



# Bahria University Islamabad

Understanding the business environment for Facebook Storefront for a B2B  
venture

## Group Members:

Laila Noor 01-221112-038

IqraInayatCh 01-221112-035

MehreenAslam 01-221112-042

**Supervised by:** Mr. Azm Dar

**Organization:** Rocxial Online Store

**Place:** Islamabad

**Submission Date:** 18February 2013

## **CERTIFICATE**

This is to certify that this project report, entitled “Understanding the business environment for Facebook storefront for a B2B venture” by Laila Noor (01-221112-038),Iqra Inayat Ch (01-221112-035) and Mehreen Aslam (01-221112-042)submitted in partial fulfillment of the requirements for the degree of Masters of Business Administration from Bahria University, Islamabad Pakistan, during the academic year of 2011 to 2013, is a bonafide record of work carried out under my permission and guidance.

---

(Supervisor signature)

---

(Name of Project Organization)

---

(Address)

# APPROVAL SHEET

Bahria Institute of Management and Computer Sciences

Department of Management Sciences

Date \_\_\_\_\_

## Final Project Approval Sheet

### Viva-Voce Examination

**Topic of Research:** “Understanding the business environment for Facebook storefront for B2B venture”

**Name of Student:** Laila Noor

**Enroll#** 01-221112-038

**Name of student:** Iqra Inayat Ch

**Enroll#** 01-221112-035

**Name of student:** Mehreen Aslam

**Enroll#** 01-221112-042

**Approved by:**

**Sir Azm Dar**

Project Supervisor

---

**Examiner I**

Name: \_\_\_\_\_

---

**Examiner II**

Name: \_\_\_\_\_

---

**Research Coordinator**

Name: \_\_\_\_\_

---

**Dr. Muhammad Ali Saeed**

Head of Department

Management Sciences

## **Abstract**

Social networks are becoming a bigger part of an individual's life with the passage of time. The interactive nature of social networks and the solicitation facilities offered by these platforms intrigued the marketers to come ahead and use this platform for the sake of interaction with customers. This gave rise to the concept of online stores, where marketers sell their products to the customers on Facebook particularly. Rocxial is one such new venture; they offer a platform to the brands to create online stores on their respective Facebook pages. The study aims to find out the appropriate bundle of services, customers' awareness level, willingness to purchase and online business aesthetics of the local market.

The research is qualitative in nature. The research was conducted by visiting the urban marketplaces, meeting up with the brand people and accessing the feedback via instruments like interviews and questionnaires. The results showed us that the potential corporate clients overall show a positive sentiment to the idea of an online store and are willing to pay decent amount if pitched properly. The research has been concluded with an action plan and recommendations. The most important of these propositions is to develop a sales pitch that is effective on those individuals as well who do not know the concept of online stores or marketing on Facebook in the local setting.

## **Acknowledgement**

We would like to start with our thanks to Almighty Allah, who gave us the opportunity to reach out to this level in life and who blessed us with the intellect and enabled us to gain knowledge through this project.

We also thank all those individuals who helped us in the completion of this project especially faculty members of Bahria University and our seniors.

We extend our generous gratitude to our supervisor Mr. Azm Dar who cooperated with us and guided us with his kind attitude and keen interest in the preparation of the project.

## Contents

Chapter 1: Introduction .....	3
1.1 Broad Problem Area.....	3
1.2 Rationale of the study:.....	3
1.3 Research objectives: .....	4
1.4 Limitations: .....	4
1.5 Social network industry:.....	5
1.5.1 User Statistics: .....	6
1.5.2 Social sites in social network industry: .....	6
1.6 Lifecycle of Social Networks:.....	7
1.7 Globally the most well-known Social Networks: .....	8
1.8 SWOT analysis of the industry (Social Networks in terms of Marketing & Selling):.....	9
1.8.1 Strengths .....	9
1.8.3 Weaknesses:.....	10
1.8.4 Opportunities: .....	10
1.8.5 Threats: .....	11
1.9 Company Overview.....	12
1.9.1 About Rocxial:.....	12
1.9.2 Founder of Rocxial: .....	12
1.9.3 Business defined: .....	12
1.9.4 Services:.....	12
1.9.5 How to make an online store on Rocxial:.....	14
Chapter 2: Problem Definition and Requirement Analysis .....	15
2.1 Problem statement: .....	15
2.2 Requirement Analysis: .....	15
2.3 Purpose of the project:.....	15
2.4 Desired End Result:.....	16
2.5 Major Deliverables:.....	16
Chapter 3: Design and Implementation .....	18
3.1 Type of Study .....	18

3.2 Sample Size .....	18
3.3 Data Collection Tools.....	19
3.3.1 Primary Data.....	19
3.3.2 Secondary Data.....	20
3.3.3 Procedure .....	20
Chapter 4.....	22
Testing and Deployment.....	22
4.1 Questionnaire Analysis: .....	22
4.2 Interview Analysis.....	27
4.2.1 Respondents who only promote products on Facebook: .....	30
4.2.2 Respondents who promote & sell on Face book: .....	35
Chapter 5: Action Plan.....	38
5.1 Action Plan & Execution Plan .....	38
5.1.1 Develop Effective Sales Pitch .....	40
5.1.2 Promote Rocxial on Digital .....	40
5.1.3 Enhance Portfolio – Get Clients .....	41
5.1.4 Recruit Workforce .....	41
5.1.5 Plan VAS (Value Added Services).....	41
5.1.6 Design VAS.....	43
5.1.7 Launch VAS on website &promote internally .....	43
5.1.9 Conduct Audits & Meet the Clients after every Quarter .....	43
5.2 General Recommendations: .....	44
Chapter 6.....	45
Conclusion.....	45
Bibliography .....	46