



**BAHRIA INSTITUTE OF
MANAGEMENT AND COMPUTER
SCIENCES**

THESIS REPORT

**"IDENTIFYING
POTENTIAL AND PROSPECTS OF
ONLINE BOOK INDUSTRY IN PAKISTAN"**

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ABSTRACT

This research seeks out the online business of the books in the metropolitan cities of Pakistan with a major focus on Islamabad. There is enormous information available on this topic, as online businesses are new phenomenon in Pakistani context. Researcher has conducted this research on supposed ground to analyze the research questions by collecting data from 125 respondents from Islamabad through consumer preferences survey form. A comprehensive literature review provides panoramic view of online marketing. The findings of the research prop up the research questions and underpin the conclusion and recommendation by the researchers. Based on the findings, discussions, analysis and conclusions, the study also suggest the business model for online marketing suitable I the context of Pakistan to penetrate in global markets and grab opportunities resumes by era of WTO.

Researcher concludes that search engines and company's websites are the best source of finding the information about the products, services and ideas. Moreover online business helps in decision making in finding and selecting, the products and services online without the loss of time and cost.

Researcher has also provided the recommendations as Internet use is increasing in Pakistan so management of Mr. Books and Saeed Book Bank should exploit this untapped opportunity to satisfy the customer's needs and should own dynamic websites for virtual presence on the internet to keep the customers informed and aware.

Companies should use affiliate and sponsor advertising for online marketing of books as it is not only improving but consumers are showing more interest & acceptance. Websites should be developed in creative ways that offer more pleasing effect and grab the attention of the consumer to the most.

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