



**THE SWASTIK
PHARMACEUTICALS®**

ASSIGNMENT-1

BY

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BTECH 4TH YEAR,

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Company website: <http://www.swastikpharma.in/>

The Required changes to be made to increase the customer traction are:

-The customers Feedback about the product they purchase.

The company website has to take the customers review, ratings or their Feedback about the products they purchase in the form of a video. Many people choose watching about the product in form of a video rather than reading about it.



➤ Customers Survey

Customers Survey helps company to assess how satisfied customers are with different aspects of our product as this helps better understanding of customers requirements and concerns so that it improves products and standards of service in line with customers needs.

➤ Products Advertisements



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In the website under each product Advertising (video) creates demand for the new products introduced and helps customers to know about the product more clearly and branded product assures a standard quality to the consumers and manufacturer provides quality goods to the consumers and tries to win their confidence in the product.

➤ Conclusion

Other than these the total website is well designed and Functional, Easy to use and readily accessible contact and location.



.....**THANKYOU**.....