

SUMMER INTERNSHIP PROGRAM

at

Trizone Healthcare Consultants

From 06/05/2024 to 05/07/2024

A REPORT BY

Shayna

Master of Business Administration

MBA PM -15

2023-2025

Under the Mentorship of

Dr. Goutam Sadhu

(Proctor & Professor)





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Shayna Girdher**, a student from IIHMR University, Jaipur; MBA Pharmaceutical Management Batch 2023-25, has completed her internship programme (online) with **Trizone Healthcare Consultants LLP** from May 6th to July 5th 2024.

She demonstrated a positive attitude and enthusiasm towards learning new things.

We are confident that she will excel in all her future endeavours.

Cheers,

Krutika Mayavanshi.

Senior Human Resources Executive
Trizone Healthcare LLP

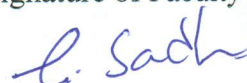
IIHMR University Faculty Mentor Approval

This is to certify that Dr./Mr./ Ms. **Shayna** of academic year 2023-25 **School of Pharmaceutical Management** has prepared a poster with respect to his/her summer internship held during May-June 2024.

He /she has carried out work as per the guidelines. His / Her poster is approved for presentation.

Date: 22 July 2024

(Signature of Faculty Mentor)

A handwritten signature in blue ink, appearing to read 'G. Sadhu'.

Name: Dr. Goutam Sadhu

Designation: Professor & Proctor

Boost HMS Consultants Outreach

University Mentor : Dr. Goutam Sadhu (Proctor & Professor)

Trizone Healthcare founded in 2009 is a landmark alliance of creativity, business ingenuity and strategy. Their ambitious approach enables them to deliver universal roadmaps for healthcare providers that create disruption, deliver solutions, deliver results and define the future of the healthcare ecosystem.



Vision

To be the leading healthcare marketing consultancy firm, transforming healthcare businesses through innovative and effective 360 degree marketing solutions that increase brand visibility, drive growth, engagement and turn patients into brand ambassadors for our clients.

Mission

To establish ethical & right marketing practices in the healthcare industry and to be the trusted partner for healthcare providers, by providing comprehensive and innovative marketing solutions for healthcare providers, promoting their brand, services, and expertise to reach the right audience and drive growth.

Internship Assignment - HMS Consultants

HMS Consultants was founded by Akhil Dave to address the critical challenges faced by healthcare providers, owners, and doctors in effectively branding and marketing their healthcare businesses. SPARK principles at HMS Consultants guide our actions and decisions, ensuring we deliver exceptional value to our clients.

Theoretical concepts

Data collection methods

Statistical Analysis

Consumer behavior Modules

Content Marketing Strategies

vs

Practical Application

Conducting surveys & focus groups

Analyzing Market Trends

Interpreting Consumer Data for Marketing strategies

Creating social media content calendar

Challenges during Internship

1. Knowledge gaps
2. Communication challenges
3. Project setbacks
4. Time management
5. Adapting to work culture

Usefulness of Internship

- Applied academic knowledge in real-world scenarios
- Enhanced skills in market research, digital marketing, and project management.
- Learned to work effectively within a team and coordinate with different departments.

Learnings During Internship



Market Dynamics:

- Analyzing healthcare market trends.
- Conducting competitor analysis.



Digital Marketing Skills:

- Creating engaging healthcare content.



Data Analysis: Interpreting healthcare data for insights.



Collaboration: Working effectively within a marketing team.

Strengths

Comprehensive Services: Wide range of healthcare marketing and branding services.
Expertise: Specialized knowledge in healthcare marketing strategies and digital transformation.

Weaknesses

Niche Focus: Strong focus on healthcare may limit opportunities in other sectors.
Resource Allocation: Potential challenges in allocating resources effectively across diverse services.

Opportunities

Growing Digital Healthcare Demand: Increasing need for digital solutions in healthcare presents growth opportunities.
Technological Advancements: Leverage emerging technologies to enhance service offerings.

Threats

Rapid Technological Changes: Constant need to adapt to new technologies in digital marketing.
Intense Competition: Highly competitive healthcare consulting market.

Suggestion for organisation

- Ensure Communication between online and offline candidates
- Establish regular team meetings
- Organization needs to be open to new ideas in term of design

SIP Organization : Trizone Healthcare Consultants
Industry Mentor : Mr. Akhil Dave (Founder, Trizone)
Presented By : Shayna
Roll No : 0572
Stream : MBA PM15



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Acknowledgment

I would like to express my sincere gratitude to Trizone Healthcare Consultants for providing me with the opportunity to intern at their esteemed organization. Special thanks to Akhil Chandra Dave Sir and the entire team at Trizone Healthcare for their invaluable guidance, support, and encouragement throughout my internship.

I am grateful to IIHMR University, Jaipur for facilitating this internship and for their ongoing support and guidance. I would like to thank Dr. Goutam Sadhu for his mentorship and School of Pharmaceutical Management for their assistance in coordinating this internship program.

This internship has been a significant learning experience for me, providing insights into the healthcare consulting industry and allowing me to apply classroom knowledge in a practical setting. It has been instrumental in shaping my career aspirations and professional development.

SHAYNA

Department of Pharmaceutical Management

Compiled Reporting Format

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shayna

Roll no: 0572

Stream: MBA PM 15

Introduction

This report details my contributions during a summer internship within the Marketing department of Trizone Healthcare Consultants (HMS). As a Pharmaceutical Management MBA candidate, I actively took part in projects designed to strengthen HMS's marketing strategy and gain practical industry experience.

The following sections outline the key activities undertaken during the internship, including competitor analysis, market research, and service-market fit analysis. These activities offered valuable insights that informed the development of a comprehensive marketing strategy. The report also details the creation of a social media content calendar and engaging blog posts to enhance brand awareness and client engagement.

Furthermore, the report shows potential areas for improvement within HMS's marketing operations, with a specific focus on addressing the growing market demand for digital healthcare transformation expertise. Recommendations are presented to bridge this gap and enhance HMS's online presence through a more robust digital marketing approach and a diversified content creation strategy.

This internship experience provided a valuable platform to bridge the theoretical and practical aspects of healthcare marketing.

Activity Done

- Competitor Analysis – Conducted in-depth research on HMS's competitors, analysing there:
 1. Services offered
 2. Target audience
 3. Marketing strategies (website, social media presence, etc.)
- Strengths and weaknesses Market Research – Developed a comprehensive questionnaire to assess market needs for HMS's services.

- The questionnaire focused on – Identifying target audience pain points Understanding customer preferences for healthcare consulting services gauging awareness of HMS’s offerings.
- HMS Service-Market Fit Analysis: focused on evaluating the alignment between HMS’s services and current market needs. Activities included
 1. Reviewing internal documents and marketing materials to gain a comprehensive understanding of HMS’s service offerings and value proposition.
 2. Analysing the market research data collected in Week 2 to show key customer pain points and preferences in healthcare consulting.
 3. Comparing HMS’s services to the identified market needs to assess potential gaps or areas for improvement.
- HMS Marketing Strategy Development: engaged in comprehensive discussions to formulate the overall marketing strategy for HMS. The activities included:
 1. Data Analysis: Delved into the data collected over the past weeks to extract actionable insights.
 2. Brainstorming Sessions: Collaborated with colleagues to generate innovative ideas for HMS’s marketing initiatives.
 3. Strategy Formulation: Developed a cohesive plan that aligns with HMS’s service offerings and market needs.
 4. Research: Conducted thorough research on best practices for social media content scheduling to understand what kind of posts generate the most engagement and interaction on various platforms such as LinkedIn, Facebook, Twitter, and Instagram.
 5. Planning: Created a detailed content calendar outlining daily, weekly, and monthly content themes and topics. This includes promotional posts, educational content, client testimonials, industry news, and interactive posts like polls and quizzes.
 6. Implementation: Began the first phase of content creation and scheduling, ensuring that each post aligns with HMS’s brand voice and marketing goals.
 7. Blog Writing: Developed engaging blog posts on topics relevant to Trizone’s services and the healthcare industry.
 8. Focused on providing valuable insights and thought leadership to attract and educate potential clients.
 9. Optimized blog posts for SEO (Search Engine Optimization) and social media sharing.

Linking theory (Classroom learning) with practice at your organization

1. Marketing Research Techniques: Applied theoretical knowledge of market research methodologies in designing the questionnaire and data collection process

2. Applied market segmentation techniques to find different customer groups within HMS's target audience.
3. Utilized the concept of service-dominant logic to analyse how HMS's services can fulfil customer needs and create value.
4. Developed recommendations to ensure HMS's services match the evolving market demands.
5. Service-Dominant Logic: Continued to apply this concept to ensure that marketing strategies are customer-centric and value-driven.
6. Digital Marketing Frameworks: Used various digital marketing theories to craft strategies tailored for online platforms.
7. Content Marketing Strategies: Applied content marketing principles to create informative and engaging website content and blog posts that attract, engage, and convert website visitors.
8. Search Engine Optimization (SEO): Used SEO best practices to optimize website content and blogs for improved organic search ranking.
9. Visual Content Integration: Implemented best practices for integrating visual content into blog posts to enhance readability and user engagement.
10. Applied the principles of content marketing strategy learned in class, focusing on creating valuable, relevant, and consistent content to attract and keep a clearly defined audience

Gaps identified on the working area.

These include the need for more practical experience with theoretical ideas, issues in putting theoretical branding knowledge into action, the necessity for clearer guidance on research methods, weaknesses in data analysis skills, and the importance of better feedback systems to improve how we work.

- Limited existing website content: Identified the need for more comprehensive website content to display Trizone's ability and services effectively.
- Lack of a consistent blogging strategy: Recognized the absence of a regular blogging strategy, which could be used to establish Trizone as a thought leader.
- Image Database: Identified the need for a comprehensive image database to streamline the process of finding and selecting images for blog posts.
- Visual Content Variety: Noted the lack of diverse visual content, such as infographics and custom graphics, to further engage readers.
- Digital Presence: Recognized the need to enhance HMS's online visibility and engagement to meet the digital-first approach of the market.

The analysis revealed a potential gap between HMS's service offerings and a growing market demand for digital healthcare transformation. While HMS excels in traditional consulting services, the market research suggests a strong interest in services that help clients navigate the integration of technology into healthcare delivery

Suggestions for improvement

To bridge this gap, HMS could consider developing expertise and marketing materials focused on digital healthcare transformation. This could involve building a team with experience in areas like telehealth implementation, electronic health record (HER) optimization, and data analytics for healthcare. By offering these specialized services, HMS can cater to a wider range of customer needs and potentially attract new clients looking to use technology to improve their healthcare operations.

- **Digital Presence:** Recognized the need to enhance HMS's online visibility and engagement to meet the digital-first approach of the market.
- **Content Creation:** Proposed the development of engaging content that highlights HMS's expertise in digital healthcare transformation.
- **Social Media Utilization:** Recommended using social media platforms to target specific customer segments with tailored messaging.
- **Content Diversification:** Recommended incorporating a mix of multimedia content to cater to different audience preferences and enhance overall engagement.
- **Develop an Image Database:** Propose building a database of high-quality images, categorized by topic and relevance, to facilitate quicker image sourcing. Enhance
- **Visual Content:** Recommend creating a variety of visual content, including infographics and custom graphics, to make blog posts more engaging and informative

Conclusion

This report summarizes my contributions during the summer internship within the Marketing department of Trizone Healthcare Consultants (HMS). As a Pharmaceutical Management MBA candidate, I used my academic background to support strategic marketing initiatives and gain practical industry experience.

The internship encompassed a range of activities, including conducting a comprehensive competitor analysis to understand HMS's market positioning. Market research was conducted to assess client needs and preferences, informing the development of a service-market fit analysis to ensure alignment with current market demands. Furthermore, I actively participated in crafting a cohesive marketing strategy, including the creation of a social media content calendar and engaging blog posts designed to enhance brand awareness and client engagement.

The report also identifies potential areas for improvement within HMS's marketing operations. A key finding highlights the growing market demand for digital healthcare transformation expertise. Recommendations are presented to address this gap, focusing on developing relevant expertise and marketing materials. Additionally, the report proposes strategies to strengthen HMS's online presence through a more robust digital marketing approach and a diversified content creation strategy.

In conclusion, this internship provided a valuable platform to bridge the gap between theoretical marketing knowledge and practical application within the healthcare consulting industry. The insights and recommendations presented in this report aim to contribute to the continued growth and success of HMS's marketing efforts.

Annexure-E

Summer Internship Programme (SIP) Weekly Report

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Shayna

Roll no: 0572

Stream: Pharmaceutical Management

Week no: 1

From: 6/5/2024 to 11/5/2024

Activity Done	Day 1: Introduction of company by Akhil sir. Day 2: Branding Session by Niraj sir. Day 3: Client Project Allotment. Day 4: Project Discussion and Planning with senior consultants. Identified research areas: company website, social media, digital audit, competitor analysis. Day 5: Conducted research: analysed client's online presence and competitors. Day 6: Continued research and analysis.
Linking theory (Classroom learning) with practice at your organisation	1. Branding theories we have discussed have been used in developing client project strategies. 2. We have applied project management theories in forming teams and assigning projects. 3. The research methods we have talked about have been put into practice in planning projects. 4. Data analysis techniques have been applied in analysing client data.
Gaps identified on the working area.	In the work area, we have found several gaps. These include the need for more practical experience with theoretical ideas, issues in putting theoretical branding knowledge into action, the necessity for clearer guidance on research methods, weaknesses in data analysis skills, and the importance of better feedback systems to improve how we work.
Suggestions for improvement	Currently, there is no need for more improvements because we are making satisfactory progress by combining learning from different areas in a balanced way.

Plan for the next week	Next week's agenda includes analysing information from Excel reports and gathering data from different social media platforms. Additionally, we will conducting a detailed review of our digital presence.
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SHAYNA

Signature of the Student

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: Trizone Healthcare Consultants

Department of Summer Internship Programme (SIP):

Marketing Name of the Student: Shayna

Roll Number: 0572

Stream: MBA Pharmaceutical Management

Week Number: 02

From: 13/05/2024 **To:** 18/05/2024

Activity Done	Competitor Analysis: Conducted in-depth research on HMS's competitors, analysing there: Services offered Target audience Marketing strategies (website, social media presence, etc.) Strengths and weaknesses Market Research: Developed a comprehensive questionnaire to assess market needs for HMS's services. The questionnaire focused on: Identifying target audience pain points Understanding customer preferences for healthcare consulting services Gauging awareness of HMS's offerings
Linking Theory (Classroom Learning) with practice at organization	Marketing Research Techniques: Applied theoretical knowledge of market research methodologies in designing the questionnaire and data collection process
Gaps Identified on the working area	NA
Suggestions for Improvement	NA

Plan for the next week	Analyse data collected through the market research questionnaire. Identify key trends and insights on market needs for HMS's services.
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SHAYNA

Signature of Student:

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: Trizone Healthcare Consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Shayna

Roll Number: 0572

Stream: MBA Pharmaceutical Management

Week Number: 03

From: 20/05/2024 **To:** 25/05/2024

Activity Done	HMS Service-Market Fit Analysis: This week, I focused on evaluating the alignment between HMS's services and current market needs. Activities included: Reviewing internal documents and marketing materials to gain a comprehensive understanding of HMS's service offerings and value proposition. Analysing the market research data collected in Week 2 to identify key customer pain points and preferences in healthcare consulting. Comparing HMS's services to the identified market needs to assess potential gaps or areas for improvement.
Linking Theory (Classroom Learning) with practice at organization	· Applied market segmentation techniques to identify different customer groups within HMS's target audience. · Used the concept of service-dominant logic to analyse how HMS's services can fulfil customer needs and create value. · Developed recommendations to ensure HMS's services match the evolving market demands.
Gaps Identified on the working area	The analysis revealed a potential gap between HMS's service offerings and a growing market demand for digital healthcare transformation. While HMS excels in traditional consulting services, the market research suggests a strong interest in services that help clients

	navigate the integration of technology into healthcare delivery
Suggestions for Improvement	To bridge this gap, HMS could consider developing expertise and marketing materials focused on digital healthcare transformation. This could involve building a team with experience in areas like telehealth implementation, electronic health record (EHR) optimization, and data analytics for healthcare. By offering these specialized services, HMS can cater to a wider range of customer needs and potentially attract new clients seeking to use technology to improve their healthcare operations.
Plan for the next week	· Prepare a presentation summarizing the findings on HMS's service-market fit. · Develop a strategic marketing plan that uses insights from the service-market analysis and market research data. · Recommend specific marketing tactics and communication channels to reach target audiences effectively.

SHAYNA

Signature of Student

Summer Internship Programme (SIP)

Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing department

Name of the Student: Shayna

Roll no: 0572

Stream: Pharmaceutical Management

Week no: 4

From: 27/05/2024 To 01/06/2024

Activity Done	HMS Marketing Strategy Development This week, I engaged in comprehensive discussions to formulate the overall marketing strategy for HMS. The activities included: • Data Analysis: Delved into the data collected over the past weeks to extract actionable insights. • Brainstorming Sessions: Collaborated with colleagues to generate innovative ideas for HMS's marketing initiatives. • Strategy Formulation: Developed a cohesive plan that aligns with HMS's service offerings and market needs.
Linking theory (Classroom learning) with practice at your organisation	• Service-Dominant Logic: Continued to apply this concept to ensure that marketing strategies are customer-centric and value-driven. • Digital Marketing Frameworks: Used various digital marketing theories to craft strategies tailored for online platforms.
Gaps identified on the working area.	• Digital Presence: Recognized the need to enhance HMS's online visibility and engagement to meet the digital-first approach of the market.
Suggestions for improvement	• Content Creation: Proposed the development of engaging content that highlights HMS's expertise in digital healthcare transformation. • Social Media Utilization: Recommended using social media platforms to target specific customer segments with tailored messaging.

Plan for the next week	• Content Calendar: Create a content calendar for social media platforms to ensure consistent and strategic posting. • Performance Metrics: Establish key performance indicators (KPIs) to measure the effectiveness of the implemented marketing strategies.
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SHAYNA

Signature of the Student

Summer Internship Programme (SIP)

Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing department

Name of the Student: Shayna

Roll no: 0572

Stream: Pharmaceutical Management

Week no: 5

From: 02/06/2024 To 08/06/2024

Activity Done	Content Calendar Development: • Research: Conducted thorough research on best practices for social media content scheduling to understand what kind of posts generate the most engagement and interaction on various platforms such as LinkedIn, Facebook, Twitter, and Instagram. • Planning: Created a detailed content calendar outlining daily, weekly, and monthly content themes and topics. This includes promotional posts, educational content, client testimonials, industry news, and interactive posts like polls and quizzes. • Implementation: Began the initial phase of content creation and scheduling, ensuring that each post aligns with HMS's brand voice and marketing goals.
Linking theory (Classroom learning) with practice at your organisation	Applied the principles of content marketing strategy learned in class, focusing on creating valuable, relevant, and consistent content to attract and keep a clearly defined audience
Gaps identified on the working area.	Noticed a gap in the variety of content types being produced. There is a need for more multimedia content (videos, infographics) to keep the audience engaged.
Suggestions for improvement	Content Diversification: Recommended incorporating a mix of multimedia content to cater to different audience preferences and enhance overall engagement.

Plan for the next week	Content Creation and Scheduling: • Finalize and schedule the first month's content according to the developed content calendar. • Ensure that all posts are optimized for each social media platform's unique audience.
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SHAYNA

Signature of the Student

Summer Internship Programme (SIP)

Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing

department Name of the Student: Shayna

Roll no: 0572

Stream: Pharmaceutical Management

Week no: 06

From: 10/06/2024 To 14/06/2024

Activity Done	• Developed engaging blog posts on topics relevant to Trizone's services and the healthcare industry. • Focused on providing valuable insights and thought leadership to attract and educate potential clients. • Optimized blog posts for SEO and social media sharing.
Linking theory (Classroom learning) with practice at your organisation	• Content Marketing Strategies: Applied content marketing principles to create informative and engaging website content and blog posts that attract, engage, and convert website visitors. • Search Engine Optimization (SEO): Utilized SEO best practices to improve website content and blogs for improved organic search ranking.
Gaps identified on the working area.	• Limited existing website content: Identified the need for more comprehensive website content to highlight Trizone's expertise and services effectively. • Lack of a consistent blogging strategy: Recognized the absence of a regular blogging strategy, which could be leveraged to establish Trizone as a thought leader.

Suggestions for improvement	• Develop a content library: Proposed building a robust content library with website content templates, blog post ideas, and industry-specific resources. • Content promotion strategy: Recommended implementing a content promotion strategy to increase website traffic and blog readership through social media marketing and email marketing.
Plan for the next week	• Schedule blog posts: Develop a content calendar and schedule blog posts for consistent publishing and audience engagement. • Monitor website analytics: Track key website metrics like website traffic, bounce rate, and engagement to evaluate content performance.

SHAYNA

Signature of the Student

Summer Internship Programme (SIP)

Reporting Format

Weekly Report

Name of the Organization: Trizone Healthcare Consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Shayna

Roll Number: 0572

Stream: MBA Pharmaceutical Management

Week Number: 07

From: 17/06/2024 **To:** 21/06/2024

Activity Done	Blog Writing: Continued developing engaging blog posts focusing on current healthcare trends, Trizone's services, and industry insights. Image Sourcing: Found and selected relevant images to accompany blog posts, ensuring they enhance the content and improve visual appeal.
Linking Theory (Classroom Learning) with practice at organization	Content Marketing Strategies: Applied classroom knowledge of content marketing to create compelling blog posts that attract and engage the target audience. Visual Content Integration: Implemented best practices for integrating visual content into blog posts to enhance readability and user engagement.
Gaps Identified on the working area	Image Database: Identified the need for a comprehensive image database to streamline the process of finding and selecting images for blog posts. Visual Content Variety: Noted the lack of diverse visual content, such as infographics and custom graphics, to further engage readers.

Suggestions for Improvement	Develop an Image Database: Propose building a database of high-quality images, categorized by topic and relevance, to facilitate quicker image sourcing. Enhance Visual Content: Recommend creating a variety of visual content, including infographics and custom graphics, to make blog posts more engaging and informative
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Plan for the next week	NA
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SHAYNA

Signature of Student

Summer Internship Programme (SIP)

Reporting Format

Weekly Report

Name of the Organization: Trizone Healthcare Consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Shayna

Roll Number: 0572

Stream: MBA Pharmaceutical Management

Week Number: 08

From: 24/06/2024 To: 29/06/2024

Activity Done	· Blog Writing: Continued developing engaging blog posts focusing on current healthcare trends, Trizone's services, and industry insights. · Website Suggestions: Provided occasional suggestions for minor improvements to the website's content and design.
Linking Theory (Classroom Learning) with practice at organization	· Content Marketing Strategies: Applied classroom knowledge of content marketing to create compelling blog posts that attract and engage the target audience. · SEO Best Practices: Implemented SEO strategies learned in class to optimize blog posts for better search engine visibility.
Gaps Identified on the working area	· Content Refresh: Identified the need to regularly update website content to keep it relevant and engaging. · User Experience: Noted minor areas where the website's user experience could be improved.

Suggestions for Improvement	Regular Content Updates: Propose a schedule for regularly updating website content to ensure it stays current and informative. User Experience Enhancements: Recommend small adjustments to the website's layout and design to improve user navigation and engagement.
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Plan for the next week	Continue writing and publishing blog posts. Develop more detailed website improvement suggestions based on further review and analysis
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SHAYNA

Signature of Student