

Acknowledgment

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Abstract

Development of website is a critical part for any business when they are thinking to expand. Almost every big company has its own website and social page to engage the customer. Mian Oil Mill is a industry which doesn't have a website and social media presence due to which they are lacking in their business. It is very important for any business to have website and social media without this any business can't survive. This project has been based on the developing a digital and social media presence for the Mian Edible Oil Industry. In this project we have developed a website layout, facebook page for Mian Edible Oil Industry. Different marketing tools have been applied on the Mian Edible Oil Industry for the analysis. The process of ordering and till the order received to the customer full process has been mentioned in the project. Their SEO working has been done and we tried to show that through which steps they can improve their ranking in the search engine optimization. The cost of website and traditional working also has been mentioned in the project. All the strategies are implied on the Mian Edible Oil Industry to evaluate its performance. And in the end there are some future enhancements and recommendations to the Mian Edible Oil Industry. Which means that which strategies, tactics and innovative technology adopted by the Mian Edible Oil Industry for their future growth.

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