**Spray N’ Paint Paintball Based E-Commerce Site**

Business Case

**Business description**

Spray N’ Paint is a company that prides itself on creating the best environment for the sport of paintball. Based in Los Angeles California, Spray N’ Paint offers a variety of paintball equipment and arenas. Some of the equipment we offer includes but is not limited to paintball guns, paintballs, protective gear, and paintball accessories. We welcome all sorts of players from beginners to professionals.

**Business goal**

Ultimately Spray N’ Paint would like to become a reliable and accessible source for buying paintball gear for those in the paintball community. With the creation of an eCommerce website, the store can gain a better revenue stream and sell our products around the nation. The use of an eCommerce website would allow Spray N’ Paint to better promote our merchandise and arenas. With the use of the website, we hope to provide our customers with an easier method of browsing our merchandise and finding their nearest store and arena locations. Not only can we promote our inventory but also display our discounted merchandise. The website will act as an advertisement for our company, attracting potential customers either to our website or local store locations.

**Target Audience**

Spray N’ Paint’s targeted audience would mainly be people who are interested in paintball or are already familiar with the sport. Their ages can range from 12 - 50 years old. Usually, consisting of a younger audience or even families. The website hopes to bring awareness to Spray N’ Paint nationwide.

**Vistors’ Motivations and Goals**

The Spray N’ Paint’s site visitors are believed to be people looking to play paintball. Visitors could also be looking to purchase paintball equipment or trying to find a nearby arena.

**Information requirements**

1. Customers might be interested in our company history so a separate “About Us” page will briefly summarize our company’s history and ambitions.
2. Information about our products regarding price, ratings, branding, availability, and category will be made available to users to make finding their desired product easier.
3. The website will also include information about our physical store and arena locations, printable forms and liability waivers will be available on the website along with the rules and pricing of our arenas with contact information in case they require additional info.