

**ASSIGNMENT-1**

**BY**

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**BTECH 4TH YEAR,**

**ICFAI UNIVERSITY**

**Company website:** http://www.swastikpharma.in/

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

MODIFICATIONS ON OUR WEBSITE

**INTRODUCTION:**

Sales of pharmacy products are increasing both in developed and developing countries, and COVID-19 has brought a new wave of online consumer demand for over-the-counter (not-prescription) medications, as well as wellness products.

Digital advertising for pharmacy ecommerce websites is heavily regulated in most countries, so pharmacies' digital properties must make a great first impression on users to convert and keep them.

Search is especially critical on an ecommerce pharmacy platform where shoppers know what they want. When search is designed and optimized properly on a pharmacy site, it can transform conversion rates.

**PHARMACY WEBSITES:**

As there is a drastic improvement in our technology. Pharmaceutical companies also have started selling their products in online through their websites. As these websites have gained attraction across customers in this pandemic period people are mainly focused on purchasing products from these online websites.

It is significant that pharmacy companies are making their websites convenient to people. Companies are also trying to reach customers with social media apps through their websites. Interaction with the people also plays as a major attraction such as live chat etc.

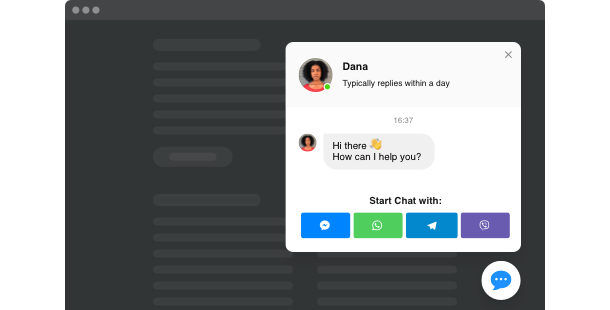
**WHAT CHANGES CAN BE MADE/INTRODUCED:**

* CHAT FEATURE
* SEARCH BAR
* ONLINE PURCHASE WITH TRACKING
* ANIMATION
* FRIENDLY USER INTERFACE
* QUALITY CERTIFICATES
* HOME PAGE AND ABOUT US
* CUSTOMER’S FEEDBACK

🡪**CHAT FEATURE:**

Only 9% of businesses offer live chat on their website, and more than 30% of customers expect live chat while only 30% provide it. Live chat is also a good sales tool; it can increase conversions by 45%.

Customers prefer live chat over email or phone due to its 1-on-1 nature, convenience, and real-time nature. Live chat empowers businesses to offer real-time support as customers ask questions in a chat application.

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There are incalculable advantages to having the option to support a client's necessities straight away.

For instance, rather than sitting tight for information from a site structure to be populated in a CRM framework, you have the chance to visit with a client when they're on your site, during a period that is ideal for them.

In this day and age, clients would prefer not to pause. They likewise don't have any desire to telephone organizations and spending quite a while on hold.

Clients need to converse with a specialist who can respond to their particular inquiries, straight away.

🡪 **SEARCH BAR:**

For the majority of website owners, one of the most basic concerns is the use of search functions for the purpose of enhanced user experience. The websites tend to grow over time, adding more and more content for driving customers.

However, these new content categories can prove to be useless, if they are not properly organized. In this case, an efficient search portal is not only helpful but crucial for basic site navigation.



A search function is a design strategy that can offer users an easy way to find content. Users can locate their search query by simply searching for specific words and phrases. Site navigation can be made quicker and more efficient.

**🡪ONLINE PURCHASE:**

Online shopping allows people to purchase products from and companies they can't locate or are not readily available in their locality. In this way, the company offers its customers a very convenient experience, because they can store items into a personal shopping bag, and purchase them later. For people with a valid credit card or a bank account online, this is a convenient experience.

Selling direct online increases our website reach. Selling across towns, states is possible online shopping can reduce phone calls between buyers and retailers, because details such as availability, specifications, hours of operation, and price can be found easily on company and product pages.

**🡪ANIMATION:**

Some animation can be given in the home-page and poster can also be given such as a slogan or a tagline which can attract viewers.

Minimal animation of the product should be given so that it can create an attraction to the people who visits our website. It can be a creative idea for boosting our website.

**🡪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 are 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.

🡪**CUSTOMER’S FEEDBACK**

Our customers' feedback is vital for guiding in our decision-making and helping us to make innovations and changes to our product or service. It's also essential for measuring customer satisfaction among our current customers.

Understanding how customers feel about our product, support, and company is vital.

**ASSIGNMENT – 2A**

**BY**

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**BTECH 4TH YEAR ICFAI UNIVERSITY**

**ASSIGNMENT- 2A**

Need to identify the write hashtags# and groups in LinkedIn, Instagram and Facebook for page and product promotions.

Need to identify the right influencers in YouTube.

Instagram link: <https://www.instagram.com/theswastikpharmaceuticals/>.

Facebook link: <https://www.facebook.com/theswastikpharmaceuticals>.

LinkedIn Link: <https://www.linkedin.com/company/71778310/admin/>.

**HASHTAGS:** (In Instagram, LinkedIn and Facebook) – by Akanksha goud

1- #Pharmaceutical

2- #Pharma

3- #Pharmacy

4- #Pharmacist

5- #Hygiene

6- #Medicine

7- #Pharmaceauticals

8- #Sanitation

9- #Drugs

10-#Health care

11- #covid19

12- #gpat

13- #pharmacylife

14- #farmacia

15- #healthprecautions

16- #safetymeasures

17- #pharmacybusiness

18- #Hygieneproducts

19- #Healthtech

20- #meddevice

21- #medlife

22- #Antibiotics

23- #Healthyliving

24- #Handsanitizer

25- #buymedicine

26- #healthshop

27- #healthonlinestore

28- #washyourhands

29- #stayhealthy

30- #staysafe

31- #cleaning

32- #hygienetips

33- #healthinnovations

34- #bacteria

35- #germs

36- #genetics

37- #fithealth

38- #medico

39- #healthcareagency

40- #socialdistancing

41- #WHO

42- #AIMS

43- #UNESCO

44- #clinicaltrails

45- #hospitals

46- #healthdevelopment

47- #veterinarymedine

48- #vettech

49- #doctors

50- #dogs

51- #vetlife

52- #capsules

53- #antiseptic

54- #tonics

55- #prescriptions

56- #medication

57- #stimulant

58- #curing

59- #chloroxol

60- #intimatewash

61- #toiletseatsanitizers

62- #healthcommodities

63- #hygienearticles

64- #sanitaryproducts

65- #mipharmaids

66- #cleanHandsave

67- #superRub

68- #safehands

69- #vsanitize

70- #floorcleanerliquid

71- #killsgerms

**INFLUENECERS IN YOUTUBE, FACEBOOK AND INSTAGRAM** by Ashish Tammana.

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**………………………………..THANK YOU………………………………..**