Gastón y Daniela (B) is an interactive case study showing the entry of the company on the internet and the possible synergies with the recently implemented ERP System.

The purpose of this case is for students to:

- Analyze the process of entering the internet and the strategic doubts that this can bring
- Consider the use of the internet in a traditional sector with high risks of imitation
Students begin by reviewing the background information of the company, and then continue by analyzing the internet entry and the possible synergies with the ERP system through process flow diagrams.
The case combines several multimedia formats: photos, animation, audio, video, press reports, the company's old web sites, etc.

It also contains a video from Gastón y Daniela's CEO in which he gives his opinion about the key strategies behind entering the Internet.