

Title of the project: Analyzing the market and various strategies used by Meta Inc.

Submitted by: Ms. Unaizah Syed

Designation: Student

Studying in: TYBMS (Capital Markets)

College/Institute: Bombay Stock Exchange Institute
Phiroze Jeejeebhoy Towers, Dalal St, Kala Ghoda, Fort,
Mumbai, Maharashtra 40000.

Author: Dr. Sanjay G. Mishra

Designation: Principal, Shree L R Tiwari Degree College of Arts, Commerce and Science.
Miraroad (East), Thane, Maharashtra, India.

Mobile No. : 9820149002

IIP Unique Editor ID.: IIPER1679547063

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Meta Platforms, Inc.

INTRODUCTION:

The worldwide technology corporation Meta Platforms, Inc., formerly Facebook, Inc., is based in Menlo Park, California. Among other products and services, the firm owns and runs Facebook, Instagram, Threads, and WhatsApp.

With more than 3.8 billion active monthly users, Meta is the largest social media corporation in the world. The majority of the business's income comes from advertising.

The company went a major rebranding in October 2021, the company decided to change its corporate name from Facebook, Inc. to Meta Platforms, Inc. The name change was driven by the company's desire to reflect its broader vision and focus on the development of the metaverse. The metaverse is a concept that involves a shared, interconnected virtual space where users can interact with each other and digital objects in real-time, often through virtual reality (VR) and augmented reality (AR) technologies. It envisions a digital universe where people can work, socialize, play, and engage in various activities using immersive technologies.

Meta aims to lead the way in creating and shaping the metaverse, investing heavily in research, development, and acquisitions related to VR, AR, and other technologies. The company believes that the metaverse will have a profound impact on how people connect, communicate, and experience digital content in the future.

REVIEW OF LITERATURE

- **Sascha Kraus, Dominik K. Kanbach, (February, 2022)**

In October 2021, Facebook changed its name to Meta, marking the dawn of a new era of social interaction made possible by the metaverse technology, which is predicted to eventually become the focal point of all future online social interactions. The research of Facebook's entrepreneurial path yielded the finding that the strategic refocusing that was articulated did not match to a significant BM innovation pattern. The authors predict that the essential components of Facebook's BM will alter gradually, even though the recent adjustments seem to be moving the practice into the innovation phase.

- **Laiby Thomas & Subramanya Bhat, (April, 2022)**

Facebook has far more than 2.91 billion users worldwide, as of October 2021 by following its commitment to "Give people the power to build community and bring the world closer together". People can find new content and relevant stories with the aid of machine learning. A method for identifying and deriving conclusions from data relationships is machine learning (ML).

Due of its new purpose, Facebook is now known as "Meta," which in Greek means "after" or "beyond." However, just as Google's products are all part of the Alphabet company, Instagram, Facebook, WhatsApp, and Messenger are now all a part of the "Meta" corporation. AI, or

artificial intelligence, is crucial to Facebook.

□ **Yogesh Dwivedi, Laurie Hughes, Reto Felix, (October, 2022)**

Through the use of augmented and virtual reality, the metaverse has the potential to expand our understanding of the physical world by enabling seamless interaction between people in both real and virtual contexts. It can be challenging to distinguish the hype around the "meta" rebranding from the reality of the moment because "big tech" promotes the metaverse as a transformative force that will have a good impact on people's lives in terms of their job, leisure, and social interactions.

Marketing, education, healthcare, social interaction factors from widespread adoption, issues with trust, privacy, bias, and the application of the law, as well as psychological effects linked to addiction and an effect on weaker people, are just a few of the sectors that will be impacted.

□ **Mark Hall, (July, 2023)**

Facebook is a social networking website and online social media platform owned by the American business Meta Platforms. Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes—all Harvard University students at the time—founded Facebook in 2004.

Facebook is open to all users, and the majority of its revenue comes from online adverts. New users have the ability to make profiles, submit images, form new groups, and join existing ones. Facebook announced in October 2021 that its parent business will now be known as Meta Platforms. The "metaverse," in which users would interact in virtual reality surroundings, was highlighted by the name change.

□ **Lucas Downey (June 2022)**

Self-taught computer programmer Mark Zuckerberg is the co-founder, chairman, and CEO of Meta (META), formerly known as Facebook. In his Harvard University dorm room, Zuckerberg created the social networking site, which was originally called Facemash. Ads are how Facebook makes the majority of its revenue. The business offers ad space for sale across all of its platforms. These platforms consist of WhatsApp, Instagram, and Facebook. Facebook (Meta) also generates revenue by letting users pay to advertise their pages and posts across a variety of channels.

Facebook was founded by Mark Zuckerberg in his dorm room and has since grown to be one of the biggest businesses in the world. Zuckerberg has the majority of consumer content consumption and social interaction under his control through Facebook and its numerous acquisitions, including Instagram and WhatsApp.

OBJECTIVES:

The study's goals and objectives are as follows:

- 1) To study the history and development phases of Facebook/ META.
- 2) To familiarize major acquisitions of Facebook/ META
- 3) To evaluate META as an organization through SWOT analysis.
- 4) To learn various strategies adopted by META.
- 5) To understand the user's dependence on social media applications.
- 6)

INDUSTRY ANALYSIS:

The social media industry is a rapidly growing and evolving sector of the globaleconomy. In 2023, the global social media market is expected to reach \$231.1 billion, and it is projected to grow at a CAGR of 19.4% from 2023 to 2032.

There are a number of factors driving the growth of the social media industry. These include:

- The increasing penetration of mobile devices and internet access.
- The growing popularity of social media platforms as a way to connect with friends, family, and businesses.
- The increasing use of social media for marketing and advertising.

The social media industry is made up of a variety of different players, including:

- Social media platforms such as Facebook, Twitter, Instagram, and TikTok.
- Social media marketing and advertising agencies that help businesses reach their target audiences on social media.
- Social media analytics companies that help businesses track and measure their social media performance.

Here are some of the key trends that are shaping the social media industry in 2023:

- The rise of short-form video-** Platforms like TikTok and Instagram Reels are growing in popularity, as users increasingly turn to social media for short, engaging videos.
- The growth of live streaming-** Live streaming is becoming increasingly popular, as businesses and individuals use it to connect with their audiences in real time.
- The increasing use of social media for e-commerce-** Social- media is becoming an increasingly important platform for e-commerce, as businesses use it to reach new customers and drive sales.
- The growing importance of social media analytics-** Businesses are increasingly using social media analytics to track and measure their social media performance, in order to improve their marketing campaigns and engagement strategies.

COMPANY ANALYSIS:

HISTORY:

1. **Establishment (2004)**: Meta Platforms, Inc. was founded on February 4, 2004, by Mark Zuckerberg and his college roommates Andrew McCollum, Eduardo Saverin, Chris Hughes, and Dustin Moskovitz. Initially, it was launched as "TheFacebook," a social networking platform exclusively for Harvard University students.
2. **Expansion and Rebranding (2005–2012)**: Following the platform's success at Harvard, it swiftly spread to other colleges and universities in the US and, subsequently, to institutions abroad. In 2005, the business eliminated "The" from its name and changed it to "Facebook." Facebook grew throughout the next years, and in 2006 it made its platform available to the public. It offered a number of features, including the News Feed, photo-sharing options, and the "Like" button, which helped it become widely used.
3. **Acquisitions (2012 - 2014)**: Facebook made several significant acquisitions during this period, including Instagram, a popular photo-sharing app, in 2012 for approximately \$1 billion. In 2014, the company acquired WhatsApp, a messaging app, for around \$19 billion, making it one of the largest tech acquisitions in history.
4. **Initial Public Offering (2012)**: In May 2012, Facebook conducted one of the most highly anticipated initial public offerings (IPOs) in history, debuting on the NASDAQ under the ticker symbol "FB." The IPO raised billions of dollars, valuing the company at over \$100 billion.
5. **Oculus Acquisition (2014)**: In March 2014, Facebook paid almost \$2 billion to purchase the virtual reality technology company Oculus VR. With this purchase, Facebook officially entered the growing virtual reality market and set the stage for its future advancements in VR and AR technologies.
6. **Expanding Ecosystem (2016-2021)**: Facebook introduced new products and services on all of its platforms over the years, including Messenger, Facebook Live, Facebook Watch, and more. It also had issues with user data, privacy, and content control.
7. **Rebranding to Meta (2021)**: In October 2021, Facebook announced its decision to rebrand as "Meta Platforms, Inc." The rebranding was driven by the company's vision of transitioning from a social media company to a "metaverse" company. The metaverse is envisioned as a virtual space where people can interact, socialize, and work through virtual reality and augmented reality technologies.

MISSION STATEMENT:

"Give people the power to build community and bring the world closer together.

Meta builds technologies that help people connect, find communities, and grow businesses.

This mission is reflected in the company's products and services, which are designed to help people connect with each other and share their experiences.

VISION STATEMENT:

"Bring the metaverse to life and help people connect, find communities and grow businesses."

A virtual world called the metaverse allows users to communicate with one another using both virtual and augmented reality. Because of this, Meta is making significant investments in the creation of the metaverse, which it sees as the internet's future.

META VALUES & PRINCIPLES:

Give people a voice

People deserve to be heard and to have a voice — even when that means defending the right of people we disagree with.

Build connection and community

Our services help people connect, and when they're at their best, they bring people closer together.

Serve everyone

We work to make technology accessible to everyone, and our business model is ads so our services can be free.

Keep people safe and protect privacy

We have a responsibility to promote the best of what people can do together by keeping people safe and preventing harm.

Promote economic opportunity

Our tools level the playing field so businesses grow, create jobs and strengthen the economy.

COMPANY FINANCIALS:

YEAR	REVENUE	PROFIT
2022	\$ 117.9 billion	\$ 10.3 billion
2021	\$ 107.3 billion	\$ 39.4 billion
2020	\$ 86.0 billion	\$ 29.1 billion

In 2022, Meta's revenue grew by 7% to \$117.9 billion. However, the company's profits declined by 23% to \$10.3 billion.

Meta's revenue has been growing steadily over the past few years. However, the company's profits have been declining in recent quarters. This is due to a number of factors, including increased investments in the metaverse, higher expenses related to content moderation, and a decrease in ad revenue growth.

Meta's financials will likely continue to be affected by the ongoing privacy changes in Apple's iOS operating system and the company's investments in the metaverse.

Apple has made a number of changes to its iOS operating system in recent years that have made it more difficult for companies like Meta to track users and target them with ads. These changes include:

- ❑ **App Tracking Transparency (ATT):** This feature, which was introduced in iOS 14.5, requires apps to ask users for permission before they can track them across other apps and websites.
- ❑ **Privacy Nutrition Labels:** These labels, which were introduced in iOS 14.8, show users how much data an app is collecting and how it is using that data.

These changes have made it more difficult for Meta to track users and target them with ads. As a result, Meta's ad revenue growth is expected to slow in the coming quarters.

SWOT Analysis:

Here is a more detailed analysis of Meta's strengths, weaknesses, opportunities, and threats:

Strengths:

- **Large user base:** With over 3.8 billion monthly active users, Meta has a huge user base. This offers the business a considerable edge over its rivals.
- **Strong brand awareness:** One of the most well-known brands in the world is Meta. This gives the business a significant advantage in attracting new users and advertisers.
- **Product innovation:** Meta is always coming up with new ideas and products. This keeps users interested in the brand and helps it stay one step ahead of the competition.
- **Strong financial performance:** Meta has a healthy balance sheet and is a profitable

business. The business now has the means to invest in fresh chances for expansion.

Weaknesses:

- Privacy concerns: Meta has come under fire for its privacy policies. Due to this, several users have deleted their accounts, and advertisers have stopped running their adverts.
- Misinformation: Meta has been charged with contributing to the distribution of false information. The company's reputation has suffered as a result, and it is now more challenging to draw in new customers.
- Competition: Meta faces increasing competition from other social media platforms, such as TikTok and Snapchat.
- International expansion: Markets abroad are still seeing strong growth for meta. Future opportunities for the company's growth could arise from this.
- Development of new products: Meta is always creating new goods. This can present the business with fresh chances for expansion.

Threats:

- New entrants: The social media market is still growing, but it is becoming increasingly crowded. This could make it more difficult for Meta to attract new users and advertisers.
- Technological development: The rate of technical development is quickening. This might make it challenging for Meta to keep up and remain competitive.

META (formerly Facebook) Prominent Acquisitions:

1. INSTAGRAM (2012)

Mike Krieger and Kevin Systrom founded Instagram in 2010 as a social networking site for posting photographs and videos. The purchase of Instagram, a well-known photo-sharing software, by Facebook in April 2012 was one of the company's most important investments. Instagram has been acquired by Facebook for about \$1 billion, which came from a combination of cash and stock. Instagram kept running as an independent platform, but its integration with Facebook's resources helped it grow significantly over the years.

2. WhatsApp (2014)

After working together for 20 years at Yahoo, Brian Acton and Jan Koum created WhatsApp, a text-messaging service. WhatsApp, a popular messaging programme, was purchased by Facebook in February 2014 for roughly \$19 billion. With WhatsApp, users could communicate online by sending text messages, voice calls, photos, and videos. WhatsApp, which was owned by Facebook, continued to run independently much like Instagram did.

3. Oculus VR (2014)

In 2012, the Oculus Rift, a virtual reality headset made especially for video games, was made readily available. It cost \$2.0 billion for Facebook Inc. to purchase this virtual reality technology company in March 2014, not long after it acquired WhatsApp. They teamed up with Samsung in November 2015 to create the Samsung Gear VR for Galaxy smartphones. Oculus VR was purchased by Meta, allowing them to enter the virtual reality market quickly as interest in the technology among developers was on the rise.

4. Beluga (2011)

Beluga was a group messaging app that was founded in 2010 by three former Google employees. After the acquisition, Beluga was integrated into Facebook Messenger. The app's features were added to Messenger, and the Beluga team was brought on board to work on Facebook's mobile products. The acquisition of Beluga was a strategic move by Facebook. The company was looking to expand its reach into the mobile messaging market, and Beluga gave Facebook the technology and team it needed to do so. The acquisition was also a sign of Facebook's commitment to the mobile industry. The company was willing to acquire a small, but promising, mobile startup in order to stay ahead of the competition.

MARKETING STRATEGIES ADOPTED BY META:

Social media marketing:

Meta is a leader in social media marketing, and it uses its platforms to reach a large audience with its advertising campaigns. Meta also partners with influencers and other content creators to promote its products and services. In 2022, Meta spent an estimated \$10.4 billion on social media advertising.

Content marketing:

Meta produces a variety of high-quality content, such as blog posts, videos, and infographics. This content is designed to attract and engage users, and it also helps to build brand awareness. For example, Meta's "Why I'm on Facebook" series features videos of celebrities and other influencers talking about why they use Facebook.

Search engine optimization (SEO):

Meta optimizes its website and content for search engines, so that users can easily find it when they search for relevant terms. This helps to drive traffic to Meta's platforms and generate leads.

Email marketing:

Meta collects email addresses from users, and it uses these addresses to send out email newsletters and promotional messages. This is a great way to stay in touch with users and promote new products and services. For example, Meta's email newsletters often feature exclusive offers and discounts.

□ **Affiliate marketing:**

Meta partners with other businesses to promote its products and services. When a user clicks on an affiliate link and makes a purchase, the partner business earns commission. This is a great way to reach new audiences and generate sales. For example, Meta partners with Amazon to promote its products on Amazon's website.

COMPETITIVE STRATEGIES:

□ **Product differentiation:**

Different features that aren't offered by other social media networks are available on Meta's platforms. Facebook, for instance, provides groups, events, and live video streaming. For both photographs and videos, Instagram provides editing tools and filters. End-to-end encryption for texting is available on WhatsApp. These characteristics aid Meta in setting its platforms apart from rivals and attracting users.

□ **Market penetration:**

Meta has a large and engaged user base. This gives Meta a significant advantage over its competitors, as it can reach a wider audience with its advertising and marketing campaigns. Meta is also constantly expanding its user base by penetrating new markets, such as developing countries. Meta has been investing heavily in developing countries, such as India and Indonesia.

□ **Diversification:**

Meta is not only a social media company. It also owns businesses in the virtual reality, advertising, and payments industries. This diversification helps Meta to reduce its reliance on any one business and mitigate the risks associated with the social media industry.

Meta's acquisition of WhatsApp in 2014 gave the company a leading position in the messaging app market. This diversification has helped Meta to reduce its reliance on Facebook and mitigate the risks associated with the social media industry.

Innovation:

Meta is constantly innovating and developing new products and services. This helps Meta to stay ahead of the competition and attract new users. For example, Meta has recently invested in virtual reality and artificial intelligence. Meta's Oculus Quest 2 headset is one of the most popular virtual reality headsets on the market.

□ **Acquisitions:**

Meta has acquired a number of smaller companies in recent years. This has helped Meta to expand its product offerings and reach new markets. For example, Meta acquired WhatsApp in 2014 and Instagram in 2012.

Meta's competitive strategies have been successful in helping the company to maintain its position as a leader in the social media and technology industries.

MULTI-DOMESTIC STRATEGY:

Meta (formerly Facebook) uses a multidomestic strategy in many of its markets. This means that the company customizes its products and services to meet the specific needs of each market.

The multidomestic approach taken by Meta has several benefits. In the first place, it enables the business to better comprehend and cater to the needs of its clients in every market. Second, it aids Meta in avoiding legal troubles. Thirdly, it enables Meta to create lasting connections with local partners.

Here are some specific examples of how Meta uses a multidomestic strategy:

- ❑ **Facebook:** Facebook offers different features in different countries. For example, in India, Facebook offers a feature called "Local Pages" that allows businesses to connect with local customers.
- ❑ **Instagram:** Instagram's content is localized for different countries. For example, Instagram's Explore page shows different content to users in different countries, based on their interests and location.
- ❑ **WhatsApp:** WhatsApp's messaging features are adapted to different cultures. For example, in China, WhatsApp users can only send text messages, not voice messages or photos.

FUTURE BACK APPROACH:

The future-back approach has been used by Meta to guide its strategic planning for several years. In 2017, the company used this approach to develop its "Horizon 2020" strategy, which outlined its plans for the future of social media.

The strategy identified four key areas where Meta wanted to focus its efforts:

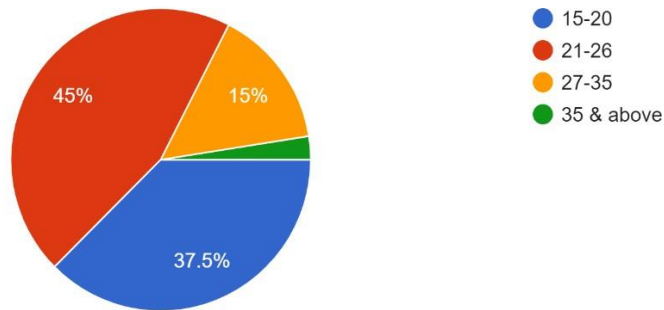
- ❑ **Building the metaverse:** The metaverse is a virtual world where people can interact with each other and with digital content. Meta sees the metaverse as the future of social media, and it is investing heavily in developing this technology.
- ❑ **Creating immersive experiences:** Meta is also investing in technologies that will allow users to have more immersive experiences on its platforms. This includes virtual reality (VR) and augmented reality (AR).
- ❑ **Making social media more meaningful:** Meta wants to make social media more meaningful for its users. This means focusing on connecting people with their friends and family, and helping them to build stronger relationships.
- ❑ **Protecting user privacy:** Meta is committed to protecting user privacy. The company is investing in new technologies to make it easier for users to control their privacy settings, and to make sure that their data is used in a responsible way.

DATA ANALYSIS:

Based on the survey collected through the questionnaire from 40 respondents, following is the data analysis and its interpretation.

Age

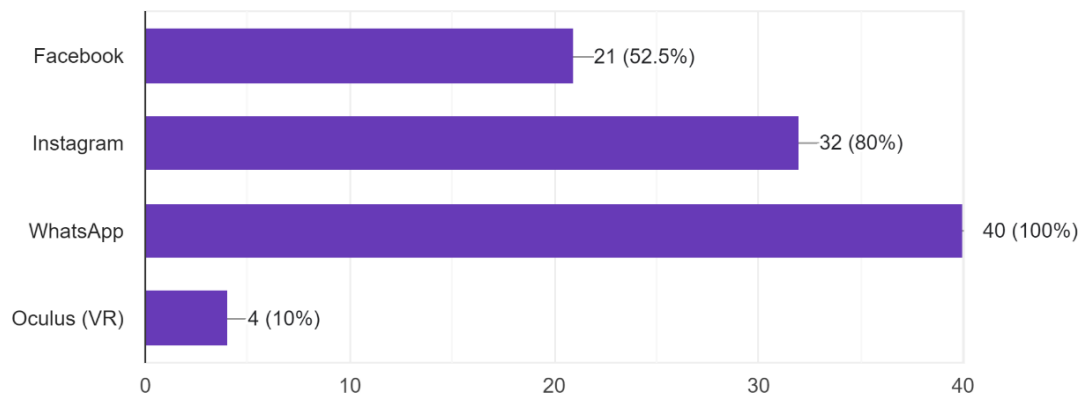
40 responses



Majority of the respondents are youth and 45% of them belong to the age group 21- 26, and 37.5% of the respondents belong to 15-20 age group.

1. What Meta products and services do you use?

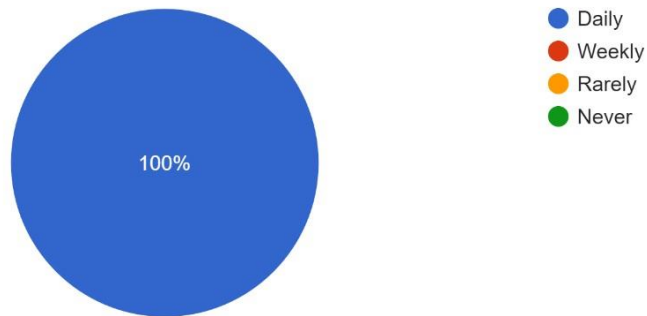
40 responses



All of the users use WhatsApp which is then followed by Instagram and Facebook. This shows user's preference towards various apps. WhatsApp being the most dominant amongst all the other Meta products.

How often do you use Meta's products and services?

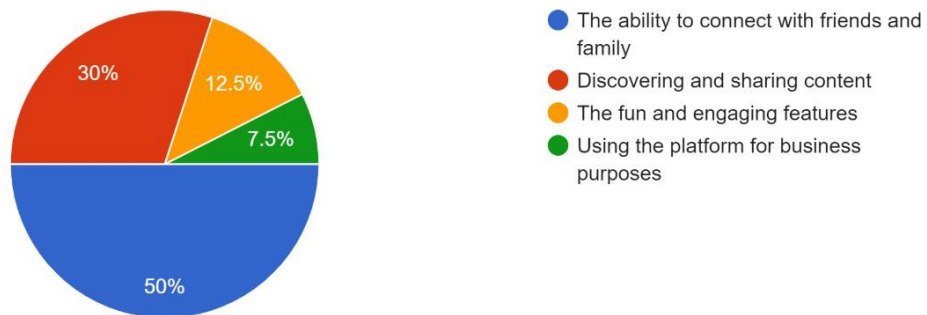
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All of the respondents at least use one app on regular basis. This data shows user engagement and popularity of these apps amongst the youth and worldwide.

What do you like most about Meta's products and services?

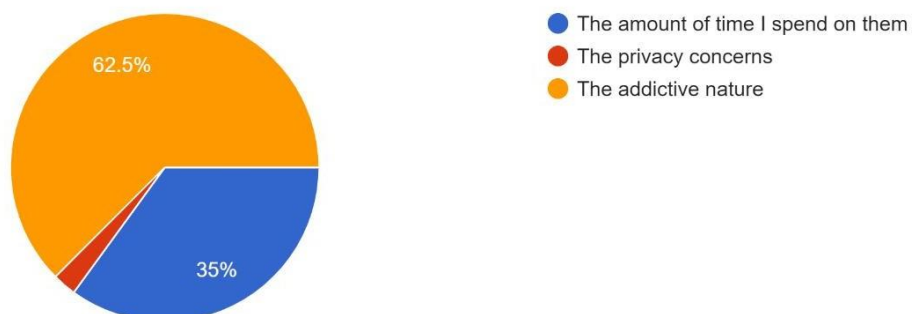
40 responses



Majority of the users i.e.50%, of the users like meta as it is easy to stay connected with friends and family who live far away, while 30% like meta as it is a great way to stay up-to-date on current events, learn new things, and be entertained. The remaining users and respondents like it for its features and for maketing their business.

What do you dislike most about Meta's products and services?

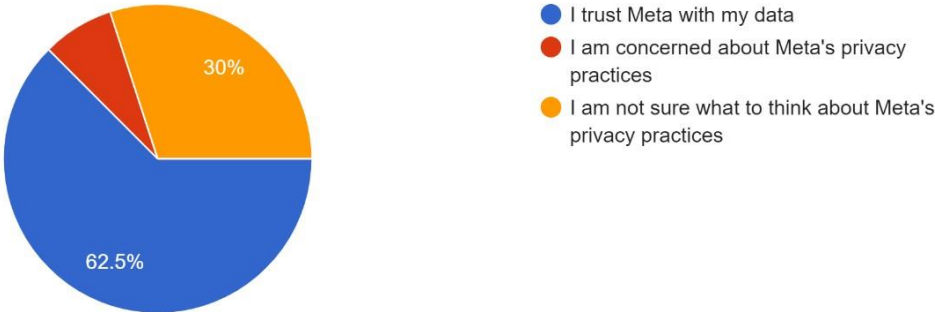
40 responses



Majority of the users that is 62.5% find Meta’s products addictive, and they spend hours scrolling on various social media apps. This can be a problem because it can take away time for other activities, such as work, school, or hobbies. People often find themselves checking on social media accounts or playing games on Meta's platforms even when they don't want to. This can be a problem because it can take away their focus and productivity.

How do you feel about Meta's privacy practices?

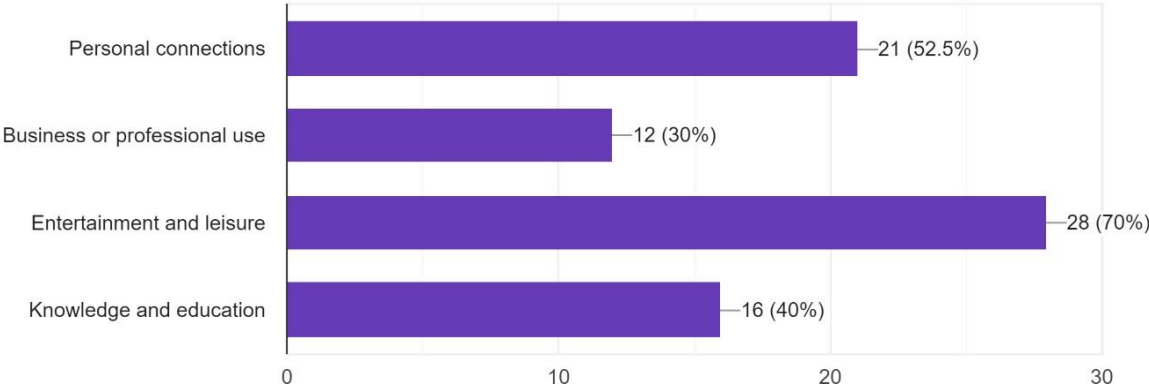
40 responses



62.5% trust Meta with their data- They have a team of experienced engineers and security experts who are dedicated to protecting user data, while 30% of them are not sure about the privacy policy, Meta collects a lot of data about its users, including their personal information, their browsing history, and their location data. This data could be used to track users, target them with ads.

Do you use Meta's platforms for personal connections, business, entertainment, or other specific purposes? (Select all that apply)

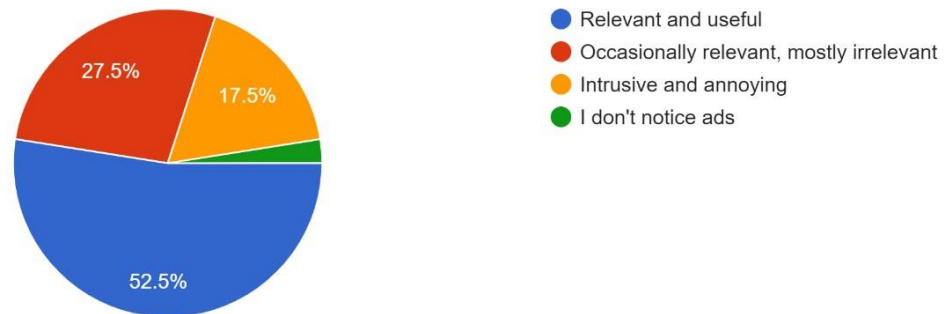
40 responses



Majority of respondents use Meta's platforms for entertainment and leisure, some use Meta's platforms to stay connected with friends and family and for business purposes to connect with potential customers, promote my products and services, and track marketing campaigns.

How do you perceive the impact of advertisements on Meta's platforms?

40 responses



Majority of respondents find advertisements on Meta relevant and useful, for example, if someone has been searching for information about a product or service, they may see an ad for that product or service. These ads can be helpful because they can introduce users to new products and services.

The users also feel that sometimes these ads that are intrusive and annoying. These ads are often full-screen or pop-up ads, and they can be difficult to close.

CONCLUSION:

Facebook/Meta is a multinational technology conglomerate that owns and operates a number of social media platforms, including Facebook, Instagram, and WhatsApp.

Facebook/Meta has been at the forefront of the social media revolution, and it has played a major role in the way that people connect with each other online. The company's platforms have over 3 billion active users, and they are used to share news, information, and entertainment.

In recent years, Facebook/Meta has been expanding its focus beyond social media. The company has invested heavily in virtual reality (VR) and augmented reality (AR), and it is developing a new platform called the metaverse. The metaverse is a virtual world that is created by the convergence of VR, AR, and the internet.

The company is also a major driver of innovation, and it is helping to shape the future of the internet.

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