

State-of-the-art Online Liquor Portal OurLiquorStore.com Comes To Life

Our liquor store is going to be a game changer in its approach. It is designed as B2B-B2C which will ensure a win-win for all!



Boston, Massachusetts Dec 9, 2021 ([IssueWire.com](https://www.issuewire.com)) - "Buying liquor online would not be the same again. The new liquor portal ourliquorstore.com is here to be a game-changer," Mr. Sandeep Bajaj informed a media gathering in the company headquartered in Boston, USA while launching the online liquor store www.ourliquorstore.com. It has been a while that online liquor stores have set up shops but the online liquor business is still in infancy as many of these stores fall short of customer expectations when it comes to the choice of liquor and delivery followed by after-sale service. Mr. Sandeep Bajaj is the man behind the Our Liquor Store. He not only conceptualized it but also executed the project with dexterity.

"it would not be wrong to say that the very process of ordering liquor online is cumbersome, to say the least. Our team researched the market and came up with suggestions that we have incorporated in our liquor store." Says Mr. Bajaj. It is no coincidence that the founder Mr. Sandeep Bajaj happens to be a seasoned sales and marketing person having years of experience behind him. He is well qualified to be a marketing guru who has been instrumental in launching several startups. Our liquor store is his latest offering. The store is designed as a marketplace where liquor stores, distilleries, wineries, and Breweries can have their personal space and showcase their products and sell it at their cost.

"The best thing about our liquor store is that it gives full freedom to its vendors. They can choose to sell the stuff they want at the price they want and ship it the way they want" tells Mr. Bajaj. "But it is not just that we give them full freedom whatever is sold from our platform we take full responsibility for that and would ensure that the customer who buys from ourliquorstore.com is fully satisfied. If somebody dupes our customers we are very unforgiving though we make sure that only genuine and responsible liquor stores come on our platform," He adds

When asked about the competition Mr. Bajaj said that the company would carve its niche and that he saw no competition when it comes to services and pricing. Our Liquor Store is charging zero commission from the liquor stores as the commission amount if any can be added to the price.

Our liquor store is inviting liquor stores, wineries, distilleries, breweries to sign up on ourliquorstore.com and offering hefty inaugural discounts and freebies. The store has three memberships. Right now it is offering the Enterprise membership worth \$69 for free. This comes with a free store website and app that the liquor vendor gets with the signup.

The company is confident that it would break even soon and it would be a win-win situation for all, that is, the company, its vendors, and the customers. The portal has three modes of delivery; courier, pick up and drop. The inbuilt search engine locates the customer and gives the choices of stores in his or her vicinity. Alternatively, the customers can choose the bottle he likes and check the prices from various stores offering it. "you got to buy from us to know the services we are offering and the choicest selections we have of your favorite drinks ". says Mr. Bajaj. The company is presently catering to the US market for now but would be venturing into Europe and Canada soon.



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