



Consagous Technologies Pvt. Ltd.

Case Study

THE CLIENT

The Client Kinoma is based at USA, is a fastest growing company formed in May 2002 to design and build mobile media products. We strive to create innovative, leading-edge products that are fun and easy to use while providing rich functionality.

THE IDEA



Idea is to develop a website offered cutting edge solutions to user seeking information about the company and product of company, News, Press release etc. The idea is to make an E-commerce website Consists of buying the product and services over the electronic system such as internet or a computer networks.

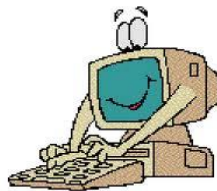


REQUIREMENTS

- To organize the information in proper hierarchy so that anyone can effortlessly retrieve the vital information from the website.

- Achieve greater user reach through increased presence on the web.
- To keep the detailed information of products of the company.
- To make an ecommerce website so that user can online buy the product.
- There should be an admin panel from where admin can update blog and news on daily basis.
- The website have to be design in a manner that it keep balance in the Graphical User Interface and consistent in different browsers.

HOW CONSAGOUS HELPED



Carefully studying the requirements, Consagous Technologies Pvt. Ltd. laid out a well define design architecture. The entire project was divided into shorter modules with specific deadlines. The cost effective end-to-end solutions offered to Client comprised of following measures:

- Engaging a dedicated team of qualified professionals to achieve the target.
- Develop an online solution for user to buy the goods of company.
- Strategic promotion on the basis of a wide range of targeted keywords and link exchange to bring in more focused traffic to the sites.

- Once we had a well organized design in place, our programming team custom coded a Content Management System in PHP that was not only robust but also easy for staff to operate.



BUSINESS IMPACTS

Strategic efforts by Consagous Technologies lent the desired momentum to the Client:

- Wider presence on web Increases in business leads of company.
- Promotion through carefully chosen keywords and link exchange enabled the websites to reach out to the target niche.
- This website has a better connect with the need of user and give a better way to arrange the information in proper manner.

Consagous Technologies
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