

EXECUTIVE SUMMARY

NANO KERNEL Ltd (NANO KERNEL), founded by a group of professional entrepreneurs to capitalize on the growing opportunities in the Information Technology arena. NANO KERNEL provides a wide range of Web based IT solutions to the whole spectrum of industries along with its e-com services.

NANO KERNEL professionals have strong experience in client / server environments, web enabled application development, corporate web and portal development. NANO KERNEL has developed many web applications and web based products.

The company has a software development unit in Bangalore, India, equipped with an excellent infrastructure and a dedicated team with international standards. It designs and maintains high-quality software with multi-platform capabilities

In the project descriptive research has been adopted to study the various aspect of the project and the data are collected through primary data that is interacting with the company personnel and observing the various activities of the company and secondary data collection technique is also been adopted so that various information about the project can be collected

The method used to perform the study was a Social media marketing Questionnaire. This report used Journal, articles, Newspaper, online survey and so on. Further official social media page of Nano Kernel Ltd. on Facebook, Twitter, LinkedIn were analyzed to generate statistics. The questionnaire was circulated in various teams at Nano Kernel Ltd and also the respondents belonged to various designations.