

DIGITAL MARKETING

BUILDING A WEBSITE USING CANVA

A PROJECT REPORT

Submitted by

KRISHNAN S (NM ID: CD411E78561DFDBA7E44B709DE792134)

PAUL PRAKASH S (NM ID : 36A56313D1046099269454F50412F0BC)

KISHORE B (NM ID: 1E82015AE916701AADA4C8DFE96C583C)

THIRU SELVAM T (NM ID: E972C0EBF26431DB7E54201DC633E1F9)

RAJ KUMAR J (NM ID: A792CC8595B87628F114B31994E10071)

TEAM ID : NM2023TMID4205

in partial fulfillment for the award of the

degree of

BACHELOR OF ENGINEERING

IN

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

AAA COLLEGE OF ENGINEERING AND TECHNOLOGY

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
1	INTRODUCTION	3
	1.1 PROJECT OVERVIEW	3
	1.2 PURPOSE	3
2	PROBLEM DEFINITON & DESIGN THINKING	4
	2.1 EMPATHY MAP	4
	2.2 IDEATION & BRAINSTORMING MAP	5
3	RESULT	7
4	ADVANTAGES & DISADVANTAGES	11
5	APPLICATIONS	13
6	CONCLUSION	14

CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

Nitro is a well-established bicycle company known for producing top-quality bikes. This project represents a critical step in Nitro's ongoing commitment to excellence and growth. By delving into problem-solving, innovation and product development, marketing and promotion, and personal development and goal setting, Nitro aims to strengthen its position within the competitive bicycle industry.

The project will examine multiple facets of Nitro's operations, ensuring that the company remains agile and capable of responding to evolving market trends. By doing so, Nitro anticipates not only meeting the ever-changing demands of its customers but also charting a path toward sustainable long-term success.

Project title: Nitro

1.2 PURPOSE

The primary objective is to identify and rectify operational issues that may compromise the quality of Nitro's bikes. By enhancing quality control procedures and addressing manufacturing challenges, Nitro seeks to deliver a consistently high-quality product.

The purpose is to cultivate improved customer satisfaction by eliminating defects and minimizing warranty claims, thereby reinforcing the brand's reputation for reliability.

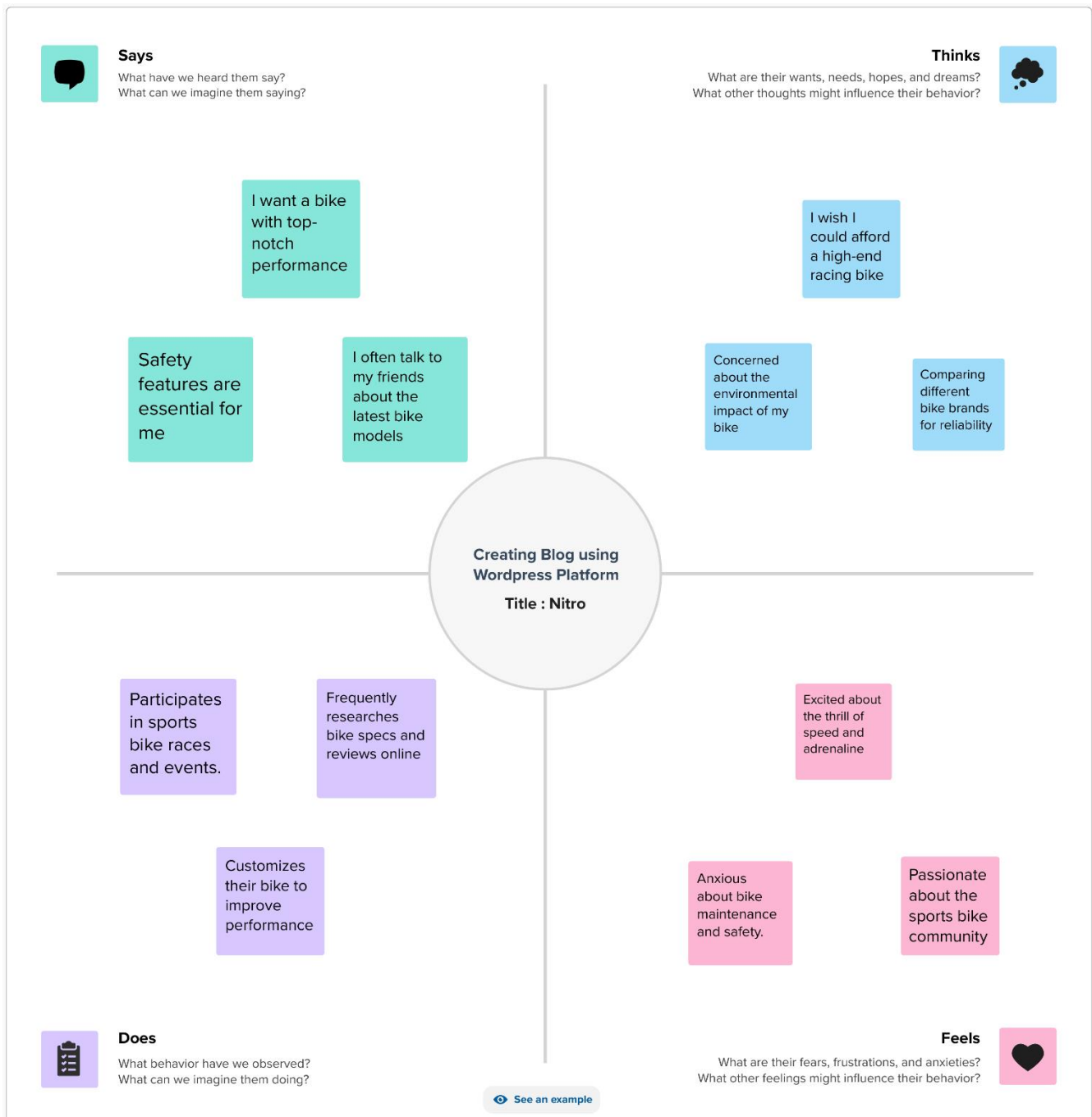
This initiative will also result in cost savings through optimized manufacturing processes, reducing waste and enhancing efficiency.

This endeavor aims to propel Nitro to the forefront of product innovation by expanding the product line. By introducing electric bikes (e-bikes), Nitro can cater to the growing demand for eco-friendly and technologically advanced transportation options.

CHAPTER 2

PROBLEM DEFINITION & DESIGN THINKING


2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕒 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👤 2-8 people recommended

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1


Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

"How might we establish a strong online presence for the floral boutique to attract and engage a wider customer base, and optimize online sales? The project aims to address this issue by creating a visually appealing, user-friendly website that not only promotes the boutique's products but also provides a seamless online shopping experience, thereby increasing revenue."



Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic.	💡 Encourage wild ideas.
🕒 Defer judgment.	👂 Listen to others.
🗣️ Go for volume.	👁️ If possible, be visual.

5

Step-2: Brainstorm, Idea Listing and Grouping



Problem Solving

This is a fundamental and widely applicable topic.

Addressing quality control problems in the manufacturing process to ensure Nitro bikes meet high standards. This may include implementing stricter quality checks and revising production procedures.

Enhancing the customer service experience, such as quicker response times to inquiries and more effective issue resolution, to build trust and loyalty among Nitro bike owners.

Solving supply chain challenges to reduce lead times and costs for bike components. Exploring alternative suppliers or optimizing logistics to streamline operations.



Innovation and Product Development

What topics are urgent to discuss?
What is blocking our progress?

Developing a new line of electric bikes to cater to the growing demand for eco-friendly transportation options. This may include advanced battery technology and smart features.

Collaborating with popular social media influencers and cyclists to showcase Nitro bikes and their features. This can boost brand visibility and credibility.

Introducing a bike customization service where customers can choose colors, accessories, and features to create personalized Nitro bikes, appealing to a broader customer base.



Marketing and Promotion

What should we discuss as a full group during this meeting?

Creating engaging content like how-to videos, biking tips, and user-generated content to build an online community of bike enthusiasts and potential customers.

Identifying areas where Nitro's employees can improve their skills through training and development programs, ultimately boosting the company's expertise and efficiency.

Participating in bike expos and local cycling events to showcase Nitro bikes, network with potential customers, and get direct feedback for future product development.



Personal Development and Goal Setting

What should we discuss as a smaller group at the end of this meeting?

Setting ambitious sustainability goals for Nitro as a company, encouraging employees to take ownership of eco-friendly initiatives both in the workplace and their personal lives.

Creating clear career advancement paths for employees, setting goals for individual and team achievements, and providing opportunities for growth within the company.

Participating in bike expos and local cycling events to showcase Nitro bikes, network with potential customers, and get direct feedback for future product development.

CHAPTER 3

RESULT

Brand Name: Nitro

Category: Bikes

Target Audience: All

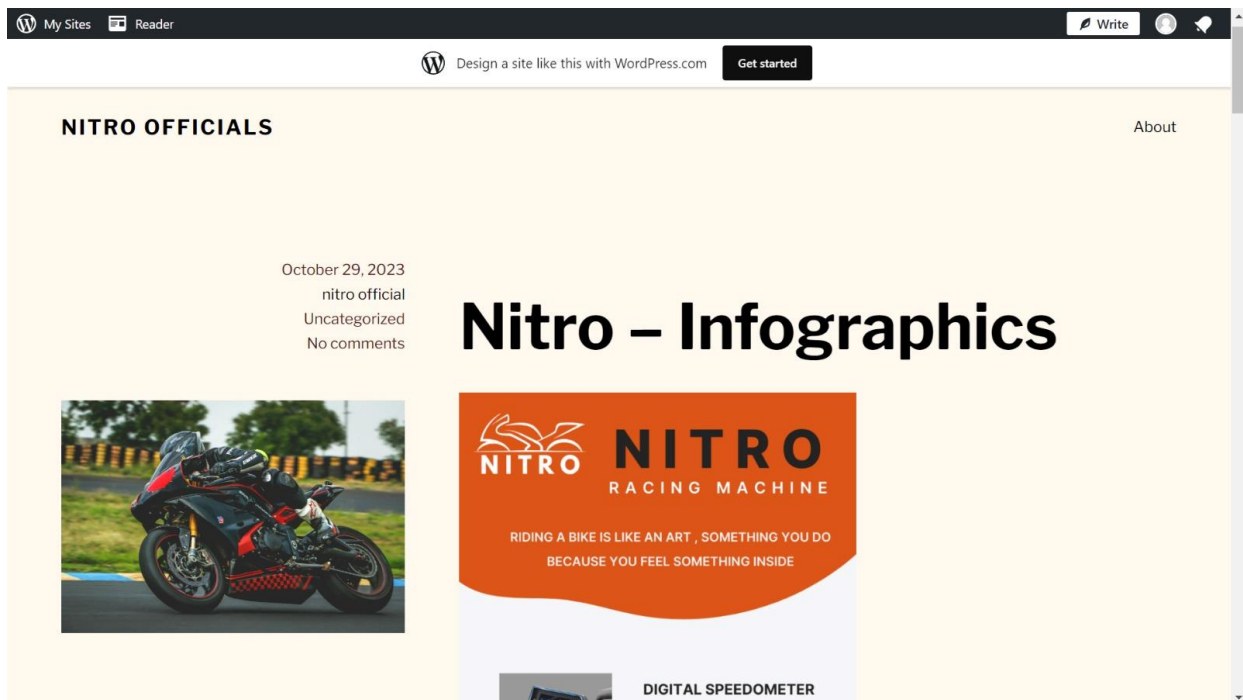
Email: nitroofficial2k23@gmail.com

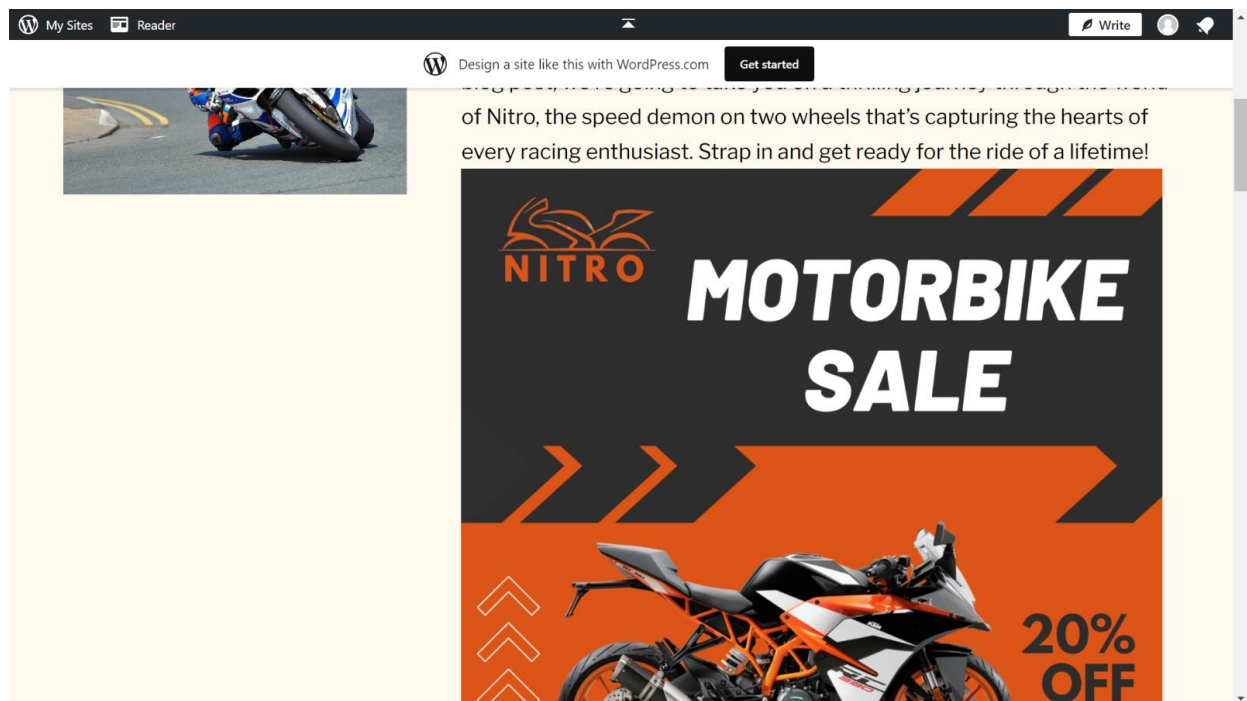
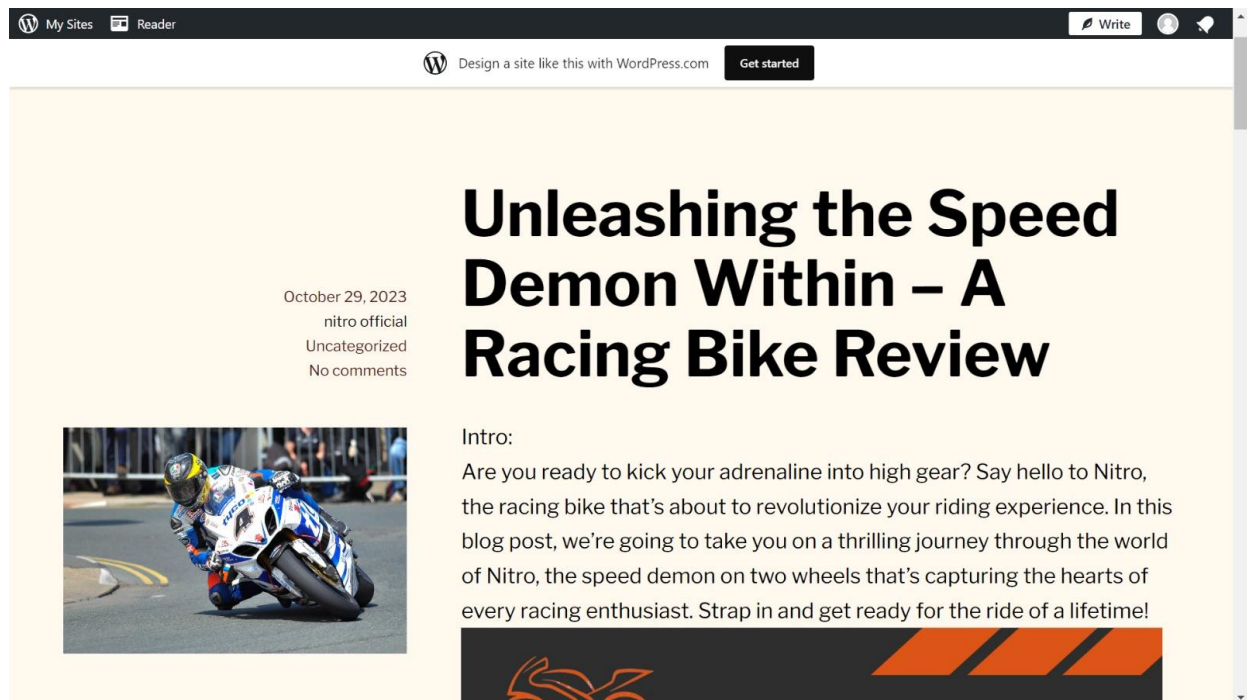
Password: nitro@123

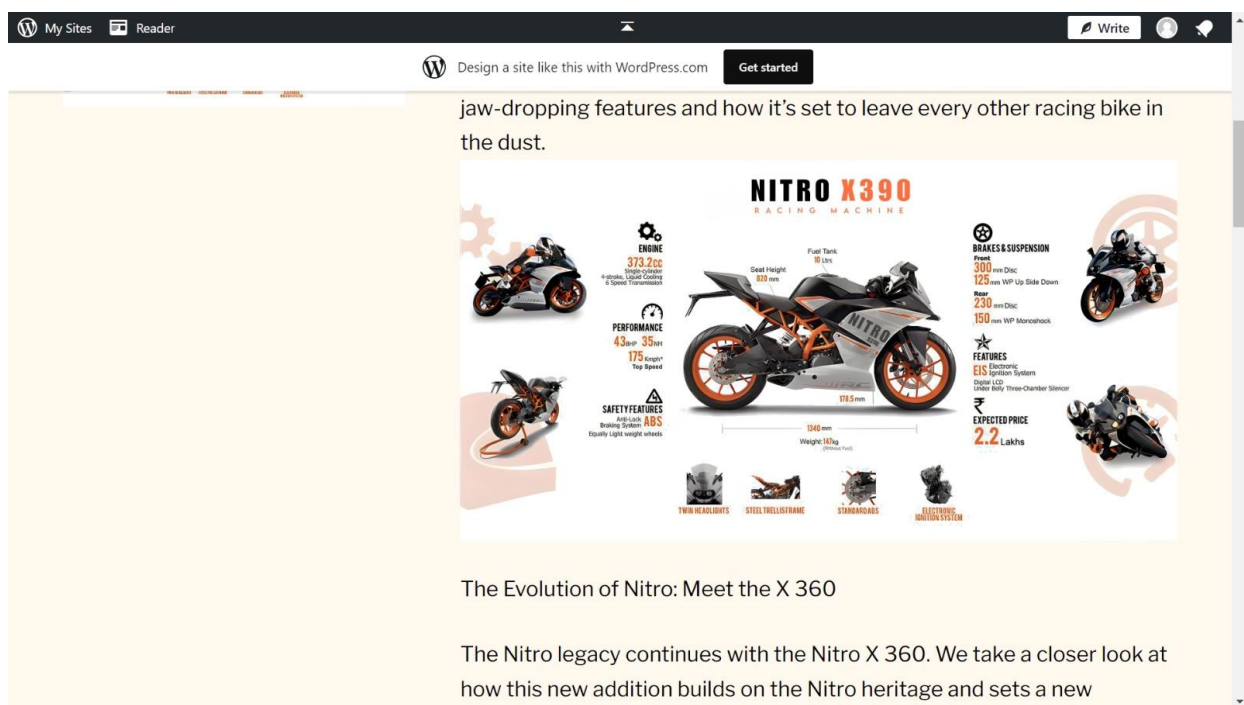
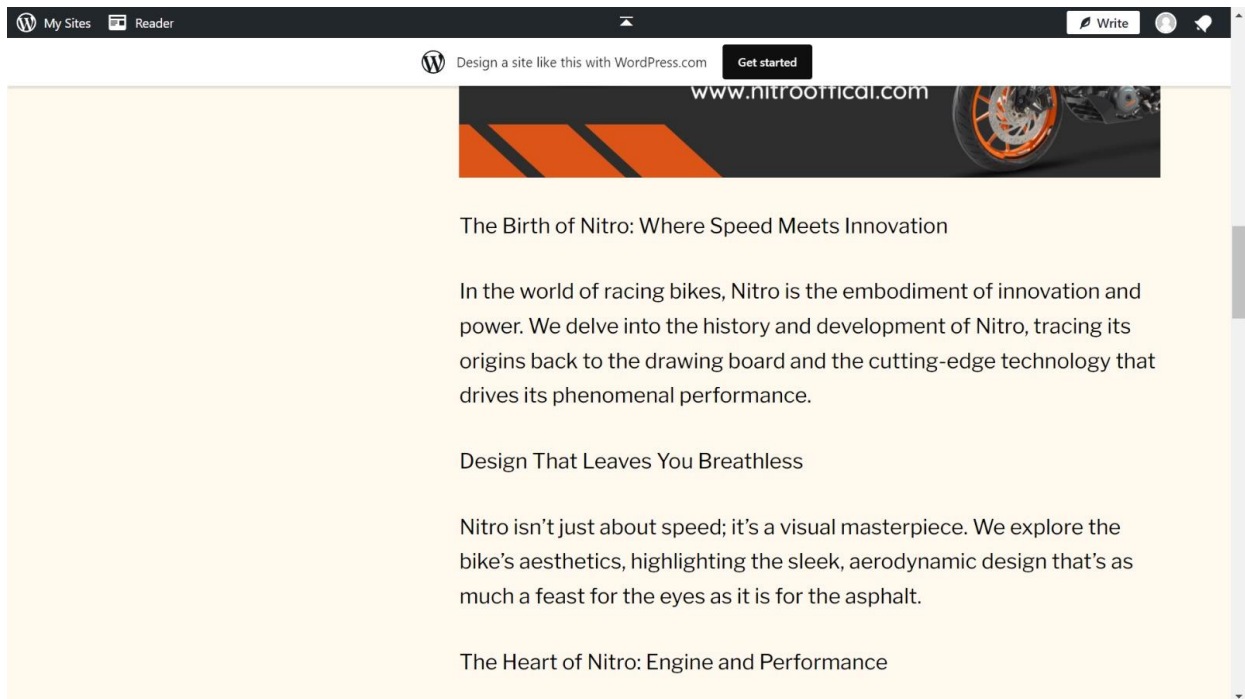
WordPress Blog:

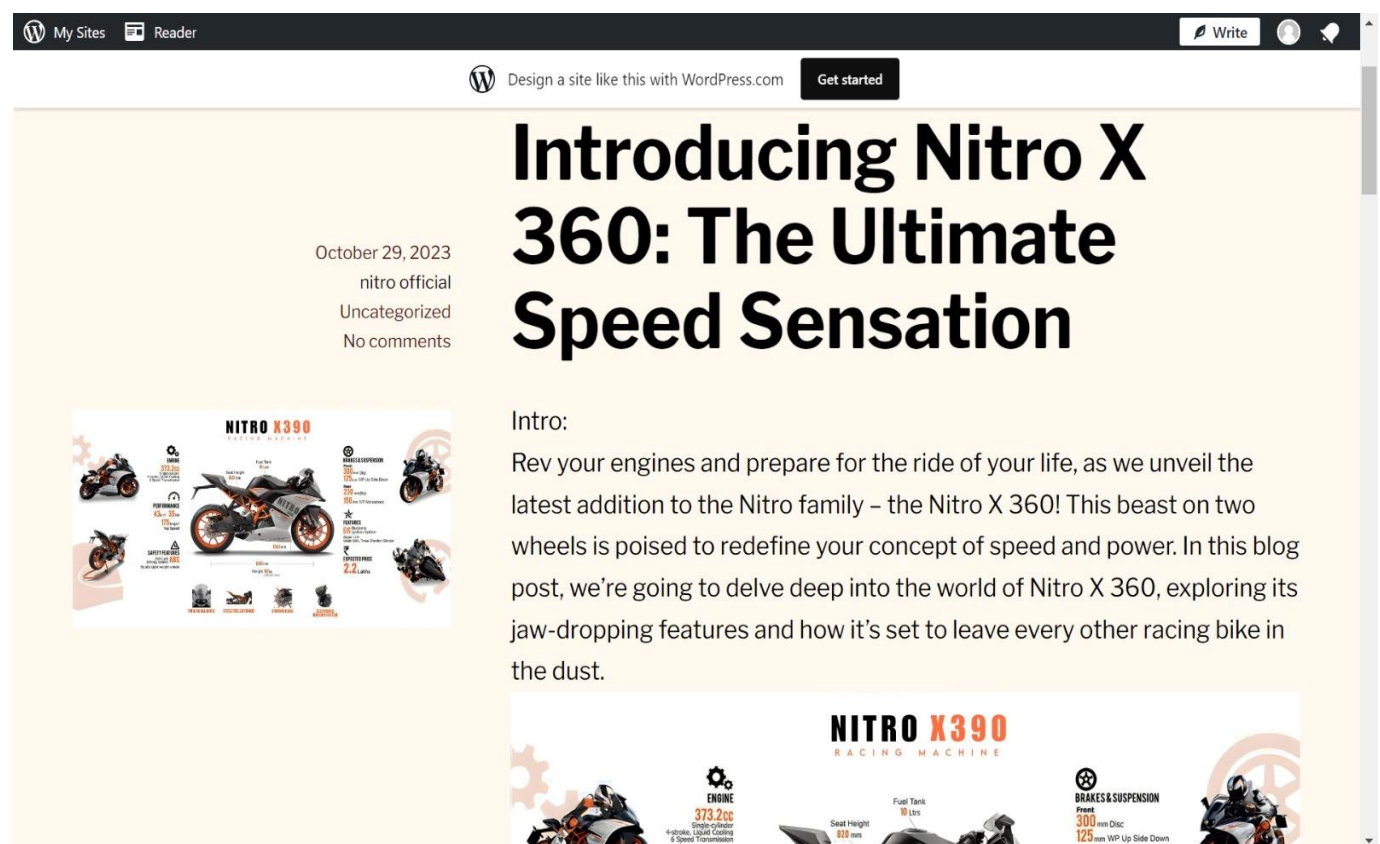
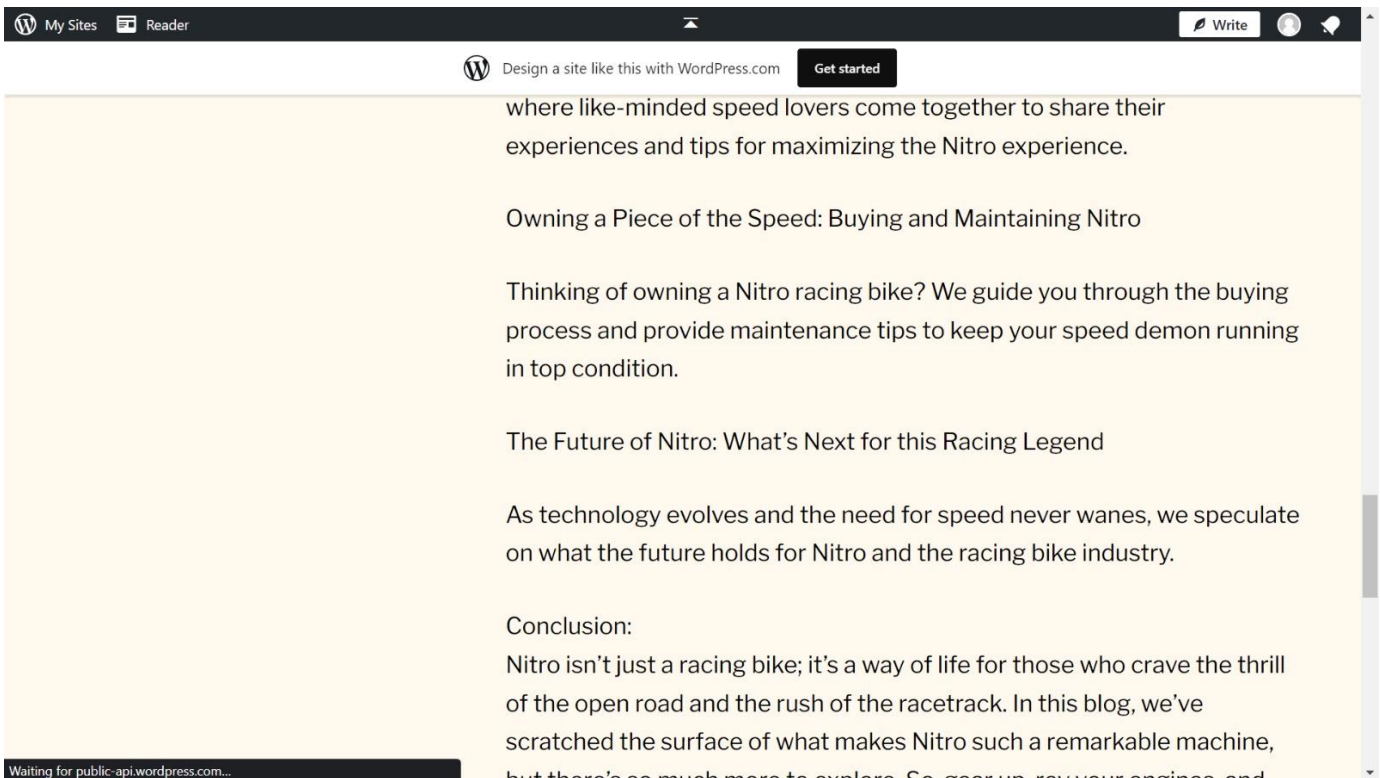
<https://nitroofficials.wordpress.com/>

WEBSITE PAGES:









CHAPTER 4

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

Improved Product Quality: Enhanced quality control procedures result in bikes that consistently meet high standards, leading to increased customer satisfaction and brand trust.

Customer Satisfaction: Reduced defects and warranty claims contribute to greater customer contentment, potentially leading to repeat business and positive word-of-mouth.

Cost Savings: Optimized manufacturing processes reduce operational costs over the long term, boosting profitability.

Diversification of Product Offerings: The introduction of e-bikes taps into the growing market for eco-friendly and technologically advanced transportation solutions, expanding Nitro's customer base

Customization Options: Offering customization options allows customers to create bikes tailored to their preferences, opening new revenue streams and fostering customer loyalty.

Sustainable Materials: By incorporating sustainable materials, Nitro not only attracts eco-conscious consumers but also demonstrates environmental responsibility, potentially improving brand perception.

DISADVANTAGES:

Initial Investment: Implementing quality control enhancements may require a significant initial investment in equipment, training, and process adjustments.

Potential Disruptions: Changes to manufacturing processes can lead to operational disruptions and require a period of adjustment.

Retraining Efforts: Re-training employees to adapt to new quality control procedures may be time-consuming and costly.

R&D Costs: Research and development costs associated with new product lines, such as e-bikes and customization options, can be substantial.

Inventory Challenges: Offering customization options may pose challenges in inventory management, potentially resulting in increased costs.

Price Resistance: Market resistance to higher prices for bikes made with sustainable materials could impact profit margins

CHAPTER 5

APPLICATIONS

1.Improved Product Quality:

Application: Enhanced quality control and manufacturing process improvements result in Nitro producing higher-quality bikes.

Impact: Nitro can offer customers more reliable and durable bicycles, leading to increased customer satisfaction and positive word-of-mouth, which, in turn, can drive higher sales and brand loyalty.

2. Diversification of Product Line:

Application: Introduction of electric bikes (e-bikes) and customizable options for customers.

Impact: Nitro can tap into new market segments, catering to eco-conscious consumers with e-bikes and offering personalized options, potentially expanding its customer base and increasing revenue streams.

3. Sustainable Materials Integration:

Application: Incorporating sustainable and eco-friendly materials into bike production.

Impact: Nitro can reduce its environmental footprint, attract environmentally conscious customers, and improve its reputation as a socially responsible and sustainable brand.

4. Marketing and Promotion Strategies:

Application: Collaboration with social media influencers, content creation, and participation in trade shows and events.

CHAPTER 6

CONCLUSION

In conclusion, the Nitro project encompasses a comprehensive set of initiatives designed to bolster the company's position in the competitive bicycle industry. By addressing key areas of concern and pursuing innovative strategies, Nitro is poised to enjoy numerous advantages, from improved product quality and diversification of offerings to expanded brand visibility and employee development.

While there are certain disadvantages and investment requirements associated with these endeavors, the long-term benefits are substantial. Nitro has the potential to secure its place as a leading player in the bicycle industry, demonstrating its commitment to quality, innovation, sustainability, and employee development. The project positions Nitro for sustainable growth and success in a dynamic and ever-evolving marketplace.

