

With et al (2002)
stated that customer

Business, Management



with the users and monitoring and responding to their comment should be The Wine Fusion's priority when thinking about expanding their social media sites. Another E-business strategy that would benefit The Wine Fusion is a Customer Relationship Software (CRM). CRM is used to manage a business-customer relationship and it is a key element of e business. There is different customer relationship management softwares they can use. The Wine Fusion currently doesn't have a way to manage their clients contacts and finding a CRM software that can provide them with a way to manage their clients contacts would be a possible e business strategy for the company. The risks of using CRM is that it is difficult to implement, this can be caused due to poor planning.

It can also bring privacy and security issues due to all the information going into the software. Villanueva, J et al (2002) stated that customer attitudes towards privacy always are emotionally charged. They worry about what and how information is collected, used and shared. If The Wine Fusion want to implement a CRM software they will have to do some planning and make sure that the customers know that the information they are providing won't be misused. The final e business strategy is Google analytics. Google Analytics is analytical tool that provides statistics on the number on customers visiting your website. This free web analytics service will give The Wine Fusion a better understanding of how people are using their website, it will also offer them solutions to help them see what's working and fix what's not." (Google Analytics – Google, 2018) Google analytics poses security risks within an organisation.

The risk of using google analytics is that all this information could be leaked, this would be breaching the customers privacy and a lot of information they might not want people to know. Like where they live as google has the browsers IP address. Recommendations of a possible E-Business strategy 15 marks After analysing the possible e business strategies, I have narrowed them down to the ones that I think are the most important for The Wine Fusion to succeed on the online market. The first possible business strategy for The Wine Fusion is redesigning their website. The benefits that they can get from improving their website is increased sales. This is because their website will appeal to a broader audience.

Also adding value to their business brand is important because new business can look at their website and see that they mean business. Improvements to the website design will raise confidence levels in customers' visiting the website and this will lead to increased sales. The professional image of the website will be a good boost to confidence for potential business partners. After redesigning the website, the next possible strategy could be expanding their Social media sites. Expanding and also engaging in these social media sites is important. To expand in the new market The Wine Fusion needs to have a more digital presence. Adding Social Media buttons to The Wine Fusion website will also make it more visible in search engines.

A simple Google search of a business name will bring up links to the company's social media pages and having a page that was last updated 5 years doesn't help the business. Posting regularly will increase traffic and this will mean that existing and potential clients are exposed to the company

more times which becomes a positive impact on their website traffic. I think keeping track of the website's activity and performance is also important and therefore my next recommendation is Google analytics.

This marketing tool will be able to give The Wine Fusion the ability to monitor all the platforms and allow them to review what is working well in terms of advertising, and what isn't. And also having all the data in one place will make it easy to compare the different channels for the business. This tool will allow them to monitor the effectiveness of their online marketing strategies and when there is any issue the site might be behaving, they can create some solutions. My final possible recommendation is a free customer relationship software called Zoho.

Zoho is a free CRM software ideal for small businesses like the Wine Fusion as it consists of less than 10 employees. This software system will help manage The Wine Fusion business contacts, employees, clients, contract wins and sales lead.