**Task-1**

1. **Corporation of Choice:** Blue Dart Express Ltd.  
     
   Justification: Blue Dart is a top courier and logistics business in South Asia with a focus on supply chain and logistics solutions. Blue Dart would gain a great deal from the Intelligent Logistics Document Digitization provided by GIBots because of their vast operations. Blue Dart might improve supply chain management efficiency, minimize human mistakes, and expedite operations by digitizing bills of lading, shipping manifests, and customs paperwork.

b) **Target Contact:** Chief Operations Officer (COO)

Reason: The COO is the ideal person to talk to about GIBots' Intelligent Logistics Document Digitization since they play a key role in managing the day-to-day operations of the business. Their main objective is to increase production and operational efficiency. They look for innovative approaches that can save expenses, simplify procedures, and boost productivity all around. The platform from GIBots offers notable enhancements in supply chain operations and document management, which is a perfect fit with these objectives. The technology also ensures more exact and efficient logistics management by minimizing human mistake and making it simple to examine document history.

c) **Sample Initial Email:**

Subject: Using Intelligent Document Digitization to Advance the Efficiency of Your Logistics

Dear [xxx],  
  
I trust this email finds you in good health. I'm [Your Name] from GIBots, a company that specializes in logistics document digitalization.  
  
Through the digitization of important documents like shipment manifests and customs paperwork, our Intelligent Logistics Document Digitization platform maximizes supply chain efficiency. Blue Dart may anticipate speedier operations, less manual mistakes, and simplified procedures with our solution.  
  
I would be happy to arrange a quick phone conversation to go over how our platform might help Blue Dart. Tell me when would be a good time for you, please.  
  
We appreciate your consideration of this chance. I eagerly await your reply.  
  
  
Warm regards,  
Ahamed Salman Khan B  
**Digital Marketing Intern**  
GIBots  
<https://aiqod.com/>

**d) Follow-Up Email**

Subject: Re: Use Intelligent Document Digitization to Improve Your Logistics Efficiency  
  
Dear XXX,  
  
I hope everything is ok with you.  
  
Regarding the Intelligent Logistics Document Digitization using GIBots, I wanted to inquire further about my prior email. Since I know how busy people's schedules can get, I wanted to make sure you got an opportunity to look at our answer.  
  
Our platform is made to improve supply chain efficiency, minimize mistakes, and improve document management. I'm sure Blue Dart would find our technology to be quite helpful.  
  
I would be delighted to set up a quick conversation if you have any questions or would want to talk about this more. Alternatively, if you know of another person who might be a good point of contact, then let me know.  
  
I appreciate your time and eagerly await your reply.

Warm regards,

Ahamed Salman Khan B  
**Digital Marketing Intern**  
GIBots  
<https://aiqod.com/>

**Task-2**

**Launch Plan for TallyXpert: Tally/ERP Software Data-Entry Add-On**

**Product Name**: DataXpert  
**Type**: Tally and other ERP systems data-entry add-on  
**Goal**: Increase accuracy and efficiency of data entry in all ERP systems.

**1.Market Research and Analysis**

**Objectives:** Evaluate competitors, comprehend target market, and assess client demands.

**Actions:**

* Interview and conduct surveys Tally/ERP users.
* Examine the offerings of rivals to determine their advantages and disadvantages.
* Create a report on market research to inform the launch plan.

2. **Development and Testing of Products**

**Objective:** Ensure that TallyXpert has excellent functionality and stability and is ready for the market.

**Actions:**

* Conduct internal testing to find and address problems.
* Start a beta test with a small number of Tally/ERP users.
* Gather input to improve and polish the final product.

**3. Positioning and Branding**

Objective: Establish a powerful brand identity and place TallyXpert in a competitive market.

Actions:

* Create a unique TallyXpert logo, slogan, and visual identity.
* Create a value proposition that highlights the efficiency, simplicity of usage, and Tally/ERP integration with TallyXpert
* Promote TallyXpert as a high-end option for improved data-entry capabilities.

**4. Marketing Plan**

**Objective:** Raise interest in and awareness of Dataxpert.

**Actions:**

**Digital marketing:**

* Launch landing pages and a specific website for TallyXpert.
* Implement SEO strategies for better search visibility.
* Conduct campaigns on Facebook, Twitter, and LinkedIn.
* To connect with Tally/ERP users and leads, employ email marketing.

**Content marketing:**

* Write case studies, whitepapers, and blog pieces outlining the advantages of TallyXpert.
* Organize webinars and produce demo videos to showcase features.

**Paid Advertising:**

* Use relevant social media networks and Google Ads to place targeted advertisements.
* Spend money on display ads on websites pertaining to the sector.

**5**.**Sales Strategy**

**Objective:** Drive sales and establish a market presence for TallyXpert.

**Actions:**

**Direct Sales:**

**Sales Team Training:**

* Train a sales team to effectively market TallyXpert to prospective customers.
* Offer individualized product demonstrations and consulting

**Partnerships and Alliances**

* Work together with consultants and resellers: Collaborate with seasoned Tally/ERP experts and resellers.
* Use their connections and knowledge to gain market share. Together, market TallyXpert as a beneficial add-on.

**Promotions and Discounts:**

* Introduce special launch promotions and limited-time discounts.
* Provide bundle offers with other Tally/ERP add-ons.

**6.Customer Support and Retention**

**Objective:** Ensure client satisfaction and promote long-term use of TallyXpert.

* Establish a dedicated support crew to provide assistance and resolve issues.
* Create a comprehensive user manual and online assistance resources.
* Provide a feedback mechanism for continuous product improvement.

**7.Launch Event**

**Objective:** Introduce TallyXpert to the market.

* Host a virtual launch event with live demos and Q&A sessions.
* Invite key industrial influencers, partners, and media representatives.
* Offer exclusive launch deals and giveaways to attendees

**8.Post-launch Evaluation**

**Objective:** Evaluate the launch's success and optimize future initiatives.

* Track key performance indicators (KPIs), including website traffic, sales numbers, and customer comments.
* Conduct a review meeting to assess the launch and get insights
* Adapt marketing and sales tactics depending on performance metrics.