

GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



Electronics and Communication Engineering

**NAAN MUDHALVAN
DIGITAL MARKETING
ASSIGNMENT**

BRAND NAME: QUANTUM TRANZ

CATEGORY: TRANSPORTATION

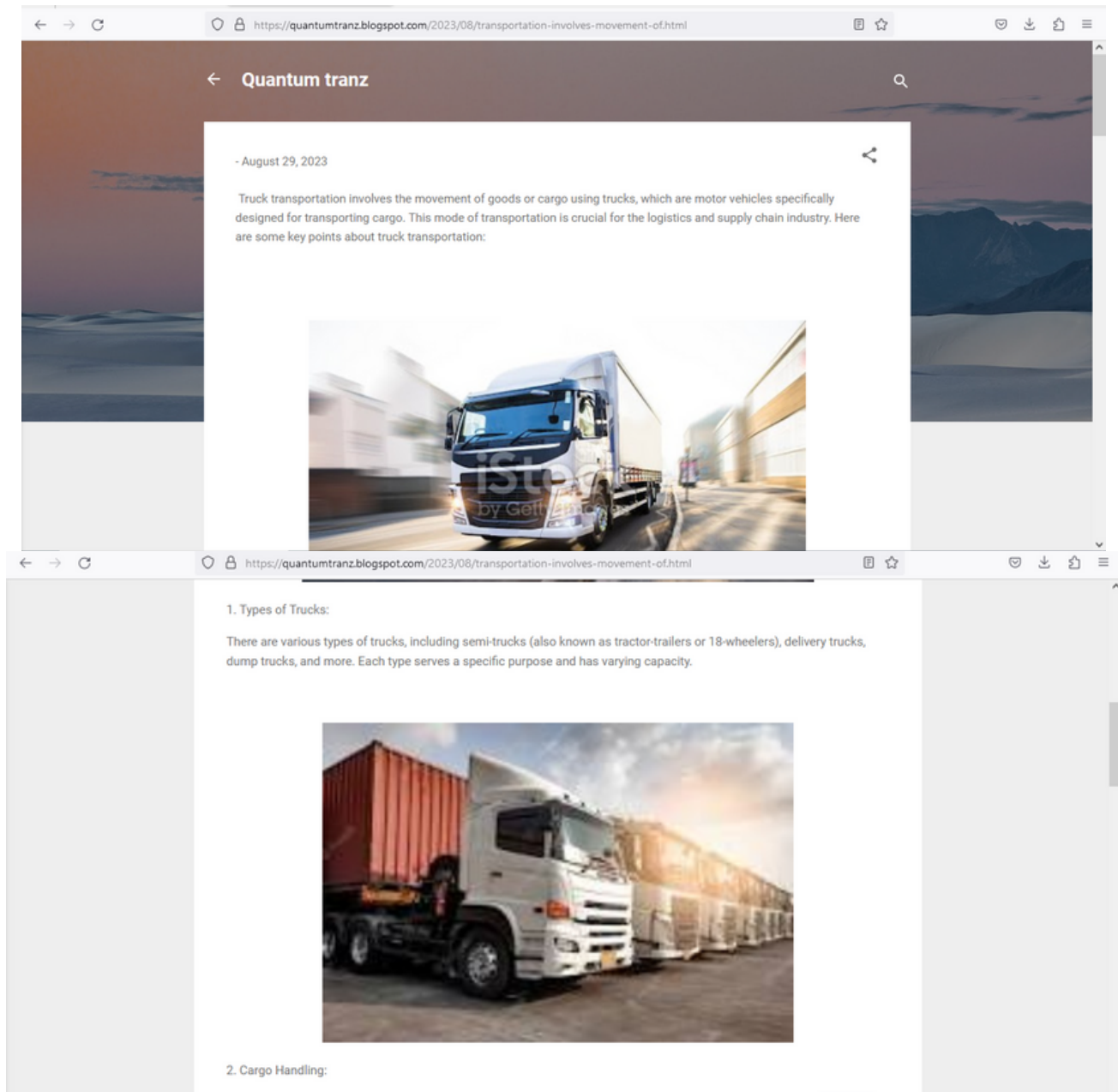
BRAND

1.Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

Link: Blog using Blogspot :

<https://quantumtranz.blogspot.com/2023/08/transportation-involves-movement-of.html>

Screenshot:



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https://quantumtranz.blogspot.com/2023/08/transportation-involves-movement-of.html

← Quantum tranz 🔍

2. Cargo Handling:

Trucks are used to transport a wide range of cargo, from consumer goods and food products to construction materials and hazardous materials. The type of cargo determines the truck's design and handling procedures.

3. Routes and Networks:

Truck transportation operates on an extensive network of roads and highways, connecting cities, regions, and even countries. Efficient route planning is crucial to ensure timely deliveries.

4. Logistics and Distribution:

Trucks play a pivotal role in the distribution of goods from manufacturers to distribution centers, wholesalers, and retailers. They are often part of a larger logistics system.

5. Freight Transportation:

Many companies rely on trucking companies or logistics providers to move their goods. These businesses handle everything from scheduling deliveries to managing fleets of trucks.

6. Environmental Impact:

Truck transportation can have environmental consequences due to fuel consumption and emissions. Efforts are being made to reduce this impact through the use of cleaner fuels and more efficient technologies.

7. Regulations:

The trucking industry is heavily regulated to ensure safety and compliance. This includes regulations on driver hours, cargo securement, and vehicle maintenance.

8. Challenges:

Challenges in truck transportation include traffic congestion, driver shortages, fluctuating fuel prices, and the need for advanced technologies like GPS and telematics for efficient operations.

9. Last-Mile Delivery:

Trucks are often used for the "last mile" delivery, bringing goods directly to consumers' homes or businesses. This is a critical component of e-commerce logistics.

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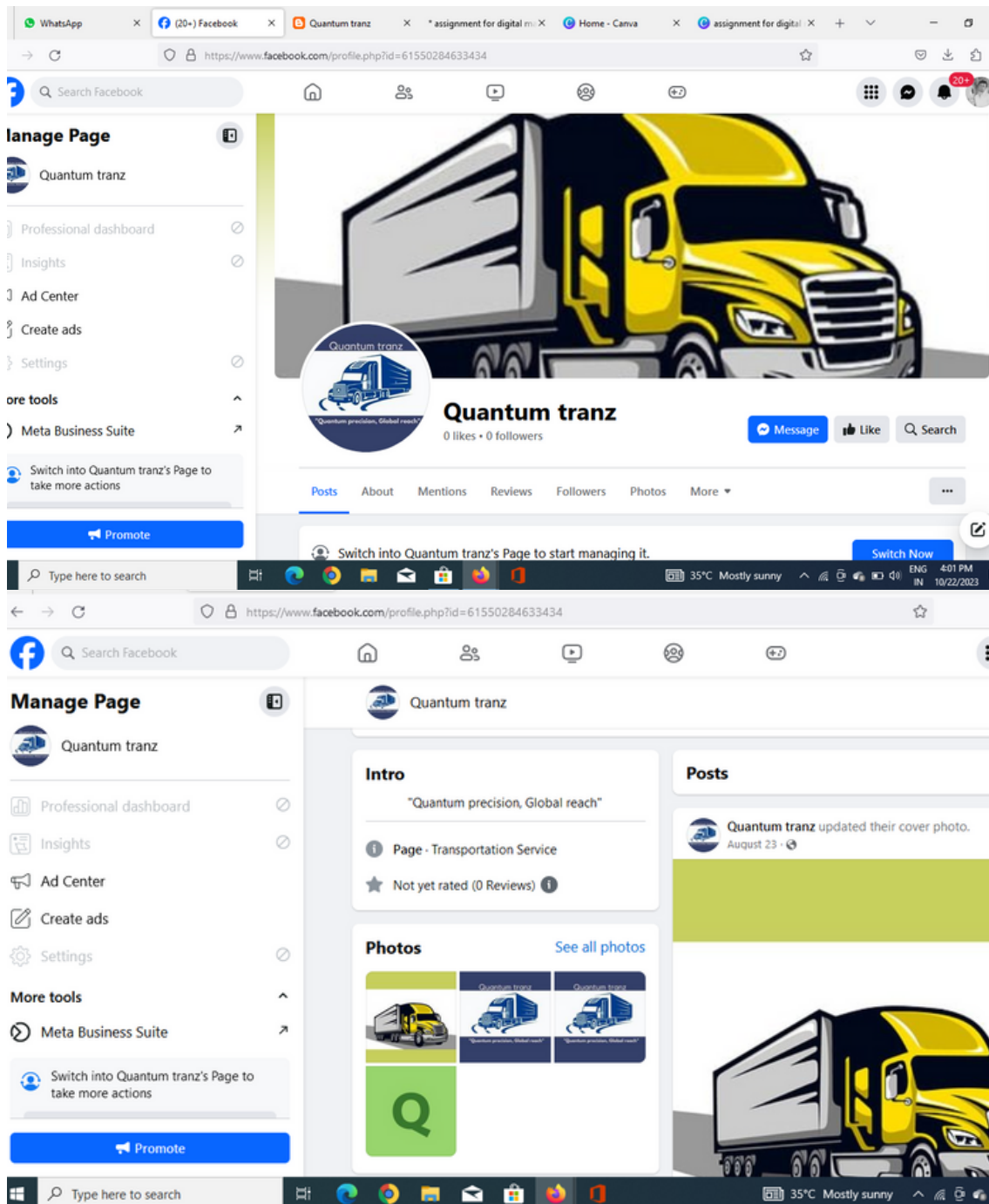
35°C Mostly sunny 3:51 PM 10/22/2023

2.Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/people/Quantum-tranz/61550284633434/?mibextid=2JQ9oc>

Screen shot:

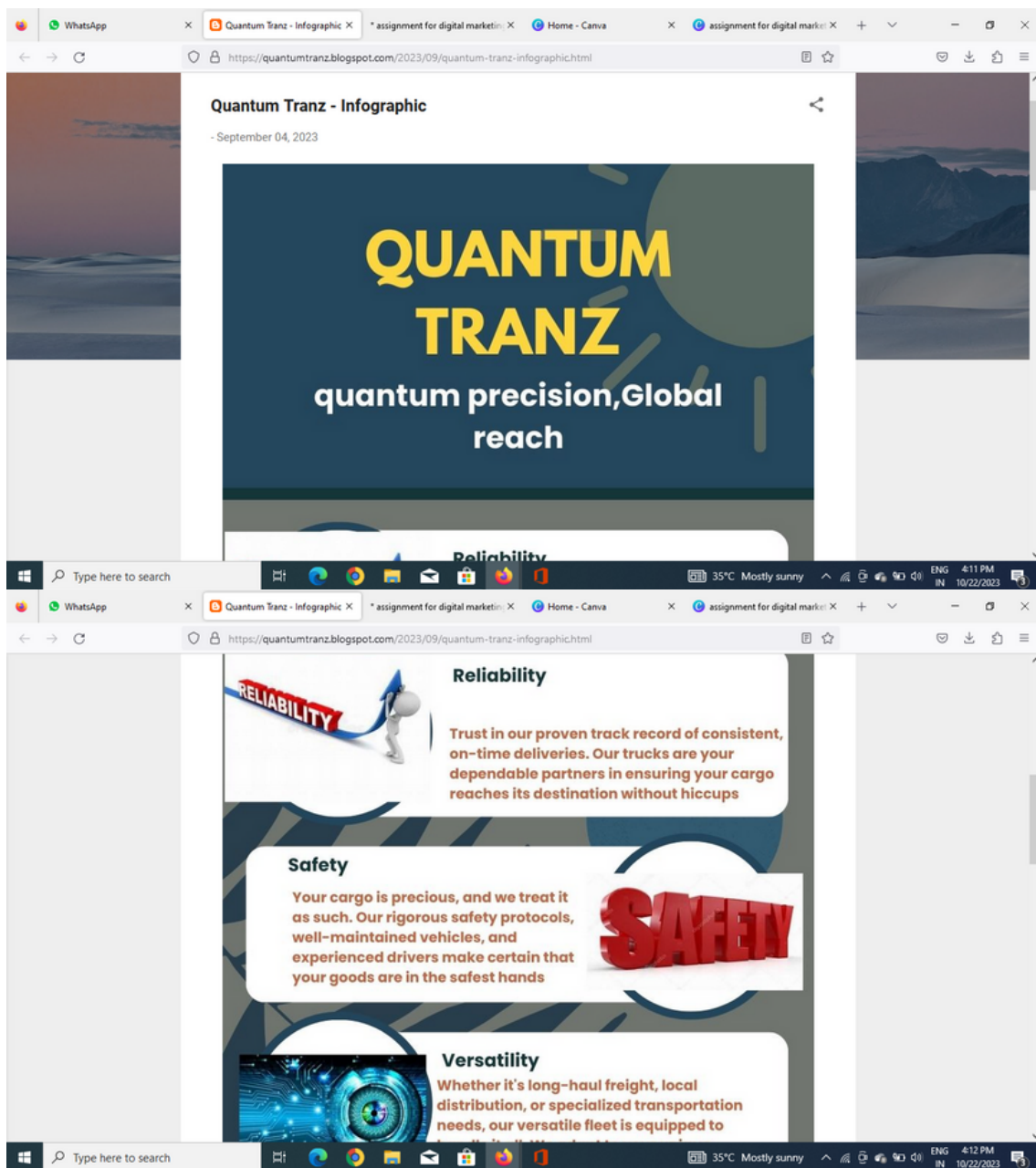


3. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

<https://quantumtranz.blogspot.com/2023/09/quantum-tranz-infographic.html>

Sc re e ns hot :





4. Create email newsletter design using MailChimp or canva tool.

Link: Email newsletter design using canva

<https://quantumtranz.blogspot.com/2023/09/quantum-tranz-email-newsletter.html>

screenshot:

