**Introduction**

Our client “Sunshine Car Dealer Inc” is in the business of selling cars. They want to extend their business model to include an online car sales system that they wish to call “Sunshine Online Car Dealer Inc.”. Sunshine Car Dealer understands that having a web site and an ecommerce solution will be extremely important to continue to stay competitive in the car selling industry. As part of their ecommerce business model they want to provide a different buying experience to their customers in the comfort of their home. In addition they wish to cut down on personnel expenses so being able to offload some part of their sales to an online shopping experience will help them achieve that objective. Sunshine Car Dealer also wishes to be able to consolidate their inventory from all of their car selling agencies and an online solution will help them with that as well.

This will go in the PowerPoint Presentation:

Sunshine Car Dealer Inc.

What they need?

Stay competitive

Different buying experience

Cut down expenses

Consolidate Inventory