**Project Report On**

**DIGITAL MARKETING STRATEGIES**

**AND**

**BUSINESS DEVELOPMENT OF XIAOMI CORPORATION**



***Bachelor of Business Administration***

**Session 2021-2022**

***In Swami Vivekanand Govt. Degree College Ghumarwin***

**Supervision By: Submitted By**

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**CERTIFICATE**

This is to certify that **Ankit Sharma**, a student of BBA from SVGC GHUMARWIN has submitted a Research Project on the topic **‘A Study on Digital Marketing Strategies And Business Development Of XIAOMI Corporation’.**

During the project, I found him to be very hardworking, sincere and inquisitive to explore new things. He is able to get across his points effectively and convincingly. He has the ability to withstand stressful project conditions and meet the deadlines.

I wish him all the success in his career and life.

**Project Guide Head of Department**

**(Ms. Rajni Thakur) (Mr... )**

**Signature of Coordinator (Prof. )**

# DECLARATION

I, Ankit Sharma, student of BBA session 2021-2022 Swami Vivekanand Govt. Degree College Ghumarwin, hereby declare that Major Research Project on **“A Study on Digital Marketing Strategies And Business Development Of Xiaomi Corporation”** submitted in partial fulfillment of Degree of Bachelor in Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

Name: Ankit Sharma Roll Number: 5190350005

# ACKNOWLEDGEMENT

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Finally a note of thanks is due to all those, too many to single out by names, who have helped in no small measure by cooperating during the project.

Ankit Sharma

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**EXECUTIVE SUMMARY**

Digital marketing activities are [search engine optimization](https://en.wikipedia.org/wiki/Search_engine_optimization) (SEO), [search engine](https://en.wikipedia.org/wiki/Search_engine_marketing) [marketing](https://en.wikipedia.org/wiki/Search_engine_marketing) (SEM), content marketing, [influencer marketing ,](https://en.wikipedia.org/wiki/Influencer_marketing)content automation, campaign marketing, and [e-commerce](https://en.wikipedia.org/wiki/E-commerce) marketing. , [social media marketing](https://en.wikipedia.org/wiki/Social_media_marketing), [social](https://en.wikipedia.org/wiki/Social_media_optimization) [media optimization](https://en.wikipedia.org/wiki/Social_media_optimization), e-mail direct marketing, display advertising, e–books, optical disks and games, and any other form of digital media.

Business development entails tasks and processes to develop and implement growth opportunities within and between organizations. It is a subset of the fields of business, commerce and organizational theory.

**Xiaomi Corporation** is a Chinese electronics company headquartered in [Beijing](https://en.wikipedia.org/wiki/Beijing). Xiaomi makes and invests in [smart phones](https://en.wikipedia.org/wiki/Smartphone), [mobile apps](https://en.wikipedia.org/wiki/Mobile_app), [laptops](https://en.wikipedia.org/wiki/Laptop), and related [consumer electronics.](https://en.wikipedia.org/wiki/Consumer_electronics)

In this study, we will analyze the perception of the consumers about Xiaomi products and the company itself.