

# TimeWise Status Report

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## Synopsis

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TimeWise is a modern watch brand focused on blending *style, functionality, and personal identity*. Our goal is to offer timepieces that match diverse lifestyles — from professionals and students to trendsetters and adventurers. This project includes digital marketing, product design, and platform integration to create a complete brand ecosystem.

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## Product Description — TimeWise Watches

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TimeWise watches are crafted to deliver:

- Bold and trendy aesthetics
  - High-quality performance
  - Durable materials
  - Collections for different customer segments
  - A unified digital experience through web, mobile, and social platforms
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## \*\*Progress Details \*\*

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1. **Created website** for the brand to serve as a one-stop destination to browse products, place orders, and contact the team.
  2. **Designed multiple product collections** (Deluxe Edition, Kids Play, Smart Edition, Office Series, Elegance Series, etc.).
  3. **Created catchy and humorous taglines** that align with the brand's attitude.
  4. **Assigned roles and clear objectives** to all team members for smoother workflow.
  5. **Official Email ID created:** `official.timewise.co@gmail.com`
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## \*\*Team Members & Roles \*\*

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### Website Development

- Prashant
- Varun

### Product (Watch) Designing

- Anurag Yadav
- Gokul

### Taglines & Content Writing

- Rehan
- Anurag Sharma

### Data Collection & Analysis

- Shreya
- Suheb

### Platform Management (WhatsApp, Emails, etc.)

- Pradeep
- Darain

### HR

- Gokul

### Advocate

- Anurag Y

### Unassigned

- Sahil

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## Upcoming Tasks

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- Create branded **email address** (DONE)
  - Create promotional posts
  - Modify website visuals & mobile responsiveness
  - Implement **SEO**, analytics, and search visibility improvements
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