



**Online PGDM
First Year, Trimester II, Feb,2024**

**Course Name: Digital Innovation in Business
Course Code : 2106**

Max Marks : 70

Take a real or hypothetical business to create a wix website and create a 10 slide ppt including the business objectives, target customers, product and services offered by the business, it's uniqueness. Last slide should be a small campaign on the same business which can be created using canva