Sales and Marketing Department – (2023329)

Website Wireframe Design:

We have created thorough wireframes for the home page of our corporate website. The style successfully highlights our services, such as antivirus software and CPS protection, and is both user-friendly and consistent with our logo. There are sections on the firm profile, services provided, client endorsements, and contact information.

Social Media Strategy:

Using Twitter and LinkedIn, we target tech-savvy and professional audiences with our social media strategy. The first three postings will provide an overview of our business, showcase our distinctive CPS security solutions, and offer observations on current developments in cybersecurity. A content calendar that strikes a balance between promotional and informative content has been developed for the first week.

References:

Burns, J.M. (1978). Leadership. Harper & Row.

Bass, B.M. (1985). Leadership and Performance Beyond Expectations. Free Press.

SWOT Analysis (2023329)

Strengths:

Advanced technology in CPS security, creative R&D strategy, solid leadership, and cybersecurity expertise.

Weaknesses:

Lack of brand recognition, recent market entry, and initial financial restrictions.

Possibilities:

This includes the potential for strategic alliances, the growth of cybersecurity solutions, and the penetration of new markets.

Threats:

This includes the swift advancement of technology, fierce rivalry, and changing cyberthreats.

Development Process by Department – (2023287)

R&D Department:

Conducted in-depth study on CPS security, created a form for market analysis, and started the prototype's development. had difficulties matching real-world scenarios with the prototype.

Sales & Marketing Department:

Created a social media strategy and website wireframe as part of a strategic marketing plan. Ensuring consumer appeal while accurately representing the technical elements of the devices posed a difficulty.