

## Mega Trends

<b>Offering</b>	<b>product cataloging solution</b>
<b>Customer</b>	<b>media and entertainment</b>
<b>Industry</b>	<b>Mega trend Pvt. Ltd</b>
<b>Visit at</b>	<b><a href="http://www.megatrendsnet.com">http://www.megatrendsnet.com</a></b>

### Introduction

Mega Trends introduces itself as one of the major players in the field of OUT-DOOR ADVERTISING. It is a Lucknow based Advertising Company, with its recently opened office in Delhi, though the company has its workshop in Delhi since last two years. MEGA TRENDS ADVERTISING (P) LTD. was established in 1991 as a service provider for hoardings and wall painting. Mega Trends has developed a multidisciplinary team who is expert in their respective fields. Mega Trends has expertise in three arenas: Marketing, Advertising and Player Endorsement.

Mega trends Marketing brings to you international products range in fitness & sports and home appliances. All products are selected from world best brands with reasonable cost and other offers. Mega Talent Management, set up in 2004, is an organization that deals exclusively with sports and sports related events, and seeks to present innovative and cost-effective ideas that give sponsors maximum exposure. It has successfully networked between sponsors, players, media, sports associations, audiences and customers to derive maximum benefit for all.

### Objectives

Mega Trends required a web based application for better marketing of their products, conveying player endorsement related information to clients on a larger scale and providing information regarding their expertise in advertising field.

### Services provided by MARG

MARG team designed and developed application keeping their three different requirements in mind.

#### Mega Trend Advertising:

A web based static site is developed by Marg covering all the services provided , projects undertaken ,clients lists and various Equipments & Machinery used by the company.

#### Mega Trend Marketing:

Web based solution provided for better marketing of latest fitness & sports and home appliances products. Users are facilitated with buying products online and there feedback & suggestions on various products are also welcomed through website.

#### Mega Trend Talent:

Mega Talent wanted to make its presence felt in media circles by providing information regarding their latest player endorsements on a larger scale. Marg created a web based application covering players endorsed, media reviews, sponsors, clients, opportunities, sporting calendar and contact information.

#### H/W and S/W environment:

Backend Database: MS SQL Server 2000

Server: Microsoft IIS on Windows 2000

Programming: HTML, DHTML, ASP, Java Script, and VB Script

#### For More Details Contact Us At:



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