

Longrich America Company Website

Background

Longrich Bioscience was founded in 1986. The company initially produced dietary supplements. In 1996, the company transferred to Jiangsu(A region in China where the company headquartered at) Longrich Group and started to manufacture personal care products, fabric care products, beauty products, health supplements, baby care products. The Longrich US branch office was established in 2015 as Longrich's first step of international expansion into the America region. After the resignation of the previous management team, the general manger and I took the office in 2018 and started to develop business for the company since then. With my education in the US, my business strategy is to implement modern technology into the business operation and marketing plans so that we can maximize efficientice and profit.

Business value

The purpose of the Longrich America company website is to promote the company products and image, gaining more market share in the already-saturated personal care industry. As the second-in command, it is essential to bring anything that's necessary to my company. In the present day, a business website is a must-have for almost any successful business establishment.

One of the main reasons to have a website for my business is to increase the company's credibility. A website helps create brand awareness and showcasing the brand to prospective customers. It helps to establish my company's image by letting the audience know who we are and what we represent.

Another reasons to have a website for my business is that it can help generate more leads and increase sales. A website is the best way for a consumer to gather information about a business. They can get the contact details of the business from the website, giving us a growth opportunity and a chance to increase sales.

Information requirements

- Professional photography for products showcases
- Company background history stored by the associated company department
- Customer service team to care of prospective customers attracted by the website
- Professional social media marketers to advertise the company simultaneously.