Project Documentation – Anjana Automobiles.Ltd

# 📌 Project Name

**Anjana Automobiles.Ltd – Official Company Website**

# 🎯 Target Audience

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| --- | --- |
| **Target Group** | **Description** |
| **🚗 Vehicles Owners** | Car, bike, and scooter owners in Katol and nearby regions needing service, repairs, or parts |
| **🛠️ Mechanics & Technicians** | Professionals looking for genuine spare parts and tools |
| **🚚 Fleet Owners** | Transport companies needing regular servicing for multiple vehicles |
| **🏢 Corporate Clients** | Companies needing annual maintenance contracts for their vehicles |
| **🏍️ Two-Wheeler Enthusiasts** | Riders looking for custom modifications, accessories, or performance upgrades |
| **🌐 Online Visitors** | People searching for automobile services via Google, Facebook, Instagram, WhatsApp |
| **🧑‍🎓 College / Interviewers** | For reviewing beginner Bootstrap project work |

# 📦 Business Value

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| --- | --- |
| Benefit | Explanation |
| 🌍 Online Visibility | Establishes an online presence to attract new clients |
| 📸 Work Showcase | Displays finished projects with client names and timelines |
| 📞 Lead Generation | Click-to-call, WhatsApp, and contact info included |
| 🎯 Branding | Builds professional identity for the company |
| 🤝 Trust Building | Shows real clients (Taj Group, Schools), building credibility |
| 📐 Central Info Hub | All services, projects, and contact details in one place |
| 💼 Portfolio | Demonstrates company's wide range of work to future clients or investors |

# 📈 Marketing & Growth Strategy

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| --- | --- |
| **Strategy** | **Description** |
| 📱 **WhatsApp Business** | Direct appointment booking and auto-reply messages |
| 🔍 **Google My Business** | Register shop location for local search optimization |
| 📘 **Facebook & 📸 Instagram** | Post before/after service photos, offers, and updates |
| 🪧 **Local Banners & QR Codes** | QR code at workshop entrance linking to the website |
| 📨 **Brochure/Visiting Card** | Include website URL on all printed materials |
| 💻 **Google Ads (Future)** | Target searches like “bike repair in Katol” or “bike service near me” |
| 🎓 **College Showcase** | Use as a portfolio project during interviews |

# 🧾 Summary Table for College/Interview Submission

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| --- | --- |
| **Section** | **Details** |
| **Project Title** | Anjana Automobiles – Company Website |
| **Section** | **Details** |
| **Project Title** | Anjana Automobiles – Company Website |
| **Made With** | HTML5 + Bootstrap 5 |
| **Purpose** | Branding + Lead generation + Customer trust |
| **Benefits** | Online presence, portfolio, easy contact |
| **Marketing Use** | WhatsApp, Social Media, Google My Business |
| **Future Features** | Booking form with validation, multi-language support, service tracking |
| **Developer Skill** | Beginner (Bootstrap only, no external CSS) |