

HOW MUSHROOM BRANDS PROPELS THROUGH SOCIAL MEDIA MARKETING

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Presented to
The faculty of
Management Sciences
Bahria Institute of Management & Computer Sciences, Karachi

In Partial Fulfillment
Of the Requirements for the
Degree Master in Business Administration

By

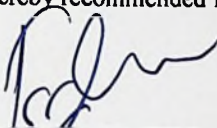
AAMIR AMIN
REG # 10353
June5, 2012

BAHRIA UNIVERSITY
INSTITUTE OF MANAGEMENT AND COMPUTER SCIENCES, KARACHI

RECOMMENDATION FOR ORAL EXAMINATION

This Project/thesis hereto attached, entitled, "How mushroom brands propels through social media marketing", prepared and submitted by Aamir, in partial fulfillment of the requirements for the degree Master in Business Administration, is hereby recommended for appropriate action.

Date: June 13, 2012

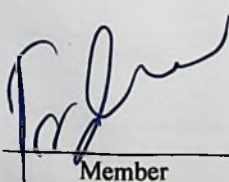


Advisor

Name: Firdous Ahmed

PROJECT/ THESIS COMMITTEE

In partial fulfillment of the requirements for the degree of Master in Business Administration, this thesis entitled, "how mushroom brands propels through social media marketing" is hereby recommended for Oral Examination.



Member

Chairman

Name: _____

Name: Firdous Ahmed

Member

Name: _____

Member

Name: _____

Date

Abstract

The aim of presenting this ^{thesis} is to highlight the importance of social media and benefits of social media. And at the same time reviewing how branding and brand images get affected by the company or a solo business person being active or non active on social media brings awareness to reader of the research. To present a wide and detailed picture to reader about the research this chapter has been created by doing exhaustive research.

Social media is a power and a toll to promote your brand locally and internationally the greater reach and cost effectiveness is the major competitive advantage of all other if a local brand needs to market their promotional activity they need to set aside a major chunk of money from their total budget; now social media has given a way forward to upcoming entrepreneurs to expand the market base of their product line.

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CHAPTER - 1
INTRODUCTION