

Major: MKT

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"Photography Equipment E-Commerce Store"



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FINAL PROJECT/THESIS APPROVAL SHEET

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Photography Equipment E-Commerce Store

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This project report is being submitted to the Department of Masters in Business Administration of the Bahria University Islamabad in partial fulfillment of the requirements for the degree of MBA specialization in Marketing.

Developer's Declaration

I take full responsibility of the project work conducted during the Final Year project titled "Photography Equipment E-Commerce Store". I solemnly declare that the project work presented in the report is done solely by me with no significant help from any other person; however, small help wherever taken is duly acknowledged. Moreover, I have not presented this project (or substantially similar project work) or any part of the project previously to any other degree awarding institution within Pakistan or abroad.

Table of Contents

1.	Abstract.....	8
2.	Revenue Model	9
3.	Problem Definition.....	10
4.	Design and Implementation.....	29
5.	Price.....	34
6.	Promotion.....	35
7.	Placement.....	35
8.	Marketing Mix.....	36
9.	Market Segmentation.....	41
10.	Business Strategy.....	46
11.	Environmental Analysis	46
12.	Advertising and Promotion.....	52
13.	References.....	54

1. Abstract

The primary goal of this endeavor was to build an online store that caters to the specialized needs of photography and videography professionals in Pakistan. Ibazaar.com is aimed to help photography and videography professionals to do the following:

- Search and Buy cameras and accessories
- A single platform where users can find related reviews and tutorials for relevant products

The target market will include professional photographers and videographers and revenue will be generated by selling cameras and accessories and using sponsored marketing campaigns and third party advertisements.

Following are a few things this project aims to accomplish.

- A minimalist yet attractive and simple to use Graphic User Interface that enables users to spend more time on the website
- Users to explore products according to their specifications and use in relevant fields such as wedding photography and videography, studio photography and videography, documentary production, run and gun / Electronic News Gathering style shooting, video logging, online live streaming, short film production etc
- Users to compare primary specifications of different models of products
- Users can find tutorials and reviews of relevant products from the internet in one single location