iwire
an online wine market
Business Proposal
WHAT IS IWINE

iwine will be an online market for purchasing wine. The price will change throughout the day and the customer will be able to have an account to follow their favorite wines. This company will sell a wide array of wines, and will be a zero inventory business. This means that when an order is placed by a client we send a notification to the winery who is selling that wine.

This company will acquire clients through social media and online advertisements. Acquiring wine sellers will be done the same way, along with making direct phone calls, emails, and sending mailers.

Since this business is conducted online and over phone and email, both partners have the ability to live anywhere they want. This business will have a California business license and the business address will be in the Napa valley. (this will be done by UPS box and mail forwarded). Since California is the rising hub for wine and the Napa Valley being the center of it all, This will give our online market a leg up on some of the competition.

Start up cost are minimal, since both partners are the only employees, the only cost is a California LLC business license, a bank account, a UPS box, and a California type 85 limited off sale wine license.
PRICING

PRICING WITH VARIABLES

To make this online wine store a market, the price will have to change with several variables. This will give it a similarity of a stock market. When a seller decides to sell wine with this company we need to know the starting price and the minimum price required for each product they are selling. Then we use a mathematical formula to change the price based on the following variables; brand, the type of wine, what state it is from, and the popularity (how much it is purchased).

The pricing will be split by giving iwine 15% and if a wine is sold for more that the starting price everything above the starting price will be split 50/50 between the seller and iwine. The website will have to split up the money to keep track of all the sales so iwine can send the checks to the sellers at the end of the month.

THE WEBSITE

The website will need to allow the sellers to create an account to sell their wines, and the ability for the buyers to make an account to follow the price of the wine that they want. An idea for the buyer’s page will look similar to Google Finance. The website will have to send a purchased notification to the seller.
iwine

Phone: 541-840-6358 joeminear@gmail.com