Small Business Introduction

Nowadays web presence places a crucial role in most of the businesses, having a good website is no longer optional. There are many companies that offer to develop websites. We have chosen Dzign which is one of such company and is located in Hyderabad, India. According to a study, there is a $650 – 750 million digital presence opportunity in India. Dzign is tapping into this huge opportunity market. It is a startup which is aiming to provide services like Visual/Brand Identity it includes colors, design, and logos for complete brand identity, UI/UX Design: Mobile & Web – Designing solutions for both platforms, Creative Digital Designs –Illustrations, motion graphics, banner for websites are provided, Product/Explainer Videos – Animation videos to explain products and services, 3d Rendering – physical prototypes pf products for better understanding, Social Media Management – Provide content services for social media to target the right audience. Targeted customers of the company are small scale businesses and cottages industries like food processing, Fast-moving consumer goods (FMCG), retail shops and individuals like doctors, accountants, and lawyers. Currently, they are conducting conferences to create awareness and promote their services among different groups of individuals and small companies, advertising on billboards and hoardings. Also, they are reaching out using print and electronic media to explain their services.

Their vision is to grow into a medium-size business by 2025 and gain up to 5% market share in their state or province. They are trying to make their vision a reality by providing high-quality market-defining services to their customers as there is no better advertiser than a happy customer.