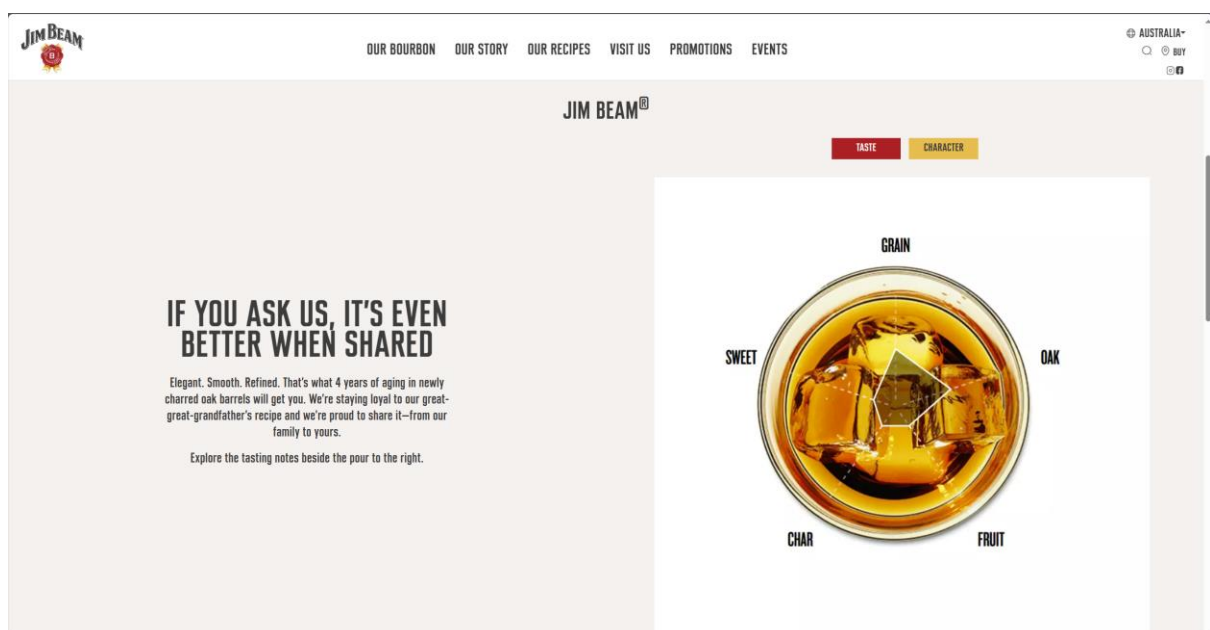
Picture 4 Macallan product page (The Macallan, 2024)

**Visual appeal:** High quality images and unique layout are used to make the whole page look very sophisticated and professional.

**Simple design:** The page design is clean, users can easily focus on the product without unnecessary distracting elements.

**User experience:** Switching content by left and right buttons increases interactivity and makes it easier for users to browse different information.

**Clear information:** The product description is concise and straightforward, and the product features and taste are directly conveyed with images that are easy to visualize.



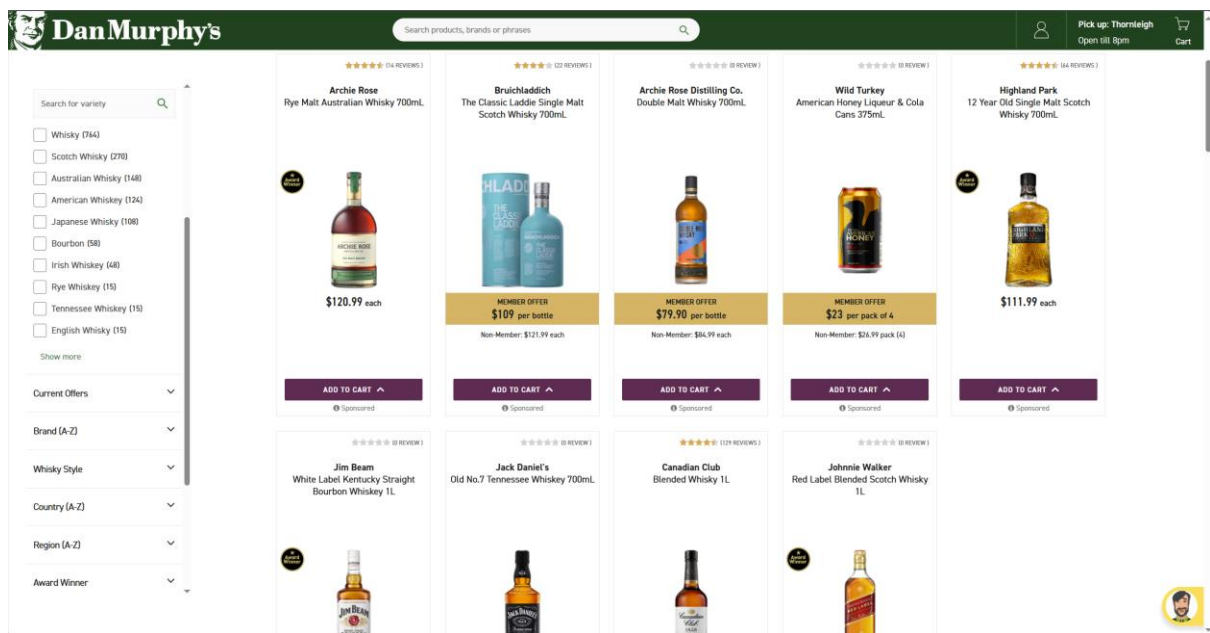
Picture 5 Jim Beam product detail page (Jim Beam, 2024)

**Simplicity and clarity:** The interface is designed to be simple and to the point so that users can quickly grasp the main information.

**Interactive:** Labels for flavors and characteristics are provided, which users can easily click to learn more details, increasing interactivity.

**Visually appealing:** The use of high-definition images and contrasting color blocks makes for excellent visual effects and attracts users' eyes.

**User experience:** the radar chart approach allows users to quickly grab information.



Picture 6 DanMurphy's product display page (DanMurphy's, 2024)

**Filter Layout:** The filter options on the left side are categorized in detail, including spirits, current offers, brands, whisky styles, countries, regions and awards, enabling users to quickly find products that meet their needs.

**Product display:** the layout in the center is simple and clear, each product has a clear picture, name, price and member discount information, so users can intuitively compare different products.

### 3 Business Analysis result

Australia's whisky industry has grown rapidly in recent years and has become a significant player in the global alcohol market. Australian whisky has won international acclaim for its diverse flavors and high quality, especially in regions such as Tasmania and Victoria, where there are several award-winning distilleries. Despite the global recession, the future of alcohol products remains relatively stable (Van Schalkwyk et al., 2021). So, the user base will only increase steadily in the future

Potential for a whisky compound information display page

**Market Demand:** With the popularity of whisky on the rise in Australia and internationally, there was a strong market for a web page that provided detailed information and avenues for purchasing.

**User experience:** An intuitive, clearly categorized whisky information display page can help consumers find and select the right product more easily.

**Branding:** Distilleries can use web pages to showcase their product features and production processes, enhancing brand awareness and reputation.

**Educational Functions:** The webpage can contain whisky knowledge, tasting guides and history and culture to enhance users' interest and understanding of whisky.

**Lack of similar products:** No mainstream alcohol information website has a page to analyze the taste from the chemical composition, so our product can be said to be the first of its kind.

## Reference

Australian Bureau of Statistics. (2022). Alcohol consumption. ABS.

<https://www.abs.gov.au/statistics/health/health-conditions-and-risks/alcohol-consumption/latest-release>.

Australian Distillers Association. History. <https://australiandistillers.org.au/ADA-History>

Australian Institute of Health and Welfare. (2023). Apparent consumption of alcohol in Australia. Retrieved from <https://www.aihw.gov.au/reports/alcohol/apparent-consumption-of-alcohol-in-australia>

Australian Institute of Health and Welfare. (2024). Alcohol, tobacco & other drugs in Australia. Retrieved from <https://www.aihw.gov.au/reports/alcohol/alcohol-tobacco-other-drugs-australia>

Dan Murphy's. (2024). All whisky. Retrieved May 27, 2024, from <https://www.danmurphys.com.au/whisky/all>

House of Suntory. (2024). Yamazaki® single malt Japanese whisky. Retrieved May 27, 2024, from <https://house.suntory.com/yamazaki-whisky>

Jim Beam. (2024). Jim Beam® Original: Kentucky straight bourbon whiskey. Retrieved May 27, 2024, from <https://www.jimbeam.com/en-au/bourbons/jim-beam>

The Macallan. (2024). Sherry oak 12 years old. Retrieved May 27, 2024, from <https://www.themacallan.com/zh-hans-cn/single-malt-scotch-whisky/sherry-oak-12-years-old>

Van Schalkwyk, M. C., Maani, N., & McKee, M. (2021). How food and beverage companies leveraged the great recession: Lessons for the COVID-19 pandemic. BMJ Global Health. Retrieved May 27, 2024, from <https://gh.bmj.com/content/6/1/e003286>