



ASSIGNMENT-1

BY

K. AKANKSHA GOUD

18STUCHH010297

BTECH 4TH YEAR,

ICFAI UNIVERSITY

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 customer's needs.

➤ Products Advertisements

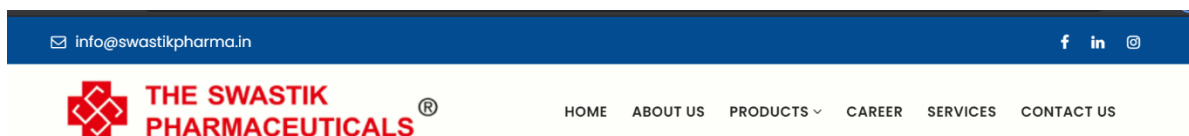


In the website under each product Advertising (video) creates demand for the new products introduced and helps customers to know about the product more clearly and branded product assures a standard quality to the consumers and manufacturer provides quality goods to the consumers and tries to win their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

FRIENDLY AND USER INTERFACE:

➤ Homepage:

Contact information -mail id can also be mentioned to the right corner with social media links and contact number can be given below them



So that is can be easy for viewers to contact us through the given links.

➤ Change of the Logo:

Logo can be more appealing if we give a slogan or a tagline below the company's name.

➤ ABOUT US:

Information about the company such as Founder, Director, and manufacturing house can be mentioned. Information such as when the company was established must be given.

➤ Quality certificates:

Quality certificates of the products should be shown it would create an impact on viewers. And it can be useful for the purchasers.

We can also give advantages of buying our product by comparing with other products available in the market.

➤ Conclusion

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



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