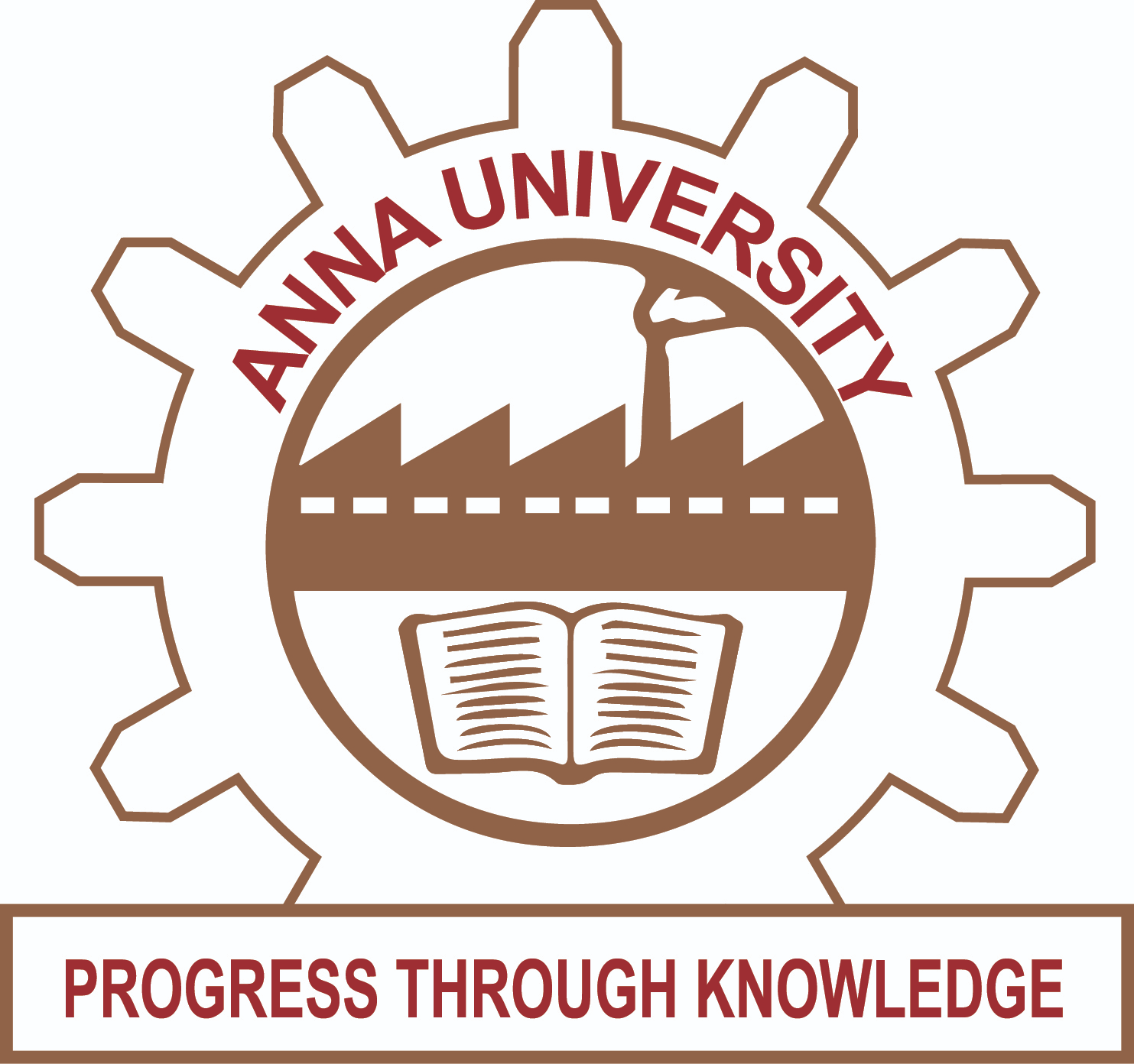
­  **ALAGAPPA COLLEGE OF TECHNOLOGY**

**ANNA UNIVERSITY-600025**

Project type:

Brand Promo video : To create promo video for a brand.

Project name:

**Wedlock Dream Style**

Department:

B.Tech-Pharmaceutical technology

Team Details:

|  |  |  |
| --- | --- | --- |
| Name | Registration number | Naanmudhalvan Id |
| Jesolin | 2020308018 | 660C044CA6371098EA744F9D2E8E5E9B |
| Indumughi D | 2020308015 | E749CC7F18C840C98054FF26DC3C6DA7 |
| Harini B C | 2020308013 | B6B8DE1B5329EAB92334FB4DC2918628 |
| Kaviya P | 2020308019 | A8513A0289BE36897F64655932B14543 |
| Sangeetha S | 2020308029 | 5FB4E17BB0E9C86A60343A5FDF0147252020308029 |

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Brand Name: **Wedlock Dream Style**

Github : https://github.com/bridalstylewedlock/indhumughi

Category: Boutique

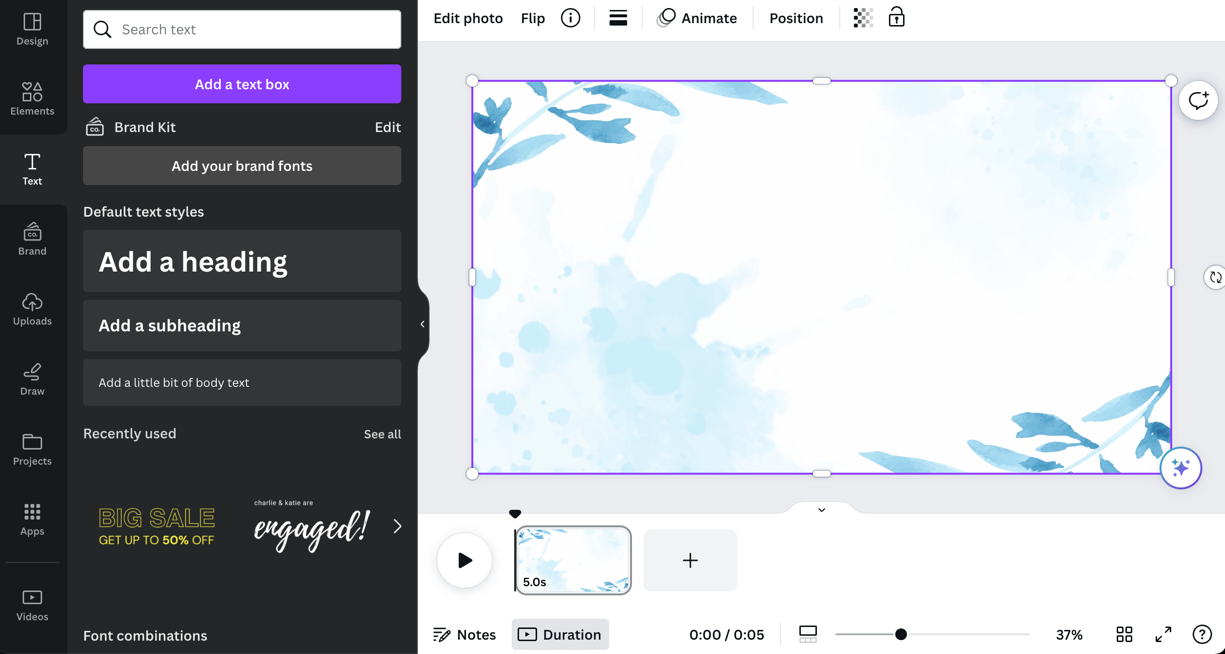
Target Audience: All ( Men, Women, Kids )

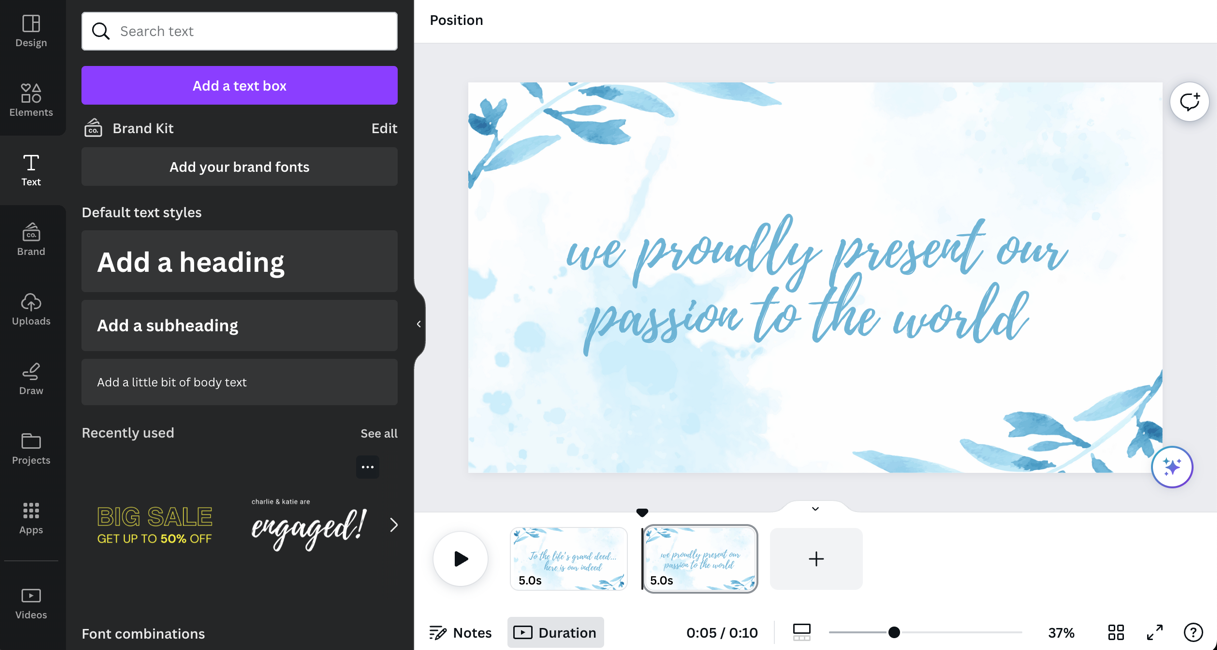
Email : wedlockdreamstyle@gmail.com

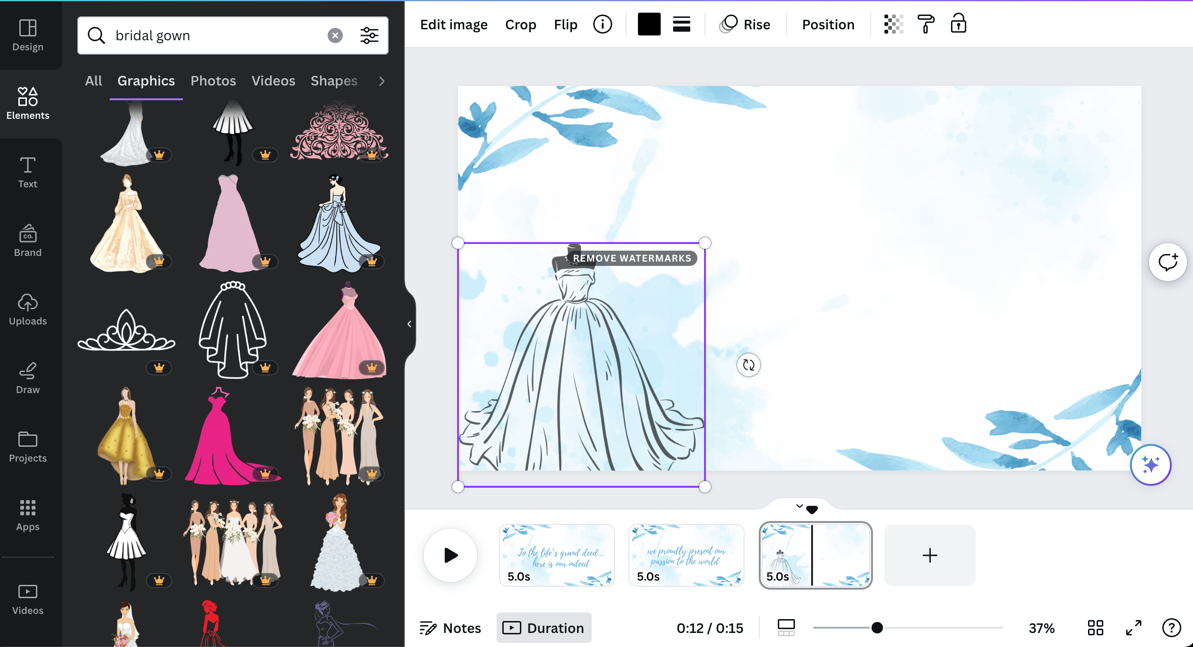
File Upload

Document - with Attached Screenshots with Steps

Video – Brand promo

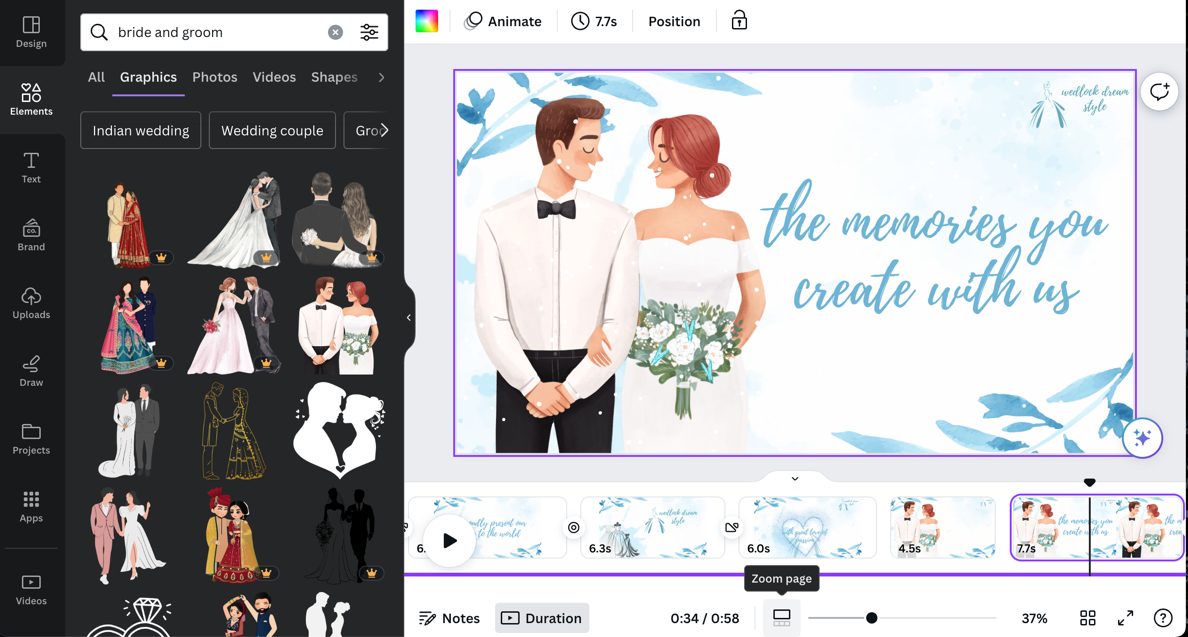


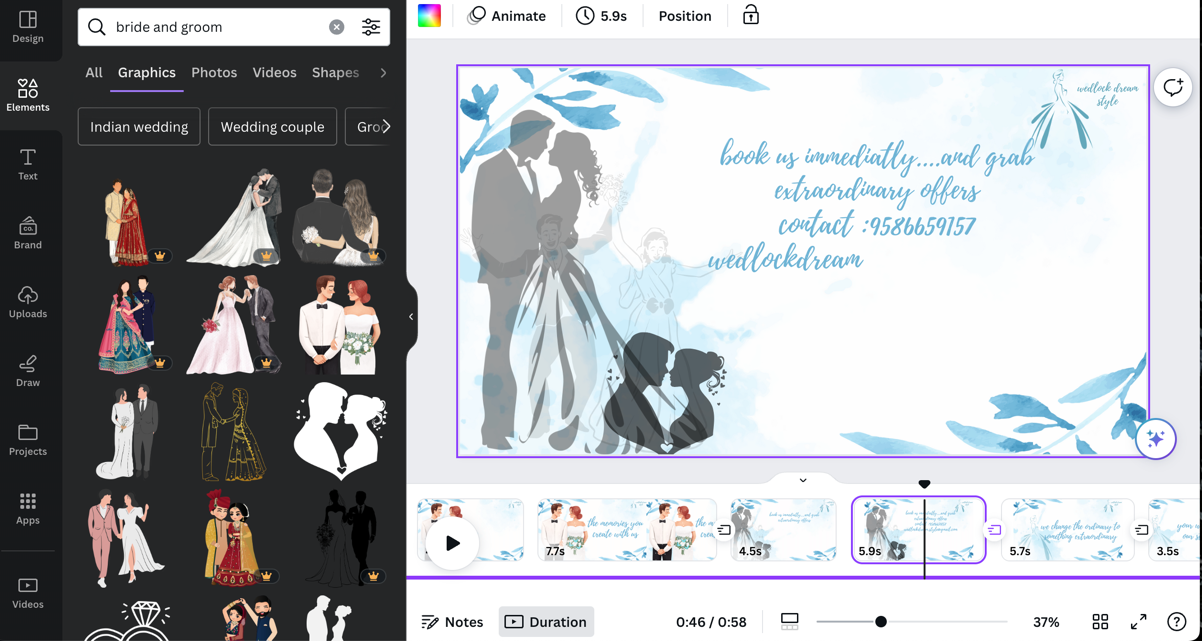


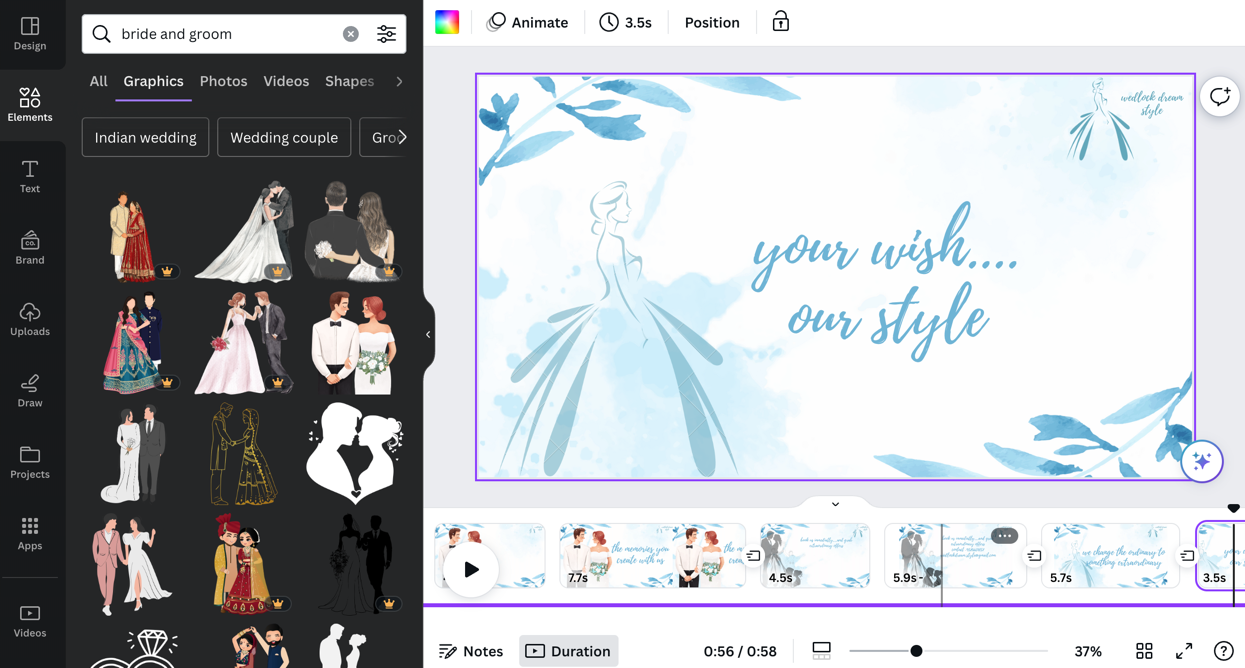


A screenshot of a dress shop

Description automatically generated







**Advantages**

* Increased online visibility.
* 24/7 accessibility for customers.
* Showcasing products and services.
* Building credibility and trust.
* Expanding market reach.
* Easy customer communication.

**Disadvantages**

* Initial time and effort required.
* Maintenance and updates.
* Competition in the online space.
* Technical issues and security concerns.