**International House of Beverage**

Business Case

**Business description**

At International House of Beverage, we present our customers with the most exquisite coffees from around the world. We have brands from all over the world regardless of where you live. Our website is the one-stop shop for all beverage lovers.

**Business goal**

Our website is the main source of sales since we do not have an in-person storefront. The online store is easier to maintain and requires less overhead. Plus the customer can shop without leaving their home!

**Target Audience**

The target audience is very broad but probably excludes teens and young people. Most coffee drinkers are adults so our website will be designed to be visually appealing to them. The target audience is people of all sexes, all nationalities, and backgrounds. If you love coffee you are our audience!

**Visitors’ Motivations and Goals**

Visitors to the website would visit our website since many supermarkets have a limited selection of coffees. Our online storefront has a vast array of coffees both generic brands and exotic/foreign products. Anyone who would like to experience a unique drink will be lured into our website.

**Information requirements**

1. We will provide the price of our product
2. The quantity of our product if low on quantity
3. Who we ship with as well as how long until the customer receives the product.
4. We will provide the price for shipping
5. We will provide the product names
6. Our phone number and email will be up for any questions or concerns

**References**

The information of our website will contain many of the images provided from many coffee brands in order to accurately show what we are selling. We will also be using multiple websites as reference to show how we chose the layout of our website.

BUSINESS MODELS ON THE WEB

http://digitalenterprise.org/models/models.html

Our references for the layout

https://www.coffeebean.com/

https://www.durangocoffee.com/