

Website Review for 3M Company

https://www.3mindia.in/3M/en_IN/company-in/

Long Description: When 3M began in 1902, our five founders had a simple goal: to mine for corundum, a mineral ideal for making sandpaper and grinding wheels. Turns out, what they thought was corundum was really another low-grade mineral called anorthosite.

Discovering the poor-quality mineral could have caused an early end to our fledgling company, but our founders persisted. Why? Because something more important was born that first year: the spirit of innovation and collaboration that forms the foundation of 3M today. So instead of calling it quits, we turned to different materials, applied them to other products, gained the trust of important investors and built up sales little by little.

Scientific, technical and marketing innovations produced success upon success over the years, eventually making 3M a constant name on the Fortune 500 list. Today, more than 60,000 3M products are used in homes, businesses, schools, hospitals and other industries. One third of our sales come from products invented within the past five years, thanks to innovations from the thousands of researchers and scientists we employ around the world.

With corporate operations in 70 countries and sales in 200, we are committed to creating the technology and products that advance every company, enhance every home and improve every life.

Mission: 3M is committed to actively contributing to sustainable development through environmental protection, social responsibility and economic progress.

Registered Name: 3M

Founded in: 1902 (25 yrs old)

Website: 3m.com

Social Presence:  

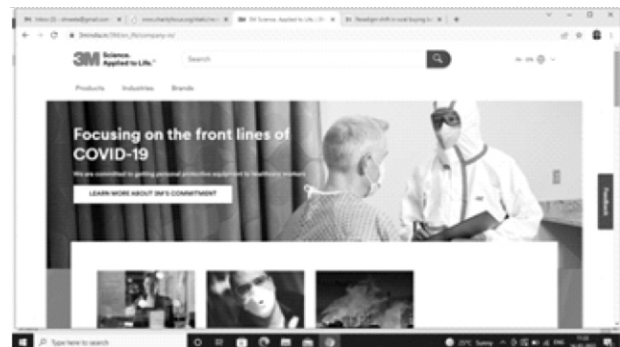


Reviewed by
Nivedita Patil
Asst. Professor
AIMIT

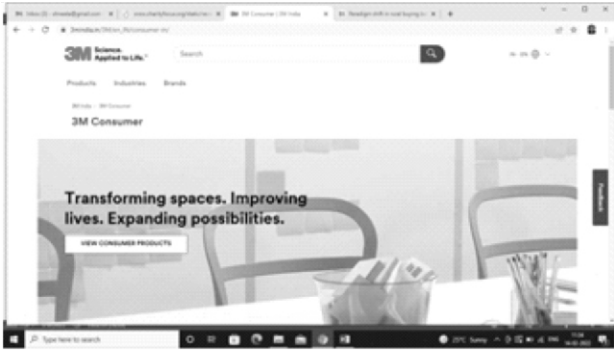
3M website gives the exact information about India's 3M Company's products for which the people will be looking for, is presented in the simplest way possible. The website is very interactive and the pictures speak thousand words. This site would appeal to the average person and people with less technical background would find it easy to navigate.

3M Company, also known as (1902–2002) Minnesota Mining and Manufacturing Company, diversified American corporation manufacturing a wide range of products, including abrasives, adhesive tape and related products, and consumer-electronics components. It is headquartered in St. Paul, Minnesota.

The website generates awareness about the company using strategies and campaigns with the goal of creating unique and lasting image in the minds of the consumer. Hence it promotes brand building. Brand building through website enhances the brand equity using online advertising campaigns and promotional strategies. Online branding is the crucial aspect of every company because it is the visual voice of the company.



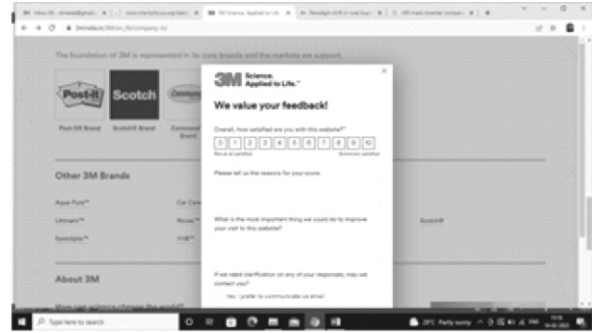
The website's layout is well constructed, which is very comfortable to use and builds curiosity in the users' minds. The contents of the page flow nicely and are very well constructed. The website design is very consistent. The website has been regularly updated with new ideas and technologies. Especially the icons which speak about healthcare, manufacturing, automotive, safety, food safety, etc. are extremely informative and innovative.



The website has not forgotten to address its consumers. The consumer products are advertised attractively. The foundation of 3M is represented in its core brands like a post-it, scotch, command, aquapure, speedglas are some of the successful brands in India. The website also highlights how science can change the world with a beautiful paragraph.

The website has been updated with the current scenario during the pandemic and its facts are real. The huge demand for the N95 masks has led the company to produce more.

The “search bar” on the website is updated regularly. The “feedback bar” accepts your suggestions through e-mail and phone. The suggestions are secured with a privacy policy.



Observation: Though the layout is very colorful and attractive still it looks a little bland. It does not make the user feel overwhelmed by the information provided by the website about the products. The information about the products can be highlighted more. The website can make the leading products more flashy and legible. Otherwise, the website is excellent, simple in design, and very informative – great work!

