

showcase of a life



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**facebook**

**Promotion of Foreign Business  
Consultancy Organizations Using  
Facebook & Bangladeshi Facebook Users  
A Study & Guideline for  
Center for Development & Competitive  
Strategies Limited (CDCS)**

Presentation for

Course

Internship

Supervisor

Dr. Mohammad Ziaul Hoq

Assistant Professor, AIUB

**facebook**

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Presentation by

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American International University-Bangladesh



# Company Information

CDCS & Related Issues



facebook

## About CDCS

- Full Name
  - Center for Development & Competitive Strategies
- Legal Status
  - Registered by Registrar of the Joint Stock Companies and Firms
- Establishment
  - 2005

# About CDCS

- **Business Type**
  - Private Sector Research and Consulting Firm
- **Core Services**
  - Business Consultation
  - Business Research
- **Service Areas**
  - Business Enterprises
  - Development Organizations
  - Market and Non-Market Entities

# Introduction of the Study

About the Study



facebook

## General Objectives

- To identify the local and global practices of Facebook usage for promotional purpose of consultancy organizations
- To find the scopes and opportunities for CDCS to promote the organization using Facebook



## Specific Objectives

- To find out the general practices of relevant global organizations' Facebook Page usage.
- To identify the usage pattern of Facebook Page by business consultancy organizations as promotional tool.
- To analyze designing pattern of relevant organizations' Facebook Pages.

## Specific Objectives

- To identify the practice of using Facebook by CDCS
- To identify the pattern of Facebook usage of a group of people (possible future entrepreneurs, graduate students)
- To provide a guideline for CDCS Online Branding using Facebook Page

# Literature Review

About 'Facebook' & 'Business'



## The 'Facebook'

- Facebook is a social networking service and website
- Launched in February 2004
- Operated and privately owned by Facebook Inc.
- Facebook has more than 900 million active users (April 2012)
- Headquartered at California, USA

## Facebook Facts: Bangladesh

- 2,186,260 Users
- Male-Female Ratio 77:23 (%)
- 49% Users are college graduate
- 44,580 Users are interested in Business/Technology
- 59% Users who are interested in Business/Technology are mostly interested in Computer Programming

# Facebook for Promotion

- Pages
- Ads & Sponsored Stories
- Platform

## Status of CDCS in Facebook

- They have website
- They use internet
- But DON'T have Facebook Page

# Methodology

How the study conducted





# Source of Data

- **Primary Source of Data**
  - Related Companies' Facebook Pages
  - Field Survey (based on Questionnaire)
- **Secondary Source of Data**
  - Websites, like: CDCS Website, Wikipedia, Facebook and Others

# Technicalities

- Software
  - Microsoft Excel 2007, SPSS 12.0, Microsoft Word 2007
- Graphs & Images
  - 2-D Pie Chart, 2-D Bar Chart, 2-D Column Chart, Line chart & Simple Table etc.
- Analysis Tools
  - Frequency table with percentage, correlation etc.

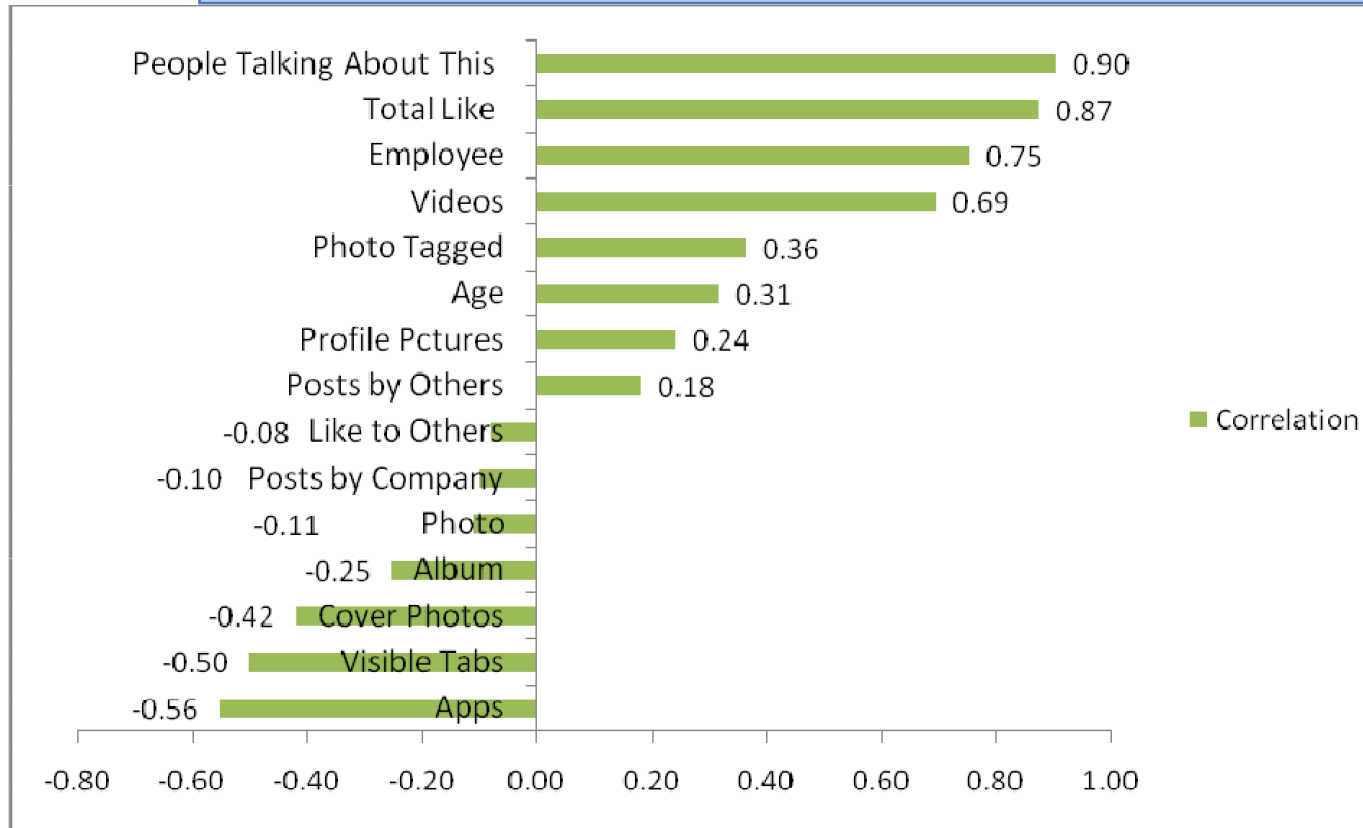
# Data Analysis & Interpretation

No.s, Graphs, Information from Primary Source

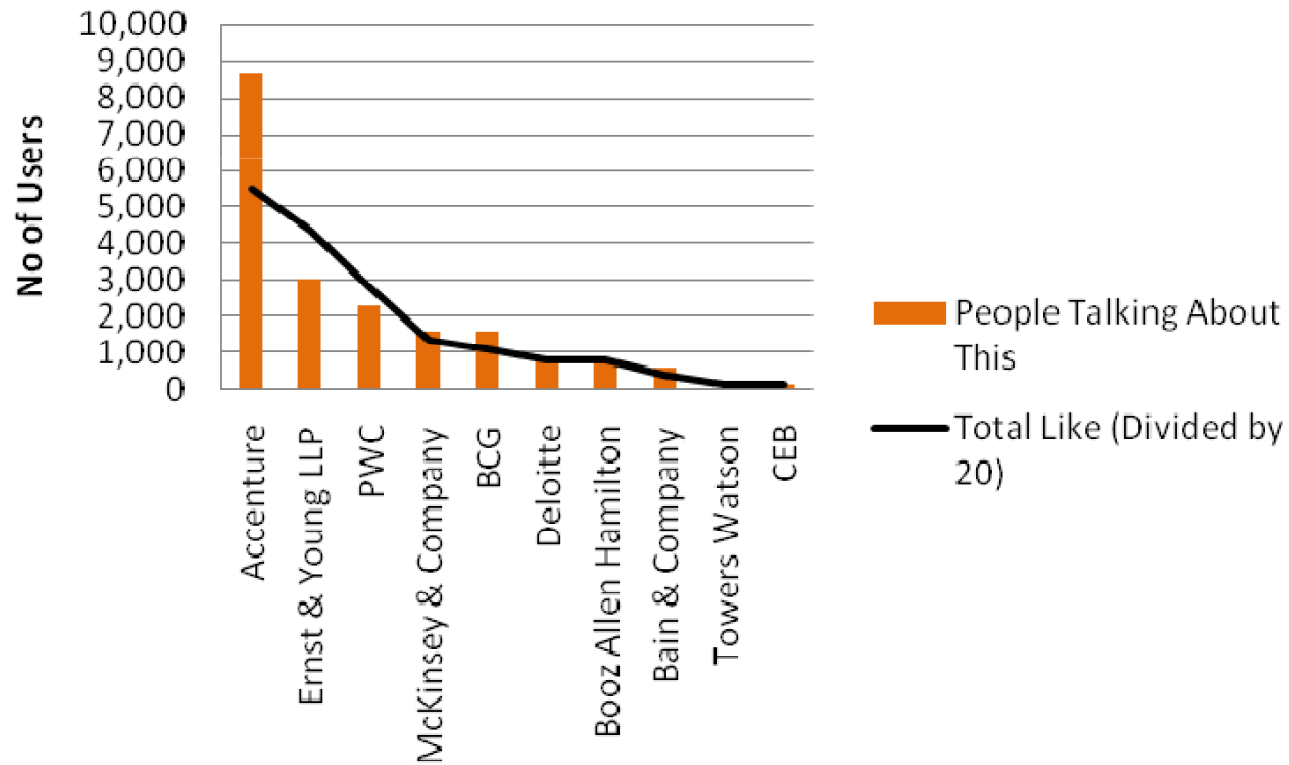


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# Correlation: Pages' Data & Likes



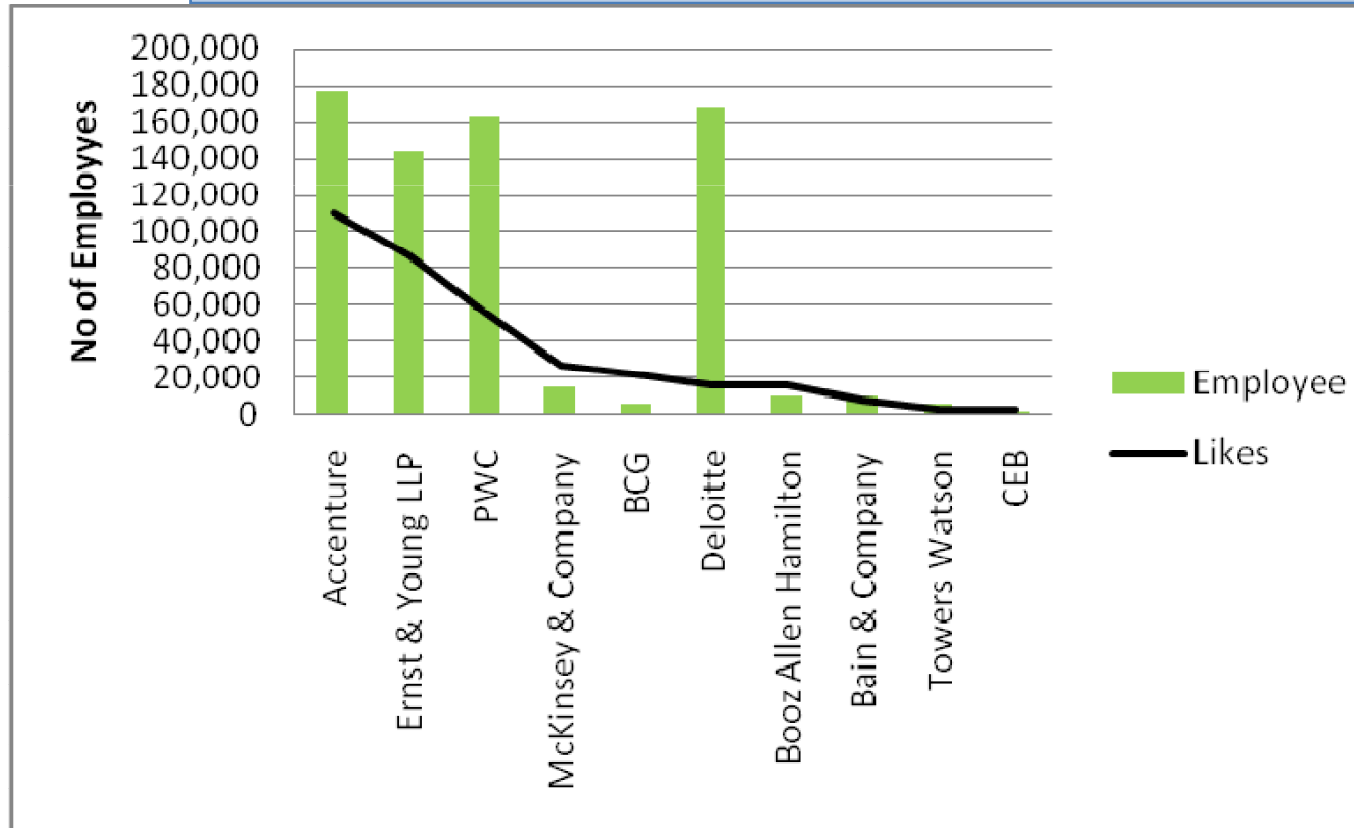
# Like & People Talking About This



0.90

CORRELATION

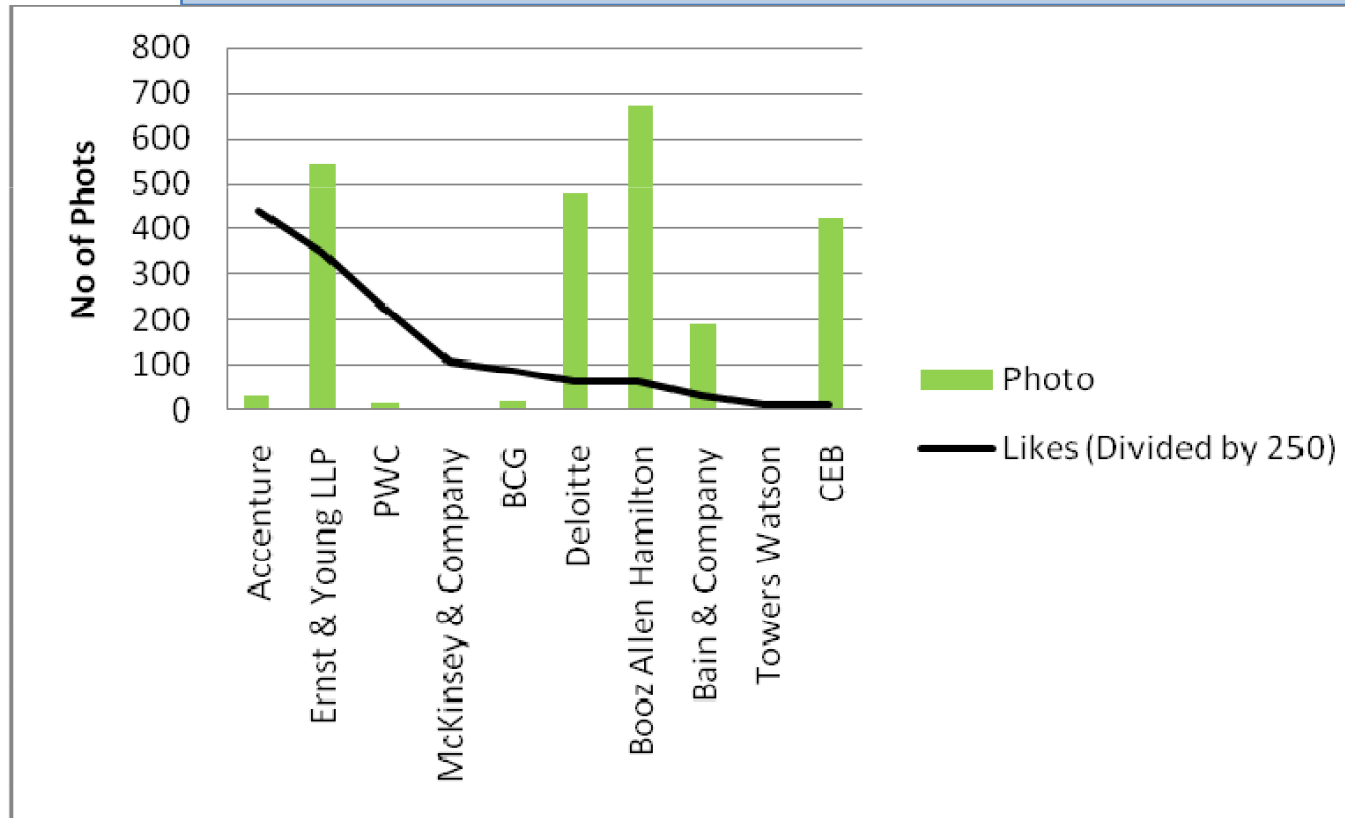
# Like & No. of Employee



0.75

CORRELATION

# Like & Photo Uploaded



0.11

CORRELATION

# Becoming More Global

<b>Company</b>	<b>Head Quarter</b>	<b>Popular City</b>
Accenture	Chicago, US	Bangalore, Karnataka, India
Ernst & Young LLP	London, UK	Karachi, Sindh, Pakistan
PWC	London, UK	Karachi, Sindh, Pakistan
McKinsey & Company	New York, US	New Delhi, Delhi, India
BCG	Boston, US	London, England, United Kingdom
Deloitte	New York, US	Hyderabad, Andhra Pradesh, India
Booz Allen Hamilton	<i>Virginia, US</i>	<i>Washington, DC</i>
Bain & Company	Boston, US	New Delhi, Delhi, India
Towers Watson	Philadelphia, US	London, England, United Kingdom
CEB	<i>Washington DC, US</i>	<i>Washington, DC</i>



## Case Studies' Summary of Top 10

- Pages used for brand & event promotions, head hunting
- Pages are mainly started in 2008-09
- Cover photos are attractive
- Logos are used for profile photo, well adjusted & nicely visible
- Some pages don't upload any photo
- Fans post photo for self business promotions too

## Case Studies' Summary of Top 10

- Uploaded videos are: TVC, interviews, events
- Sometimes companies like other companies' pages too
- Many tabs or apps don't ensure more fans always
- Posts from Admins are mainly internal-external web links, photos, text updates
- People rarely write on wall. Mainly write on employment related issues



# Respondents' Profile

- **Basic & Profession**
  - 60 Business Graduate Students
  - Male-Female Ratio 37:23
  - 75% in Age Group 24-27 Yr
  - 64% have interest in business
  - 50% in Full time job
- **Facebook Use**
  - 78% Use PC at Home to Use Facebook
  - 47%'s General FB Login Time 'Late Night'
  - 65% Uses FB more than 21 min
  - 71% Agrees to FB May used for commercial Purpose

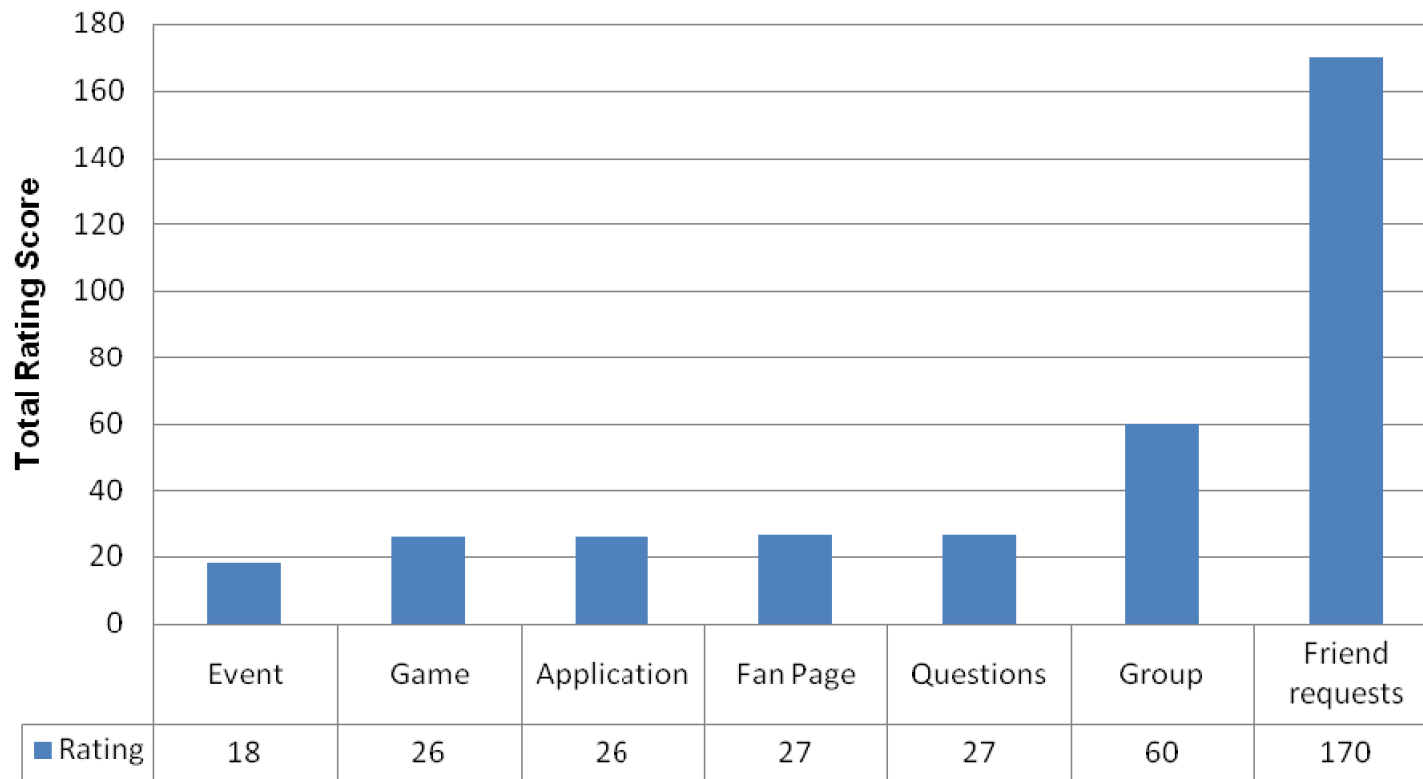


# Most Visited Areas

Sn. #	Rank	Area	%
1	1	Photos	46
2	1	Friend Requests	46
3	2	Notifications	45
4	3	Facebook Mail	41
5	4	Own Profile	33
6	5	Commenting	29
7	6	News Feed	28
8	7	Videos	16
9	8	Event Invitations	15

Sn. #	Rank	Area	%
10	8	Fan Pages	13
11	8	Games	13
12	9	Applications	12
13	10	Live Feed	11
14	10	Posted Web Links	11
15	10	Notes	11
16	11	Questions	10
17	12	Advertisements	7
18	13	Marketplaces	1

# Accepting Invitations



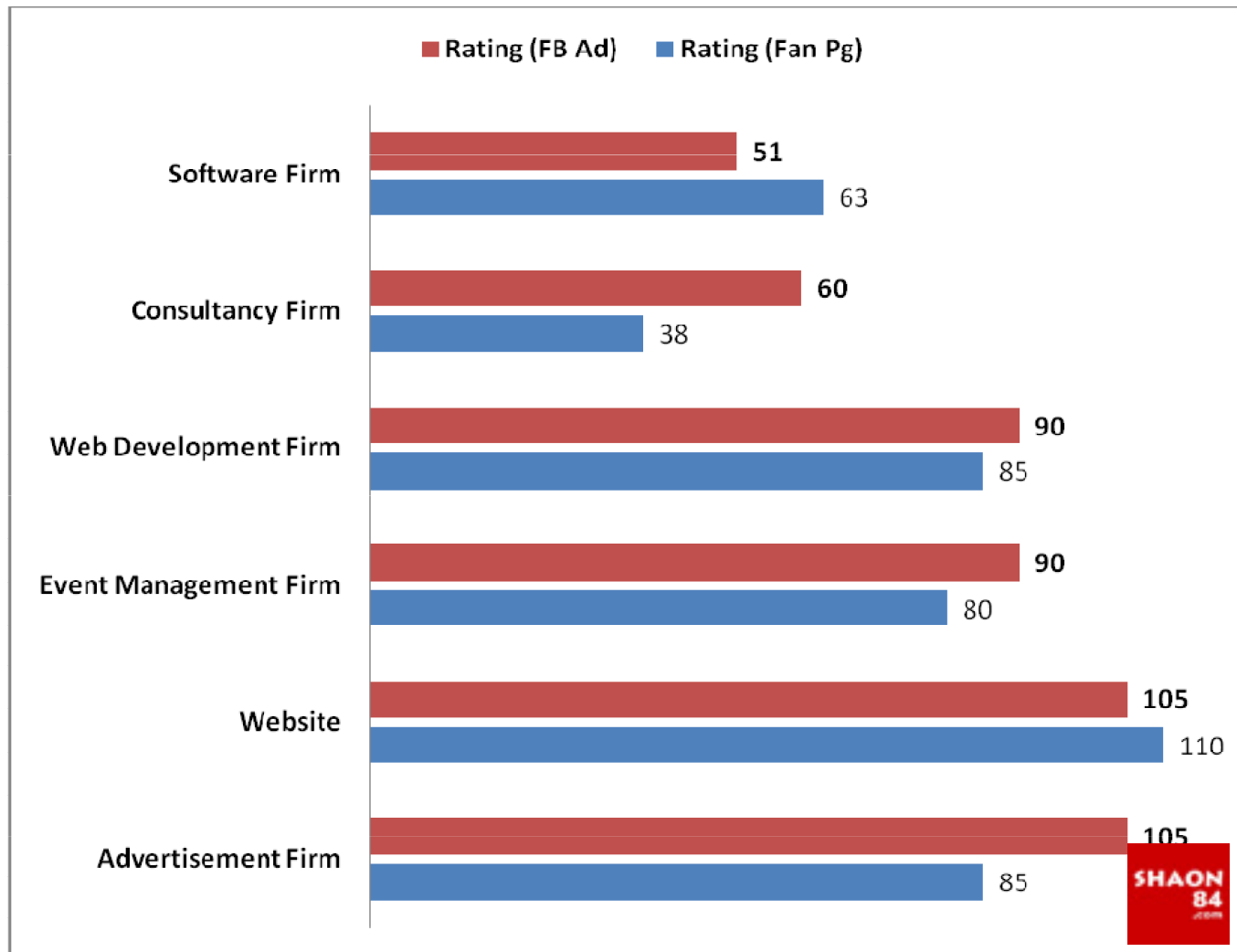
170

Friend Request

18

Event

# Accepting Invitations



38

Fan Pg. Rating

60

FB Ad Rating

# Findings of The Study

Final outcomes



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## From Facebook Page Study

- More Fans, Speedier Likes
- Number of Employees Matters
- Video Helps to Increase Fans
- Facebook Makes the Company More Global



## From Facebook Users' Prospect

- Logs In From Home & at Night
- 20 Minutes A Day, At Least Once a Day
- Don't Dislike to Commercialize Facebook
- Most Visited Area Photos & Friend Requests and Least Marketplace
- Fan Page & Ads Rarely Checked
- Friend Requests Gains Max. Acceptability
- People Are Less Interested to See Consultancy Firm in Facebook

## Bottom Line

- Seems Negative, But It's Possible
- Better Images & Videos Are Hopes
- Take Help to Expand Business
- Opportunities to Engage Users More

# Guideline for CDCS

How CDCS can use Facebook Pages



# Promoting CDCS in Facebook

- Guideline 1: Focus 'Topic' Not 'Brand' Always
- Guideline 2: Be Regular
- Guideline 3: Share Contents
- Guideline 4: Respond & Relate

# Recommendation & Conclusion

End story



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## Recommendation

- Facebook can be used for public communication which will help collecting data from Field
- Can be used for promoting brand to expand client base
- Create Global acceptability, Expand Market

## Recommendation

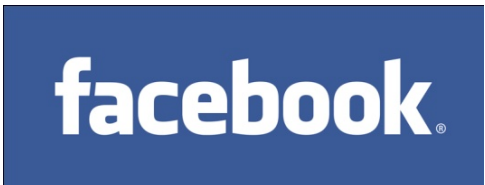
- Have the specific media plan for Facebook
- Deploy manpower to manage it properly
- Hire better employee using the Page
- May take data support
- Great place to share great things

## Conclusion

- Globally Facebook is widely used for commercial purpose
- Bangladeshi companies are far from the global practice
- This study will help CDCS to start the journey well



# Thank You



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