**Worldwide Munch Snack Boxes**

Business Case

**Business description**

Located in the heart of Southern California, WorldWide Munch is a family-owned business catering to your pre-packaged snack needs. In our online marketplace you can find a selection of delicious snacks from around the world. Our curated boxes have snacks from all over the world, including South America and Europe.

**Business goal**

Worldwide Munch wants to use web technologies to penetrate our targeted market. We wants to create an online platform where people can find snacks from around the world and enjoy them in the confort of their homes. The Worldwide Munch website will be simple, and easy to use, where purchases can be done fast, safe, and convenient. As the company grows we will invest in our platform to make it more robust and offer more services and value to our customers such as more payment options and a larger variety of products.

**Target Audience**

The target audience for the application would be middle class adults that live in the city. But because there will be a vast number of products that will be offered other demographics will also be targeted such as single individuals, couples, and students.

**Visitors’ Motivations and Goals**

Users would use the application to search for products, and place orders. The goal of the website is to promote all the products available, and get the viewer interested in buying the product. The application will also encourage the user to share our product in social media by means of discounts and promotions.

**Information requirements**

1. The application should be simple and easy to use and navigate.
2. Products will be easy to find and easy to add to your shopping cart.
3. There will be multiple payment options, and the user will be able to scan their credit/ debit card to pay.

**References**

BUSINESS MODELS ON THE WEB. Michael Rappa. Accessed on July 7, 2021. <http://digitalenterprise.org/models/models.html>

<https://hitwise.connexity.com/rs/371-PLE-119/images/Subscription-Box-Report-2018.pdf>