

Project Centric Learning: A Business Plan on QR Code Marketing Company – Qrizzle

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ABSTRACT

This paper presents an innovative approach to transforming brand engagement through sustainable and interactive marketing solutions. QRIZZLE integrates QR codes into reusable water bottles, creating a dynamic advertising platform that enhances consumer interaction while promoting eco-friendly practices. Through the integration of physical and online marketing, QRIZZLE enables firms to establish voluntary, interactive connections with their target consumers. Strategic brand alliances, specially created bottle campaigns, and focused distribution networks are the foundation of our commercial strategy. With an emphasis on innovation, sustainability, and data-driven marketing, QRIZZLE markets itself as an affordable substitute for conventional media for advertising. In the first year, we aim to distribute 75,000 QR-powered bottles, generating projected revenue of ₹18,75,000 and a net profit of ₹7,50,000. Our financial strategy includes brand commissions, subscription-based advertising packages, direct consumer sales, and data monetization, ensuring long-term scalability and profitability. By leveraging technological advancements, strategic collaborations, and a commitment to environmental responsibility, QRIZZLE aspires to redefine the future of advertising, delivering measurable impact for brands while driving consumer engagement and sustainability.

Keywords: QR Code Marketing, Sustainable Advertising, Consumer Engagement, Digital Marketing Innovation

QRIZZLE



“Sip, Scan, Connect”

INTRODUCTION

Imagine a world where advertising doesn't intrude, but invites. Where thirsty consumers reach for a refreshing drink and discover a brand, not the other way around. Qrizzle makes this vision a reality with its revolutionary QR-powered water bottles that act as mobile billboards, disrupting traditional advertising and offering a refreshing take on brand engagement.

The Magic Lies in QR Codes: Here's where the real innovation happens. Each water bottle features captivating visuals and information about the advertised brand, along with a strategically placed QR code. Consumers, instead of being bombarded, are empowered to choose engagement. With a simple scan of their smartphones, they gain instant access to:

Brand websites and social media pages

Exclusive promotions and discounts

Interactive content and gamified experiences

This seamless integration between offline and online worlds fosters genuine brand engagement. Consumers actively choose to learn about the brand, leading to higher recall rates and a positive association with the product.

Qrizzle Goes Beyond Advertising: We are committed to sustainability. By utilizing reusable water bottles, we reduce waste compared to traditional disposable advertising materials. This aligns with the growing consumer demand for environmentally conscious practices, further strengthening brand image.

Targeted Reach, Proven Results: Qrizzle offers strategic distribution, ensuring bottles reach your target audience. Imagine placing your ad in student centers for back-to-school promotions, in fitness centers for healthy beverage brands, or at concerts for sponsoring artists. This targeted approach maximizes efficiency and ROI.

Partnerships for Success: We collaborate with brands across industries, offering customizable packages and real-time data insights. Track the number of scans, website visits, and conversions to measure the success of your campaign and refine your strategy for future endeavors.

Joining the Qrizzle Movement: Qrizzle isn't just about advertising; it's about building meaningful connections. We partner with brands that want to think outside the box, prioritize sustainability, and engage with consumers on a deeper level.

Imagine the possibilities: promoting healthy living with a water bottle ad for a fitness tracker, showcasing regional talent with an artist's music on the bottle, or even launching interactive games on the packaging. Qrizzle is a canvas for creative brand storytelling.

Qrizzle is a pioneering QR-based marketing company that disrupts traditional advertising by placing captivating advertisements on three sides of a water bottle. These bottles, distributed freely in high-traffic areas like streets, stadiums, and events, serve as mobile billboards, seamlessly connecting consumers with brands through the power of QR codes.

In a world saturated with traditional advertising, Qrizzle stands out. We offer a refreshing, sustainable, and engaging solution that empowers brands to connect with consumers in a meaningful way.

Scope

Our company is aiming to revolutionize brand engagement through QR-powered water bottles. It integrates technology, sustainability, and interactive marketing to create a unique advertising solution. Some key areas of scope include:

Geographic Expansion

QRizzle plans to expand its reach by forming strategic alliances and collaborations with businesses in various industries. It seeks to enhance its digital QR code services and enter new online markets

Service Offerings

QRizzle provides QR code-powered marketing solutions embedded in water bottles. It offers data-driven insights, interactive advertising, and customizable campaigns. The QR codes can link to brand websites, exclusive promotions, and gamified experiences

Partnerships and Collaboration

QRizzle collaborates with water bottling companies, event organizers, and venue owners to ensure strategic product distribution. It also works with technology partners to enhance QR code technology.

Technology Integration

QRizzle integrates QR code technology to connect consumers with brands via their smartphones. Future enhancements include augmented reality (AR), gamification, and interactive brand experiences.

TARGET CUSTOMERS

QRizzle's innovative QR-powered marketing solution appeals to a wide range of industries that seek interactive, measurable, and sustainable advertising methods. Its key target customers include:

B2B Companies & Corporate Brands: Businesses looking for cost-effective and data-driven advertising solutions. QR-based marketing enhances brand visibility, lead generation, and audience engagement.

Marketing & Advertising Agencies: Agencies that manage brand campaigns and seek innovative ways to engage audiences. QRizzle's customizable, interactive, and measurable marketing solutions give agencies an edge over traditional advertising. QR codes allow for real-time analytics, helping agencies track engagement and optimize their strategies.

Event Organizers & Sponsors: Conferences, concerts, festivals, and sports events need engaging ways to connect with attendees. QR-coded bottles can offer event schedules, speaker bios, VIP perks, exclusive discounts, giveaways, and digital experiences, replacing traditional banners and brochures as a measurable way to reach attendees.

Consumer Brands & Retailers: QR-powered interactive packaging and branding benefit companies selling physical products. QR codes on water bottles can direct customers to product pages, reviews, loyalty programs, instant discount codes, store locators, and offer an eco-friendly alternative to paper-based promotions.

Fitness & Wellness Industry: Gyms, wellness brands, and sports nutrition companies can utilize QR bottles to offer fitness guides, nutrition plans, membership discounts, workout tutorials, and exclusive online content, and promote sustainable hydration with custom-branded reusable bottles.

Hospitality & Travel Industry: QR bottles can be utilized by hotels, airlines, and tourism boards to provide contactless check-in and room service menus, localized travel guides, promotional packages, and to showcase guest loyalty programs or special offers.

Educational Institutions & Universities: QRizzle's solution allows schools, colleges, and universities to access online course materials, campus maps, event registrations, share student discounts, cafeteria menus, library resources, and use branded bottles for eco-friendly campus initiatives.

Nonprofits & Sustainability Organizations: QR-powered bottles can be utilized by environmental groups and nonprofits to educate the public on sustainability initiatives, encourage donations through crowdfunding or impact reports, and provide volunteer opportunities.

Public Sector & Government Initiatives: QR-coded bottles can be utilized by government agencies and public bodies to promote public health campaigns, provide emergency contact information, and engage citizens in community programs or digital public services.

Each of these industries benefits from **interactive, measurable, and sustainable** marketing approaches. QRizzle's solution **bridges the gap** between physical advertising and digital engagement, making it an effective **tool for modern brand communication**.

CHAPTER 1: PROBLEM IDENTIFICATION, SOLUTION FIT, BUSINESS MODEL CANVAS, VALUE PROPOSITION

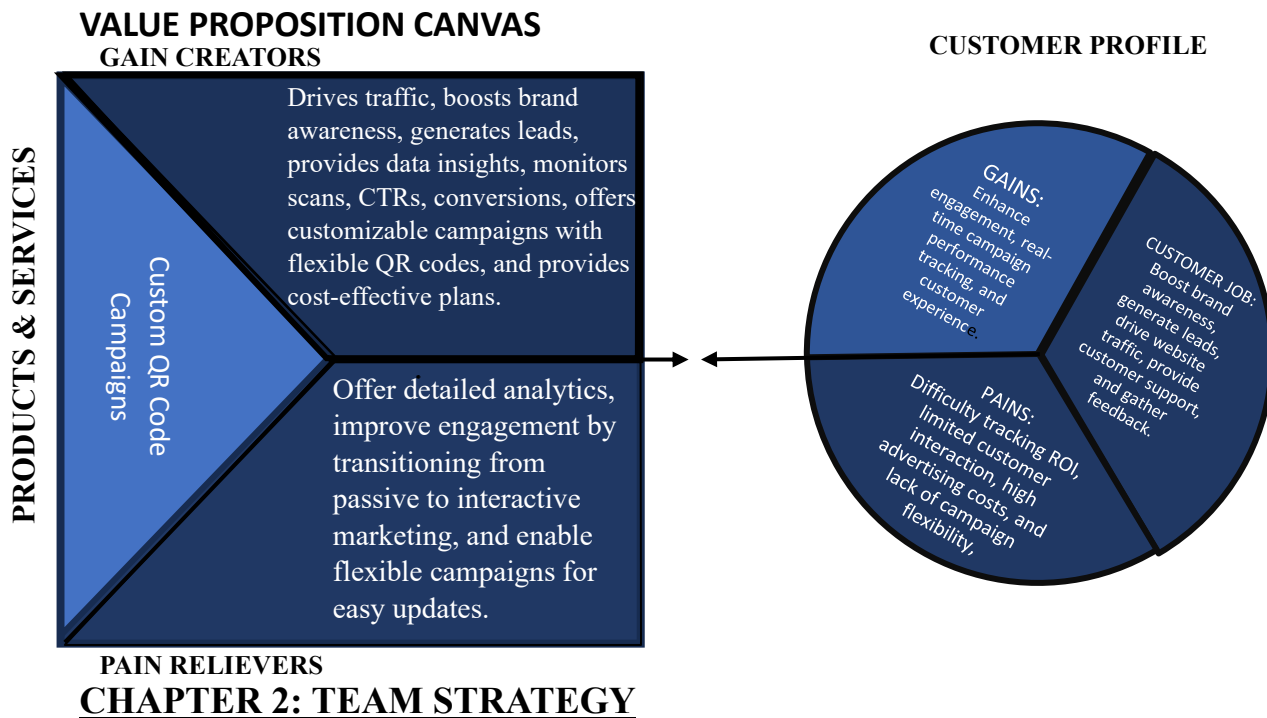
The Problem: Traditional advertising is often intrusive, one-dimensional, and expensive. Consumers are bombarded with ads they often ignore, and brands struggle to connect authentically with their target audience.

The Solution: Qrizzle introduces a cost-effective, engaging, and sustainable solution. We create eye-catching, three-sided advertisements on reusable water bottles. These bottles are then distributed for free in high-traffic areas like streets, stadiums, and events.

PROBLEM-SOLUTION FIT

01. Customer Segment New startups with limited advertising budgets.	06. Customer Limitations Insufficient financial resources for traditional advertising.	05. Available Solutions Traditional methods (celebrity endorsements, influencer marketing). PRO: Established, wide reach. CON: Expensive, not feasible for startups.
02. Problems and Pains Lack of funds for effective advertising and limited access to expensive ad channels.	09. Problem Root/Cause Financial constraints restrict access to traditional ads.	07. Behavior Startups actively seek affordable advertising solutions.
03. Triggers to Act		

BUSINESS MODEL CANVAS**Business Model Canvas: Qrizzle**



Team strategy, often known as "team-building strategy," is an organization's approach to effectively establishing and managing teams. This method includes a variety of components, including team makeup, roles and duties, communication channels, collaborative procedures, and conflict resolution techniques. The essential elements of team strategy have been organized as follows:



1. Team Composition:

- Define the necessary skill sets, expertise, and diversity required for each team based on the organization's goals and objectives.
- Ensure a balance of technical skills, soft skills, and cultural fit within each team.
- Consider factors such as experience level, personality types, and work preferences when forming teams.

2. Roles and Responsibilities:

- Clearly define roles and responsibilities for each team member to avoid ambiguity and ensure accountability.
- Establish team leads or project managers who will oversee the overall progress and coordination of tasks.
- Foster a sense of ownership and empowerment among team members by delegating responsibilities appropriately.

3. Communication Channels:

- Establish effective communication channels for sharing information, updates, and feedback within and across teams.
- Utilize a combination of synchronous (e.g., meetings, instant messaging) and asynchronous (e.g., emails, project management tools) communication methods.
- Encourage open communication and transparency to facilitate collaboration and problem-solving.

4. Collaboration Processes:

- Implement collaborative tools and platforms that facilitate teamwork, document sharing, and real-time collaboration.
- Define workflows and processes for task assignment, progress tracking, and decision-making within teams.
- Foster a culture of collaboration, where team members actively seek input from others and work together to achieve common goals.

5. Conflict Resolution Mechanisms:

- Establish clear protocols and procedures for resolving conflicts and addressing issues that may arise within teams.
- Encourage constructive feedback and open dialogue to address conflicts early and prevent escalation.

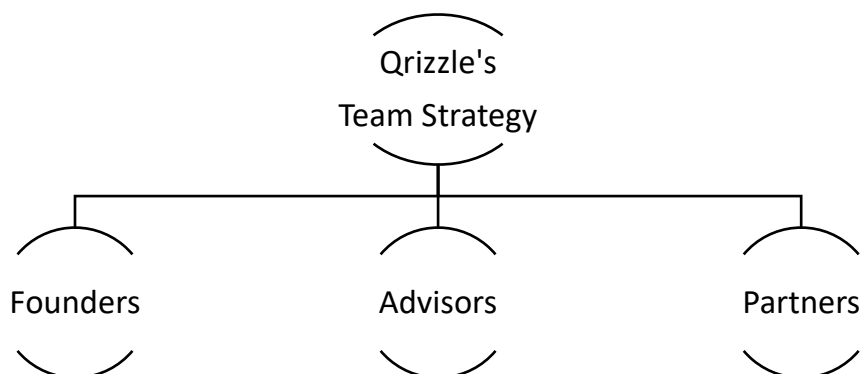
- Provide training or resources on conflict resolution techniques to equip team members with the skills to navigate disagreements effectively.

6. Team Development and Support:

- Invest in training and development opportunities to enhance team members' skills, knowledge, and capabilities.
- Offer mentorship programs or coaching sessions to support the professional growth and career advancement of team members.
- Provide resources and support to help teams overcome challenges and achieve their objectives.

7. Continuous Improvement:

- Regularly evaluate and assess the effectiveness of team strategies and processes through feedback mechanisms and performance reviews.
- Identify areas for improvement and implement changes or adjustments to optimize team performance and outcomes.
- Foster a culture of continuous learning and adaptation to stay agile and responsive to evolving needs and dynamics.



1. Founders:

- The founding team of Qrizzle should consist of individuals with a passion for innovation, marketing expertise, technological proficiency, and a strong commitment to sustainability. These individuals will drive the vision and mission of the company forward.
- Ideal founders may include:
 - CEO/Marketing Lead

- CTO/Tech Lead
 - Sustainability Lead
- Founders should have complementary skill sets and a shared vision for the company's growth and impact.

2. Advisors:

- Qrizzle should assemble an advisory board comprising industry veterans, marketing experts, and sustainability advocates.
- The advisory board will offer strategic guidance, mentorship, and valuable industry insights to the founding team.
- Key qualities of advisors may include:
 - i.Experience in marketing and advertising, particularly in digital and innovative strategies.
 - ii.Knowledge of sustainability practices and trends within the industry.
 - iii.Connections and networks that can facilitate partnerships and business development opportunities.
- Advisors should be committed to the long-term success and mission of Qrizzle, providing valuable advice on navigating challenges and seizing opportunities.

3. Partners:

- Strategic partnerships are crucial for Qrizzle's success in expanding its reach and brand visibility.
- Potential partners include:
 - i.Water Bottling Companies
 - ii.Event Organizers
 - iii.Distribution Channels
- Partnerships should be mutually beneficial, aligning with Qrizzle's values of sustainability and innovation.
- Negotiate terms that ensure optimal placement and exposure for the branded water bottles, maximizing consumer engagement.

Building a strong and capable team is crucial to effectively deliver convenient, high-quality services while building strong customer relationships and maximizing business growth. Here is a comprehensive team strategy to ensure the business operates efficiently and effectively:

Core Team:**CEO:**

- Proven leadership experience in business management and marketing.
- Strong understanding of branding, advertising, and the target market.
- Excellent communication and interpersonal skills to build partnerships with brands and distributors.

COO:

- Expertise in operations management and logistics.
- Responsible for efficient water bottle production, distribution, and inventory management.
- Ability to oversee and optimize operational processes.

Marketing & Sales Director:

- Proven track record in marketing and sales strategies.
- Responsible for brand outreach, building partnerships with brands and event organizers, and promoting Qrizzle's services.
- Skilled in content creation, marketing campaigns, and market research.

CHAPTER 3: MARKETING STRATEGY**Product:**

Qrizzle offers customizable water bottles embedded with QR codes, enabling brands to engage with consumers in a sustainable and interactive manner. These water bottles are made from high-quality, durable materials, ensuring longevity and repeated use. The QR codes can be linked to various content such as promotional videos, discounts, loyalty programs, or product information, providing value to consumers while promoting brand engagement. Additionally, Qrizzle offers design services to create visually appealing bottles that align with each brand's identity and messaging.

Price:

Qrizzle adopts a flexible pricing strategy tailored to the needs of individual brands. Pricing is determined based on factors such as the complexity of the design, volume of orders, and duration of partnership. Brands can choose from different pricing tiers that offer varying levels of customization and promotional features. Additionally, Qrizzle may offer discounts or incentives for long-term partnerships or bulk

orders to encourage brand loyalty and repeat business.

Promotion:

Digital Marketing: Utilize social media platforms, email marketing, and online advertising to promote Qrizzle's unique offering. Showcase success stories and case studies highlighting the effectiveness of QR-coded water bottles in driving brand engagement and sustainability.

Content Creation: Develop engaging content such as blog posts, infographics, and videos that educate consumers and brands about the benefits of QR-powered water bottles. Highlight the environmental impact of using reusable bottles and the interactive opportunities QR codes provide.

Partnership with Influencers: Collaborate with influencers and thought leaders in the sustainability and marketing space to endorse Qrizzle's solution. Leverage their reach and credibility to increase brand awareness and attract potential brand partners.

Events and Sponsorships: Participate in industry trade shows, conferences, and events to showcase Qrizzle's products and forge partnerships with brands seeking innovative advertising solutions. Sponsorship of eco-friendly events or initiatives can also enhance brand visibility and credibility within the target market.

Public Relations: Engage with media outlets and press releases to garner press coverage and editorial features highlighting Qrizzle's disruptive approach to advertising. Position the company as a thought leader in sustainable marketing solutions, garnering attention from industry stakeholders and potential brand partners.

Distribution:

Direct Sales: Establish an e-commerce platform where brands can directly place orders for customized QR-coded water bottles. Provide a user-friendly interface for brands to design their bottles, select pricing options, and track their orders.

Partnership with Retailers: Forge partnerships with retailers specializing in eco-friendly products or promotional merchandise to distribute Qrizzle's water bottles. This expands Qrizzle's reach to consumers who may not be directly engaged with brand partnerships but are interested in sustainable products.

Brand Collaboration: Collaborate with brands to incorporate Qrizzle's water bottles into their marketing campaigns and promotional activities. Brands can distribute these bottles as part of their giveaways, loyalty programs, or event sponsorships, amplifying exposure to their target audience while

promoting sustainability.

Subscription Model: Introduce a subscription-based model where brands can subscribe to Qrizzle's services on a recurring basis, receiving a set number of customized water bottles each month or quarter. This provides brands with a consistent supply of promotional materials while ensuring steady revenue for Qrizzle.

Social Media Marketing Strategy for Qrizzle:

Social media presents a powerful platform for Qrizzle to reach its target audience, build brand awareness, and foster engagement. Here's a tailored social media marketing strategy:

Platform Selection:

Identify the social media platforms where Qrizzle's target audience is most active. Platforms like Instagram, Facebook, LinkedIn, and Twitter could be ideal for reaching different segments of the audience.

Content Strategy:

Visual Content: Leverage visually appealing content showcasing custom-designed QR-coded water bottles, highlighting their unique designs and interactive features. This includes high-quality images, videos, and animated graphics.

Educational Content: Share informative posts and infographics explaining the benefits of QR-powered water bottles, emphasizing sustainability, brand engagement, and consumer empowerment.

User-Generated Content: Encourage customers and brand partners to share their experiences with Qrizzle's products by reposting user-generated content. This fosters authenticity and strengthens brand credibility.

Behind-the-Scenes: Offer a glimpse into the creative process behind designing and manufacturing Qrizzle's water bottles. Showcasing the team's dedication to sustainability and innovation humanizes the brand and enhances transparency.

Engagement Strategy:

Respond promptly to comments, messages, and inquiries from followers, fostering two-way communication and building relationships with the audience.

Initiate conversations through polls, quizzes, and interactive posts to encourage engagement and gather

feedback from the audience.

Host giveaways, contests, or challenges related to sustainability or creative design, incentivizing participation and expanding brand reach.

Collaborate with micro-influencers or brand ambassadors who align with Qrizzle's values and target audience to amplify the brand's message and reach new followers.

Hashtag Strategy:

Develop branded hashtags specific to Qrizzle's campaigns and initiatives, encouraging followers to use them when sharing content related to the brand.

Utilize trending industry-related hashtags and keywords to increase visibility and attract relevant audiences interested in sustainability and innovative advertising solutions.

Paid Advertising:

Allocate a portion of the marketing budget to targeted social media advertising campaigns. Utilize demographic targeting, interests, and behavior-based targeting options to reach potential brand partners and consumers interested in sustainable products and marketing solutions.

Experiment with different ad formats such as carousel ads, sponsored posts, and video ads to maximize engagement and conversion rates.

Analytics and Optimization:

Regularly monitor social media analytics to track the performance of content, engagement metrics, and audience demographics and use insights gained from analytics to optimize content strategy, refine targeting parameters for advertising campaigns, and identify opportunities for growth and improvement. A/B test different types of content, posting times, and messaging to determine what resonates most with the audience and adjust the strategy accordingly.

CHAPTER 4: FINANCIAL STRATEGY

A. Costs:

Water bottle production: Cost per water bottle, including material, printing, and QR code implementation.

Distribution: Logistics and manpower costs associated with distributing water bottles in various locations.

Marketing and sales: Costs for brand outreach, building partnerships, and promoting Qrizzle's services.

Operational costs: Utilities, salaries, and other administrative expenses.

B. Revenue:

Commission from brands: Revenue generated through partnerships with brands for advertising space on water bottles. This can be a fixed fee per bottle or a commission based on user engagement with the QR codes.

Financial Projection:

Daily Projection	
<u>Revenue:</u>	Amount
Client Fee (Prorated Yearly)	1,027.39
QR Code Scans (5 scans @ ₹18.75)	93.75
Total Revenue	1,121.14
<u>Costs:</u>	
Water Bottles (100 bottles @ ₹10)	1,000
Profit	121.14

Monthly Projection	Amount
Operating Days	22 days
Bottles Distributed per Day	100
Total Clients	3
Client Fee (Monthly) per Client	53,000
QR Code Scan Rate	5% (Not included in revenue here)
Estimated QR Code Scans	2310 scans/day x 22 days (Not included in revenue here)
Total Bottles Distributed	100 bottles/day x 22 days = 2200 bottles
<u>Revenue:</u>	
- Client Fee (3 Clients x ₹53,000)	159000
<u>Costs:</u>	
Water Bottles (2200 bottles x ₹10)	22,000
Label Printing (2200 bottles x ₹1)	2,200
Electricity	5,000
Total Costs	29,200
Profit	1,29,800

Financial Projection of 3 years:			
Year	1	2	3
Revenue:			
Client Fees	₹ 18,75,000	₹ 37,50,000	₹ 56,25,000
QR Code Scans (Optional)	₹ 0	₹ 1,87,500	₹ 3,75,000
Total Revenue	₹ 18,75,000	₹ 39,37,500	₹ 60,00,000
Costs:			
Water Bottles	₹ 5,62,500	₹ 11,25,000	₹ 16,87,500
Distribution	₹ 1,87,500	₹ 3,75,000	₹ 5,62,500
Client Acquisition	₹ 3,75,000	₹ 7,50,000	₹ 11,25,000
Total Costs	₹ 11,25,000	₹ 22,50,000	₹ 33,75,000
Profit	₹ 7,50,000	₹ 16,87,500	₹ 26,25,000

Total Startup Costs: 13, 00,000

Breakeven Analysis

Fixed Costs: ₹5,62,500 annually, covering salaries, rent, and marketing.

Revenue Model: Commission per campaign plus ₹18.75 for every 5 QR code scans.

Calculation:

$$\text{BEP} = \frac{₹562500}{₹(150-75)} = 7500 \text{ units}$$

Key Insight: To break even, Qrizzle must achieve campaigns that lead to the sale and engagement of 7,500 bottles, highlighting the importance of strong B2B partnerships and scan-driven revenue.

Sources of Funds:

Bootstrapping:

Self-fund: Gives full ownership but requires significant upfront capital.

Equity Financing:

Angel Investors: Seek investment from angel investors, wealthy individuals who fund early-stage startups in exchange for equity (ownership stake) in the company. They often provide mentorship and connections besides

capital.

Crowdfunding Platforms: Platforms like Kickstarter or Indiegogo allow us to raise capital from a large pool of people. Offer rewards or pre-orders of our service in exchange for contributions. This can validate the concept and generate initial buzz.

CONCLUSION

QRizzle stands out as a provider of innovative marketing solutions, focusing on integrating QR codes into marketing campaigns to engage audiences. The company's comprehensive approach includes brand positioning, client acquisition methodologies, package offerings, distribution modalities, and analytical assessments. QRizzle is affordable and offers powerful promotional routes by putting QR codes on everyday objects. The value proposition canvas highlights QRizzle's commitment to generating value and resolving customer complaints. Serving businesses of all sizes, retailers, event planners, educational institutions, and event organizers, QRizzle demonstrates its adaptability and value in various industries.

QRizzle's business model is innovative, economical, and successful, positioned to succeed in the competitive marketing environment. Its future growth will be driven by new developments in technology and fashion, ensuring its position as the industry leader in QR code-based marketing solutions. To ensure continued growth, QRizzle can broaden its reach and improve its services by forming strategic alliances with other companies in the sector. As QRizzle continues to grow, it remains committed to providing cutting-edge marketing solutions that increase interaction, cultivate brand loyalty, and spur expansion.

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