



CASE STUDY:

White Wagon Coffee Roasters

WHITEWAGONCOFFEE.COM

HOW A SMALL
BUSINESS WEBSITE
WOKE UP COFFEE SALES

web.com®

It's no secret that starting and operating a small business comes with plenty of challenges. This is especially true when you're trying to figure out how to make an idea a reality. That was what Ben Britten faced during the early stages of launching his new coffee business, *White Wagon Coffee Roasters*. This is his success story.

THE SITUATION

Small Business Success Starts with a Great Idea

The Coffee Cure

The idea for starting a small business focused on selling coffee had been brewing in Ben's mind since he was 11 years old. That's when his father introduced him to all that coffee had to offer. But Ben's interest in coffee went beyond the aromatic smell and wonderful taste.

For a kid like Ben, who had been diagnosed with ADHD, drinking coffee also helped decrease the side effects of his condition.

From Medical Cure to a Medical Career

Ben's passion for coffee continued through his teen years and into adulthood when he became a nurse. The eye-opening benefits of coffee not only helped him stay alert during long night shifts at the hospital, but also spurred a newfound interest in how to make the perfect brew.

From bean types to brewing methods, coffee became an obsession for Ben.

What's more, Ben started making coffee at home using a cast-iron skillet, his stove and the best grade of beans he could find.



THE WEB.COM SOLUTION

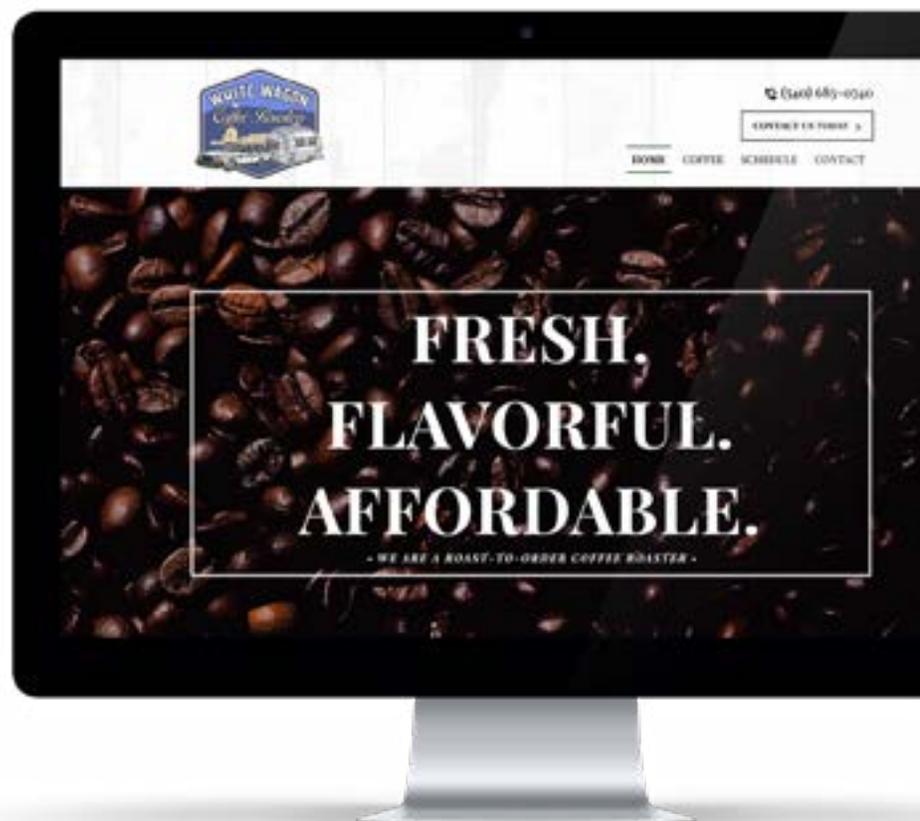
White Wagon is Open for Business

While the Company Name Was Great, the Coffee Was Even Better

As his family and friends heard more about his coffee making, they often joked that Ben would someday end up selling coffee out of the back of his white Volvo. They were closer to the truth than they realized. His car served as the inspiration for his new coffee business: *White Wagon Coffee Roasters*.

With the perfect name for his new small business in place, Ben was ready to get his company up and running. What he discovered was that he couldn't achieve his business goals based solely on a philosophy of "brew it and they will come."

As Ben explains, "Developing a smart business model for *White Wagon Coffee Roasters* and sticking to it was key." Part of his plan was setting up legal paperwork at LegalZoom. That was when he learned about **Web.com** and the importance of having a small business website.



THE BENEFITS

Build a Website that Builds Your Business

A Website as Fresh as the Coffee

One of the most unique aspects of *White Wagon Coffee Roasters* is that none of their coffee stays on the shelves for longer than two weeks, to ensure freshness. It's a great sales story. It's also a great message Ben could promote on the website he quickly completed using **Web.com**.

"Web.com was so easy to work with," Ben explains. "I was blown away. I wasn't expecting a website that looked so clean and crisp. Having a great website means I'm taken seriously as a real business. It's definitely not a hobby anymore." Today, his website is his key sales tool. When changes need to be made, he simply gets in touch with the **Web.com** team and they take care of his website so he can take care of his customers.

Creating Small Business Success One Cup at a Time

Now that Ben has been in business for a few months, he is beginning to look toward the future. He envisions a franchise of mobile roasters who are trained to roast fresh coffee. He also wants to expand into becoming a freshly roasted white label coffee producer.

Eventually, Ben believes the White Wagon Coffee Roasters brand has the potential to become a major regional player in Maryland, the Virginias and the Carolinas. And he has the perfect small business website ready to grow as his business does. As Ben explains, "I can't wait to get my products on my website to sell." From implementing SEO to exploring eCommerce, there are a lot of ideas brewing in his head. **Web.com** has the right solutions to make them happen.

At web.com, we've made it easier than ever for you to be your own boss. To learn more about building a website that builds your business, visit our website or give us a call at 1-800-862-8921.

Learn more at web.com.

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