

# **BUILDING A WEBSITE USING CANVA**

**A PROJECT REPORT**

*Submitted by*

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*for*

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# 1. INTRODUCTION

Introducing a new exotic brand called "Lill" to enhance space compatibility and ensure long-lasting freshness throughout the day is an intriguing concept. In today's fast-paced world, people often seek products that not only keep them feeling fresh but also make their surroundings pleasant. Let's elaborate on the idea and explore the potential features and benefits of the "Lill" brand

## 1.1 Overview

This project report highlights the successful development and launch of an interactive website for "LILL," a perfume fragrance company. In a modern business landscape where a strong online presence is imperative, our objective was to craft a user-centric, informative, and adaptable website that would elevate the company's digital standing and enhance its customer service. In today's market, a fragrance brand such as "Lill" can distinguish itself by delivering a comprehensive sensory experience, underscoring excellence, sustainability, and robust customer interaction. The website plays a pivotal role in enabling "LILL" to display its offerings, bolster brand trustworthiness, and engage effectively with its clientele.

## 1.2 Purpose

- "Lill" can tap into the demand for products that offer both practical benefits and a sensory experience, while emphasizing quality, sustainability, and customer engagement to establish itself as a premium brand in the fragrance industry:
- Practical Benefits and Sensory Experience that blend practicality with immersive experiences, invoking emotions and well-being. For instance, a lavender product brings the serene essence of a field, offering relaxation and a sensory retreat.
- Quality Assurance To attain premium status, "Lill" must excel in product quality. This means selecting top-tier raw materials, employing advanced production methods, and implementing rigorous quality control. "Lill" aims to be synonymous with lasting, superior fragrances.
- Customer Engagement and Personalization "Building a vital customer relationship, "Lill" uses social media, interactive websites, and

personalization. A "scent profile quiz" tailors fragrances to preferences, enhancing the personalized customer experience.

- **Limited Editions and Seasonal Releases** "Create limited-edition fragrances tied to seasons or events to boost customer excitement, drive sales, and foster brand loyalty."
- **Aromatherapy Benefits** Leverage wellness by promoting fragrances as stress-relief and mood-boosting tools, appealing to those desiring both aroma and well-being.
- **Global Expansion** With growing recognition, "Lill" strategically expands internationally, tailoring fragrances to suit local preferences while maintaining its exotic premium image.

## 2. RESULT



### About us

Our company is dedicated to crafting exceptional fragrances that transcend the ordinary. With a passion for the art of perfumery, we blend the finest ingredients to create unique scents that express individuality and style. We understand the desire for a signature fragrance that stands out in a crowd, and we're committed to offering affordable, high-quality alternatives to expensive brand names. Our skilled perfumers have honed their craft to perfection, ensuring that each scent we produce is a work of olfactory art. From fresh and floral to rich and exotic, our collection caters to diverse preferences, making it easy for you to find the scent that resonates with your personality. Join us on a fragrant journey to discover the perfect perfume that's uniquely you. Embrace the allure of our handcrafted fragrances, and experience the essence of luxury without the hefty price tag.

## Our Products



**Enchanted Oakwood**



**Jasmine Dreamscapes**

## CLIENT TESTIMONIALS



### "Mind blowing fragrance"

Love the smell of it..it's so good for College going girls...it's sooo goood.....lasts for around 6-8 hrs.....mild smell....it has smell of Jasmine Dreamscapes itself...feels soooo sooooo goood

**-Sheela Reddy**

✓ Verified Buyers



### ""Better than Bath & Body works"

It is one of the best body mist available at this price. Highly recommended.

**-Kritika Khanna**

✓ Verified Buyers



### "Honest review"

This is the one of the best Oakwood body splash in market .. it's very sweet fragrance and it will not give you a headache ..i am in love with this fragrance this is my first oakwood splash but its not that long lasting so you have to use it repeatedly a day

**-Paroshmita Chakraborty**

✓ Verified Buyers

## Contact Us





### **3. ADVANTAGES AND DISADVANTAGES**

#### **3.1 ADVANTAGES**

- Online websites offer a global presence, enabling businesses and individuals to connect with audiences across the globe.
- Websites serve as a cost-effective avenue for marketing and advertising, reaching a broad audience without the reliance on conventional advertising channels.
- Websites remain accessible round-the-clock, allowing customers to obtain information, make purchases, or get in touch with a business at their convenience.
- Websites can be effortlessly modified to reflect changes in content, products, or services, ensuring that information is consistently up-to-date.

#### **3.2 DISADVANTAGE**

- Creating and crafting a polished website can entail substantial expenses, especially for businesses or individuals operating with constrained resources.
- Websites demand ongoing maintenance, encompassing security enhancements, content updates, and technical support, all of which may involve additional expenditures.
- The development and administration of a website frequently necessitate technical know-how, which may not be possessed by all individuals or businesses.

## **4.APPLICATION**

- Descriptions of fragrances, ingredients, special collections, and the artistic process behind each scent. Explore the brand's expertise and offerings.
- Reach out through contact forms, Facebook, and Instagram. Online shopping system for convenient purchases.
- Access information about inquiries, sample requests, and general assistance.
- Learn about the brand's history, vision, values, and the dedicated team behind the scents.

## **5. CONCLUSION**

This project report offers a comprehensive exploration of the process involved in developing a website for "LIL," shedding light on the dedicated efforts and notable achievements in constructing a vital online platform for the company's clientele and potential customers. It underscores the project's significant role in fostering the company's ongoing prosperity and expansion in the digital age.