The assignment will be based on a live business case that will be presented to students,and also available as a Video Clip.

The group will need to understand and analyse the business environment, critically evaluate the current E-Business strategy and make recommendations to improve the business using the following criteria:

- Identify and analyse the business’s current E-Business strategy and how this may have helped the organisation gain competitive advantage or otherwise For Wine fusion

**Analysis of the external environment for Wine Fusion.**