



University of Wisconsin-Madison

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Project Report

Competitive Analysis and Best Practices of Online Wine Merchants

Project Sponsor
Swiss Colony

Authors

**Kyung-Gu Lee
Pat O'Connell
Daniel Sutter
Jonathan Welburn**

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Executive Summary

The objective of this student-team project was to assist The Swiss Colony by performing a competitive analysis and best practices research of online wine retailers, and providing recommendations for a new e-business, namely Maverick Wine Gifts, being launched by The Swiss Colony. Our team undertook several different types of analysis for a group of top competitors including a market analysis, Website competitive analysis (including Web page real-estate analysis and a user-experience (side-by-side) analysis), and advertising and branding promotion analyses.

The competitive analysis considered several attributes pertaining to Site Design, Site Functionality, and Customer Value. Each of the top competitors were evaluated and ranked in subcategories within these main categories. We used this process to establish a thorough understanding of what the competitors are doing and to identify leading practices for the different areas.

The real estate analysis and the side-by-side analysis were very useful to compare the different competitors. The real estate analysis showed how the competitors are utilizing their landing page space for navigation, selling, non-selling, branding, and promotions. The side-by-side analysis was used to compare the whole online purchasing experience.

The advertising and branding promotion analyses included a newsletter analysis as well as a coupon analysis. The newsletter analysis examined the frequency and type of newsletters that are being sent out by the various competitors. The coupon analysis took a look at the coupons the competitors are making available through coupon websites and internally within their own websites.

After performing these various analyses and drawing inferences on best and worst practices for the different areas, we then examined the initial launch Website of Maverick Wine Gifts. We used the knowledge gained from our research and identified several recommendations to improve the newly launched Website.

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Table of Contents

- Executive Summary 1
- Acknowledgments 2
- Table of Contents 3
- 1 Project Overview..... 7
 - 1.1 Company Background 7
 - 1.2 Project Goals 7
- 2 Competitor Landscape 8
 - 2.1 Choosing our Competitors (Wolframalpha.com)..... 8
 - 2.2 Competitor Profiles..... 9
 - 2.2.1 Harryanddavid.com..... 9
 - 2.2.2 Winelibrary.com..... 9
 - 2.2.3 Wine.com 10
 - 2.2.4 Klwines.com 10
 - 2.2.5 Winechateau.com 11
 - 2.2.6 Giftbaskets.com 11
 - 2.2.7 Mywinesdirect.com..... 12
 - 2.2.8 Winecountrygiftbaskets.com 13
 - 2.3 Keyword Analysis (Alexa.com) 13
- 3 Market Analysis..... 16
 - 3.1 Competition 16
 - 3.2 Market Segmentation 19
 - 3.2.1 Gender 19
 - 3.2.2 Age 19
 - 3.2.3 Race..... 20
 - 3.2.4 Family Status..... 21
 - 3.2.5 Income 22
 - 3.2.6 Education 24
 - 3.3 Personas..... 26
- 4 Competitive Analysis Tool..... 28
 - 4.1 Competitive Analysis Methodology 28
 - 4.1.1 Site Design..... 29

4.1.2	Site Functionality.....	29
4.1.3	Customer Value.....	29
4.2	Competitive Analysis Tool.....	30
4.2.1	Site Design.....	30
4.2.2	Site Functionality.....	46
4.2.3	Customer Value.....	54
5	Side By Side Shopping Experience Analysis (Wine.com vs. Giftbaskets.com)	75
6	Advertisement and Brand Promotion Analysis.....	83
6.1	Newsletter Analysis.....	83
6.2	Coupon Analysis.....	85
7	Recommendations	87
7.1	Keyword Analysis	87
7.2	Company Name.....	87
7.3	Real Estate Analysis.....	88
7.4	Product Selection	88
8	Customer Support	88
Appendix - <i>Real Estate Analysis</i>		90
Appendix		92

Figures

Figure 1 : Keyword Data from Alexa.com	14
Figure 2: Keyword Data from Alexa.com	14
Figure 3 : Keyword Data from Alexa.com	15
Figure 4 : Keyword Data from Alexa.com	15
Figure 5 Competition between WineCountryGiftBaskets.com and Giftbaskets.com	17
Figure 6 Competition amongst MyWinesDirect.com, Wine.com, and KLWines.com	17
Figure 7 Competitor Profiling of the eight selected sites. Those that are direct competitors offer the selected function while sites that do not are listed as non-competitors. Some sites offer these functions indirectly and are listed as indirect competitors.	18
Figure 8. Gender makeup of online wine customers broken down by competitor website.	19
Figure 9 Age makeup of online wine customers broken down by competitor website	20
Figure 10 Racial makeup of online wine customers broken down by competitor website.....	21
Figure 11 Family status of online wine customers broken down by competitor website.....	22
Figure 12 Breakdown of Income distribution of online wine customers across all eight competitor sites.	23
Figure 13 Income distribution of online wine customers broken down by competitor website	24
Figure 14 Education of online wine customers broken down by competitor website.....	25
Figure 15 : Overall Demographics for Competitors	26
Figure 16 : Real Estate Analysis (Gift Basket vs. Wine Specific).....	39
Figure 17 : Area dedicated to Navigation	40
Figure 18 : Area dedicated to Branding	41
Figure 19 : Area dedicated to Selling	42
Figure 20 : Area dedicated to Non – Selling.....	42
Figure 21 : Area dedicated to Promotions	43
Figure 22 : Area dedicated to Unused Space.....	44
Figure 23 : Page Length Analysis for Competitors	45
Figure 24: Returns Policy statistics	72
Figure 25: Number of newsletters generated per company	84
Figure 26 : Newsletter content	84
Figure 27 : Number of companies represented on coupon sites	86
Figure 28 : Number of sites the company offers coupons on.....	86

Tables

Table 1 : Wolfram Analysis Data	9
Table 2: Top Keywords Leading to Competitors' Sites	13
Table 3 : Organic Search for Top Keywords	16
Table 4 : Paid Search for Top Keywords.....	16
Table 5 : Number of Unique Visitors.....	16
Table 6 : Demographic Percentages from Quantcast.com	26
Table 7 : Site Design Breakdown of Competitive Analysis Tool.....	29
Table 8 : Site Functionality Breakdown of Competitive Analysis Tool.....	29
Table 9 : Customer Value Breakdown of Competitive Analysis Tool.....	29
Table 10 : Navigation Clip from Competitive Analysis Tool.....	30
Table 11 : Aesthetics Clip from Competitive Analysis Tool.....	34
Table 12 : Page Design Clip from Competitive Analysis Tool.....	37
Table 13 : Search Clip from Competitive Analysis Tool.....	46
Table 14 : Personalization Clip from Competitive Analysis Tool.....	49
Table 15 : Social Media Clip from Competitive Analysis Tool.....	51
Table 16 : Security Clip from Competitive Analysis Tool	53
Table 17 : Content Clip from Competitive Analysis Tool	54
Table 18 : Customer Service Clip from Competitive Analysis Tool	68
Table 19 : Contact Information Clip from Competitive Analysis Tool.....	73
Table 20 : Financial Services Clip from Competitive Analysis Tool	74
Table 21 : Click Summary of Side-by-Side Analysis	82