

**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]**

**ERODE: 638 316**



**Electronics and Communication Engineering**

**NAAN MUDHALVAN**

**DIGITAL MARKETING ASSIGNMENT**

**BRAND NAME:** ELECTRON EXPRESS

**CATEGORY:** ELECTRONIC SHOP

**NAME:** HARIHARAN S

**R.NO:**731120106007.

**NM\_ID:** 60C0459E125715C8A0B40B107E0067A6

1.Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words. Link : **Blog using Blogspot**

<https://electricalcabledmk.blogspot.com/2023/08/electrical-cable-electrical-cable.html>

Screenshot :

## ELECTRON EXPRESS



Electric power can be transmitted or distributed either by overhead transmission systems or by underground cables. Cables are mainly designed for a specific requirement. **Power cables** are mainly used for **power transmission** and distribution purposes. It is an assembly of one or more individually insulated

## Rating of Power Cable

### Short Circuit Rating

It happens frequently that the conductor size necessary for installation is dictated by its ability to carry short-circuit current rather than sustained current. During a short-circuit, there is a sudden inrush of current for a few cycles followed by a steadier flow of current for a short period until the protection switchgear operators, normally between 0.1 – 0.3 seconds.

Conductor Size and Material	Insulation Material	Operating Maximum Temperature	Short Ci Rating
120 sq-mm Copper conductor	PVC Insulation	70°C	13.80 KA
120 sq-mm Aluminium conductor	PVC Insulation	70°C	9.12 KA/

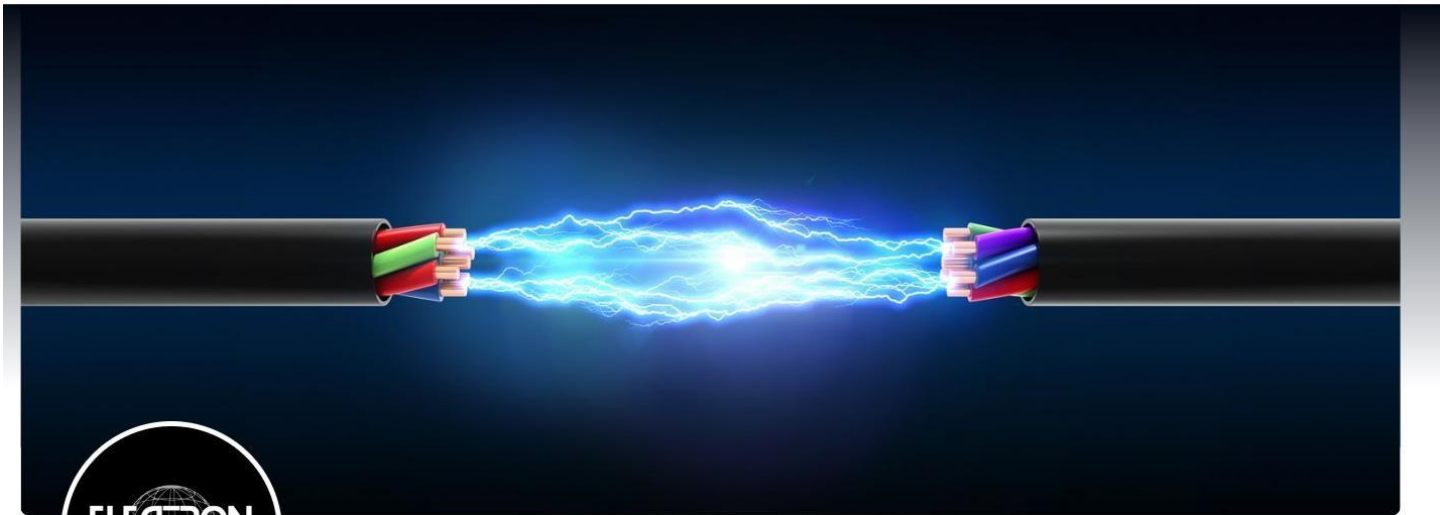
120 sq-mm Aluminium conductor	PVC Insulation	70°C	9.12 KA/
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2.Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page <https://www.facebook.com/profile.php?id=61550534206425&sk=reviews>

Screenshot :




**Electron Express**

0 likes • 0 followers

 Message

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**Intro**

Connecting Your World With Precision

**Posts**

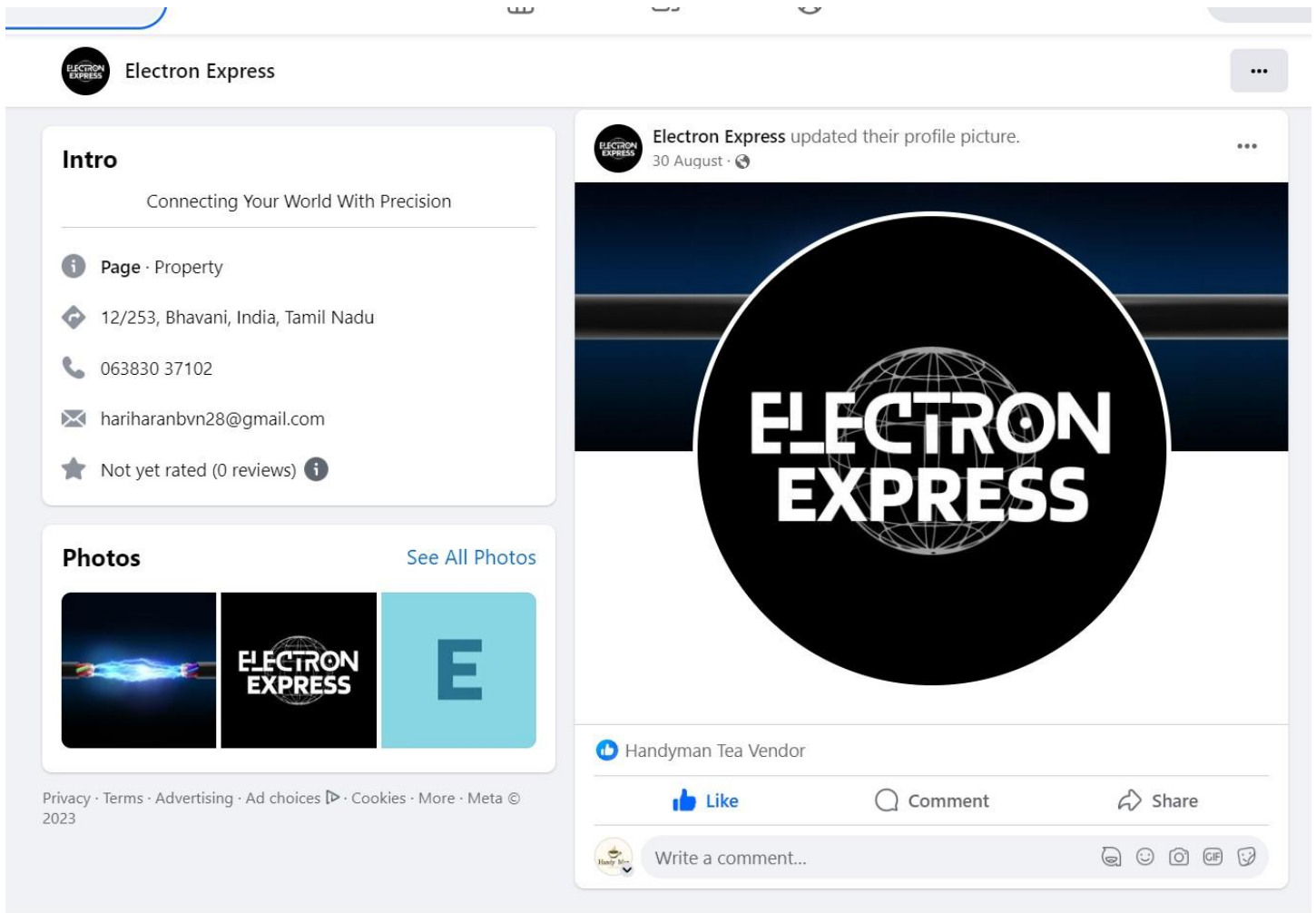
 Filters



Electron Express updated their profile picture.  
30 August · 🌐



bid=122112481496017806&set=a.122112481568017806



3. Create and design a social media advertisement poster using Canva. Link: Social media advertisement using Canva

<https://electricalcabledmk.blogspot.com/2023/08/electron-expressinfographic.html>





# ELECTRON EXPRESS

since 2023

## 1 UNDERSTAND

Understanding customers is a critical aspect of any business. This involves gaining insights into their needs, preferences, behaviors, and buying patterns. By understanding your customers, you can tailor your products, services, and marketing strategies to better meet their expectations. Here are some key points related to understanding customers:



## 2 DEFINE

An electric shop, also known as an electronics store or electrical appliance store, is a retail establishment that specializes in selling a wide range of electrical and electronic products. These shops offer consumers the opportunity to purchase various devices, appliances, gadgets, and accessories.



## 3 IDEATE

Tech Workshop Space  
Virtual Reality Corner  
Connected Living Store  
Green Energy Hub  
Tech Art Gallery  
E-Waste Recycling Centre



## 4 PROTOTYPE

Creating a prototype for an electric shop involves designing a mockup or a preliminary version of the shop's layout, features, and offerings. This can help you visualize your ideas, plan the store's functionality, and present your concept to potential investors.



## 5 TEST

Technology Integration  
Product Display  
Marketing and Promotion  
Store Layout and Design  
Customer Experience

4.Create email newsletter design using MailChimp or canva tool.

Link:Email newsletter design using canva

-<https://electricalcabledmk.blogspot.com/2023/08/electron-express.html> -

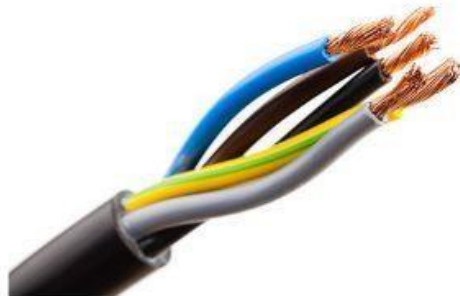
Screenshot :

# ELECTRON EXPRESS

CONNECTING TO WORLD

AUG 30 2023

BHAVANI ERODE



## OUR BRANDS

- 1.FYBROS
- 2.KUNDAN
- 3.GOLDMEDAL
- 4.WIPRO

## LIGHTING

- 1.PHILIPS
- 2.CROMPTON
- 3.SYSKA LED
- 4.OSRAM

## ABOUT

EMAIL : ELECTRONEXPRESS@GMAIL.COM  
PHN : 6383037102

At our shop, we don't just sell products; we provide solutions. Whether you're a seasoned electrician, a DIY enthusiast, or a homeowner embarking on a renovation journey, we have the tools and expertise to support you every step of the way. Our dedication to staying up-to-date with the latest advancements in electrical technology ensures that you have access to cutting-edge products that enhance efficiency and safety.

As a customer-centric establishment, we prioritize your satisfaction above all else. Our mission is to empower you with the knowledge and resources necessary to make informed decisions about your electrical needs. With a reputation for reliability and a commitment to excellence, we're not just a shop - we're your partners in powering possibilities. Visit us today and experience a new realm of into your space. Discover the synergy of quality, convenience, and customer care at [ELECTRON EXPRESS].