

# BALAJI ENTERPRISES BUSINESS WEBSITE

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## ABSTRACT

*This paper represents a website which provides information about Balaji enterprises. This website provides information about services and products of Balaji enterprises business. It also provides companies contact information as well as team members information. Visitor/customers can contact us and get information about business from website.*

**Keyword:** - Business Website, local business website, local business, trading company.

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## 1. INTRODUCTION

Balaji Enterprises is a Trading company who trades in Raw Materials of Plastic products such as Pigments, Masterbatches, Moisture Powder, Calcium Powder and Reprocess Plastic Granules. Balaji Enterprises is situated in MIDC Waluj, Aurangabad. For Balaji Enterprises, customer satisfaction is first priority. Balaji Enterprises trades in Masterbatches of Blend Colors and Sonali Polyplast. Balaji Enterprises supply their products in MIDC Waluj, MIDC Shendra and also other cities.

Therefore, this paper provides in-depth information about business that is Balaji enterprises.

## 2. LITERATURE REVIEW

A business website is any website that's devoted to representing a specific business. A business website is an integral part of a larger marketing plan. It is therefore important to understand the purpose it must play. Website is usually the cornerstone of any online marketing plan, providing a presence for your business. It's the online equivalent of owning a high street shop or prominent office. On many occasions, it is the center of a business' universe and is generally the place where another marketing activity is attempting to drive traffic.

### 2.1 Importance of business website

Having a website and online presence strategy allows you to market your business online. A website is also important because it helps to establish credibility as a business. A website not only gives credibility but it also helps to give a positive impression that your company is bigger and more successful.



**Fig-1:** Importance of Business Website

### 2.1.1 Steps to create business website

- Determine the primary purpose of your website. Eg. – for Business generation.
- Decide your domain name. Eg.- balajienterprices.space
- Choose a web host. Eg. – Bluehost [hosting company].
- Build your pages. Eg. – Home page, Services Page, about us Page and Contact us Page.
- Test and publish your website.

### 2.1.2. Tips to build effective business website

- Make your site responsive - website should load properly in desktop, tab and phone for better user experience.
- Make it easy to find – have a simple and short domain name.
- Make it easy to navigate – have menus and sub menus also add categories in footer section.
- Make it load fast – website should not take much time to load.
- Add Call to action [CTA] button – CTA can be Contact us, submit form etc.
- Keep your design simple – Limit the use of fonts, colors and animated gifs, which can distract and pull the eyes away from the focus of the webpage.
- Do Search Engine Optimization [SEO] – It will help to rank website in search engine like google and generate business leads.

### 2.2. Tips for business website marketing

- Create social media accounts like facebook, Instagram etc. and share website link.
- Create Google My Business account and Add website.
- Run paid ads and send traffic (people) on website.
- Create content in the form of blogs and article.
- Start Email/SMS marketing and send traffic (people) on website.

### 2.3. Applications of Business Website.

- Introduce about company to customers.
- Reach out India/worldwide.
- Around the clock access (24/7 Hours access).
- Cost effective to acquire customers and Low maintenance.
- Perfect for Marketing and Marketing automation.
- Improve Customer Experience and Support.

## 3. PROPOSED SYSTEM

The proposed system of “Balaji enterprises Website” is very user-friendly as well as user convenient. This website provides all information about Balaji enterprises. And it generates business leads as well as can help to do marketing and branding in local area.

The proposed system consists of the following goals & has the scope as follows:

### 3.1. Goals

- To easily get the information about Balaji enterprise business.
- To Generate Business leads.
- To do marketing and branding.
- To provide easy access to the user.

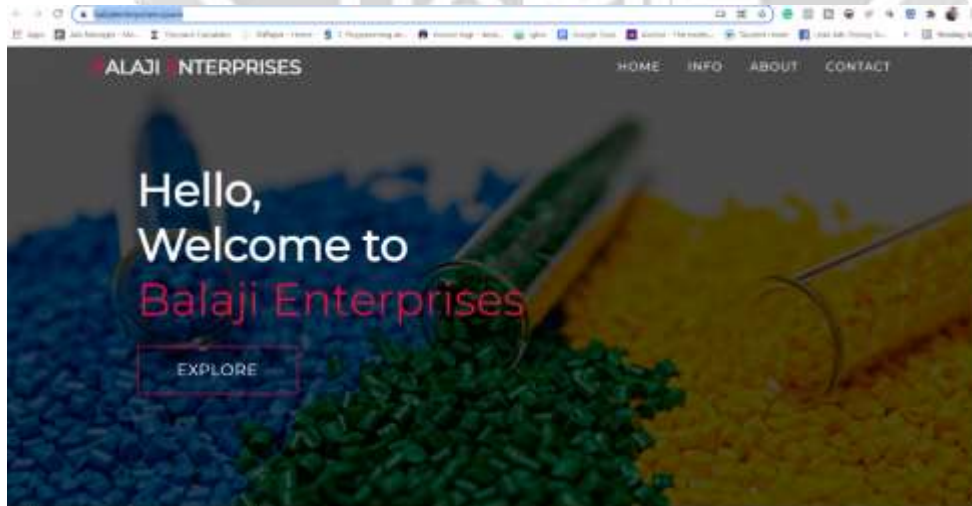
### 3.2. Scope

- Automation integration for contact form, social media platform widgets and Marketing.
- Auto Quotation generation system for clients.
- Inventory Management system into website for self-management.
- Employee Attendance online portal system.
- HR [Human Resources] Management System.
- AI [Artificial Intelligence] for Website Users.

## 4. RESULTS

Shown below are the screenshots of the various pages of our website:

### 4.1 Home Page



Home page welcomes new users.

**Fig-2:** Home Page

### 4.2 Info. Page



This page contains the information about company and their services/products.

**Fig-3:** Info. Page

### 4.3 Team Page



This page provides about managing director and manager of company.

**Fig-4:** Team Page-I



**Fig-5:** Team Page-II

#### 4.4 Contact info Page

This page gives contact information of company.



**Fig-6:** Contact info. Page

#### 5. CONCLUSION

Hence, we made the business website for Balaji enterprises for providing the information regarding business. A Business website is important because it helps to establish credibility as a business and generate business leads.

A website can be a valuable tool to any business. Planning, developing, and promoting a website properly is the only way to ensure that the website will be successful. The “success” of a website can only be determined by obtaining consistent, reliable information on customer behavior and striving to constantly improve the website to benefit customers.

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