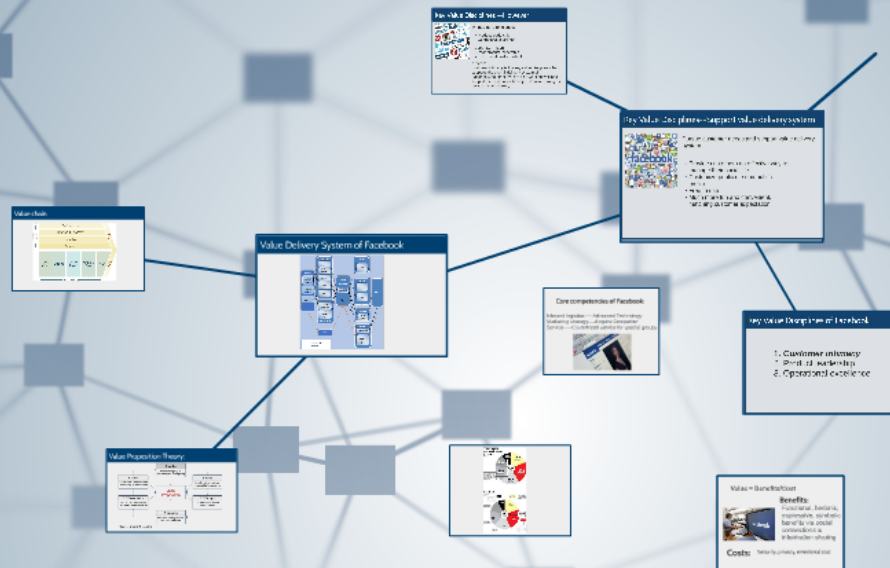
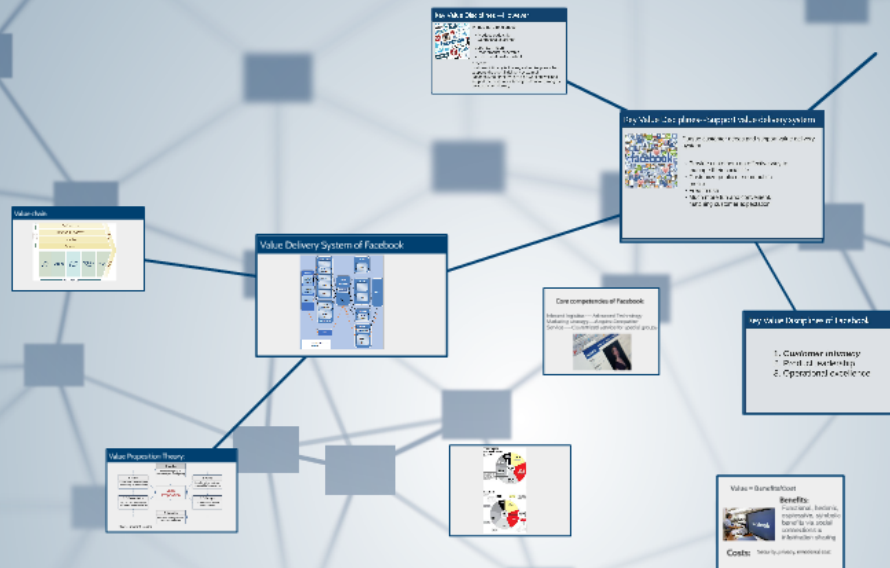




Facebook

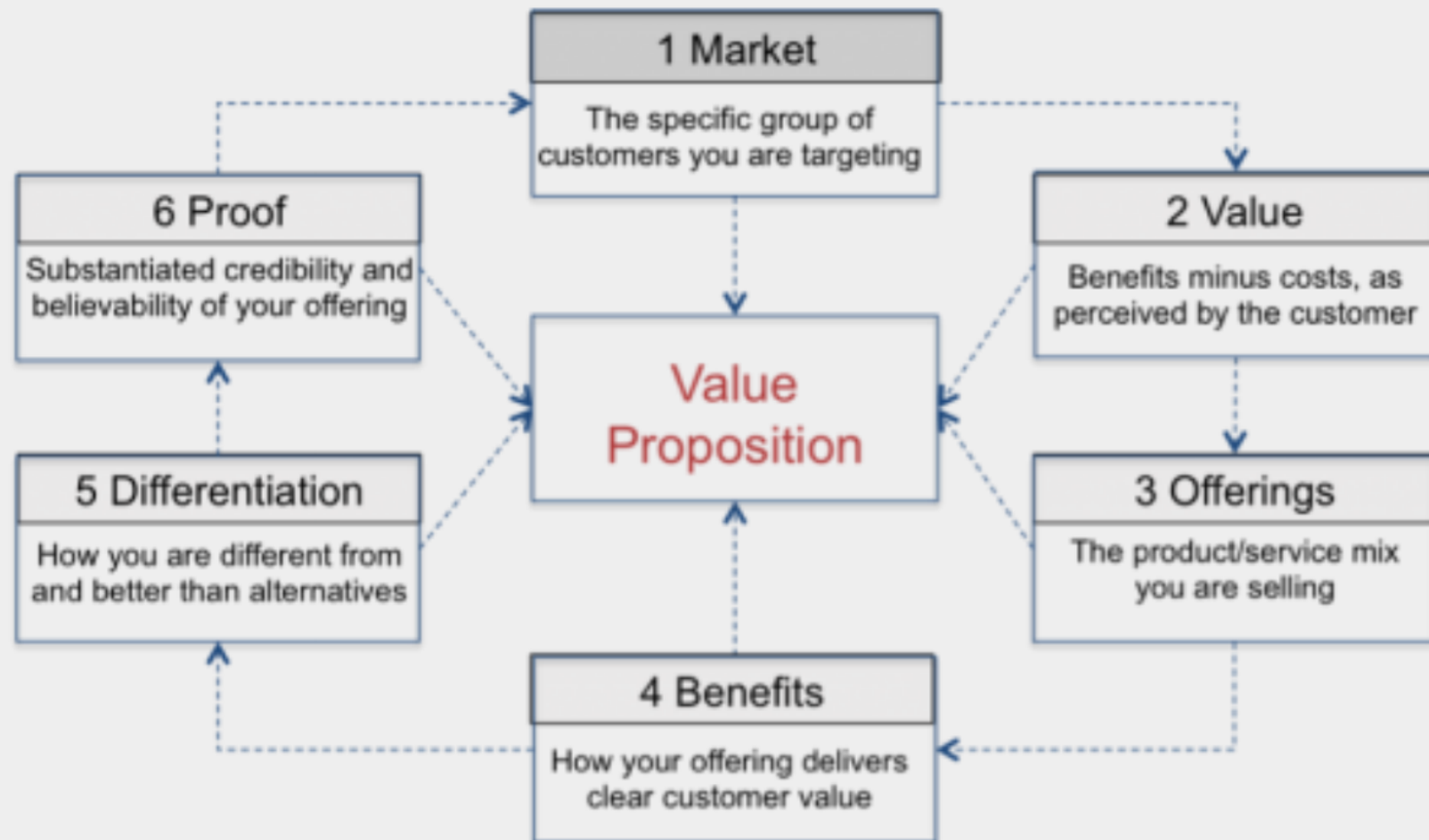
"A social utility that connects you with the people around you"



Facebook

"A social utility that connects you with the people around you"

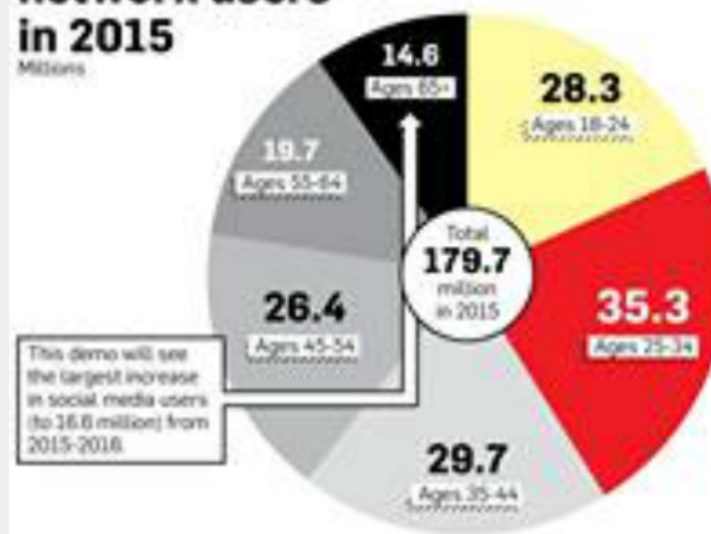
Value Proposition Theory:



Source: Greener Consulting

Total social network users in 2015

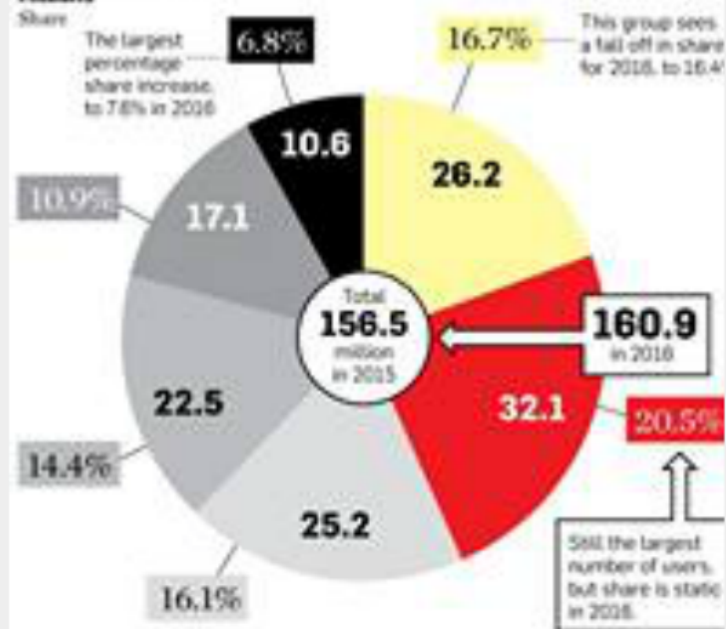
Millions



Facebook

Millions

Share



$$\text{Value} = \text{Benefits/Cost}$$

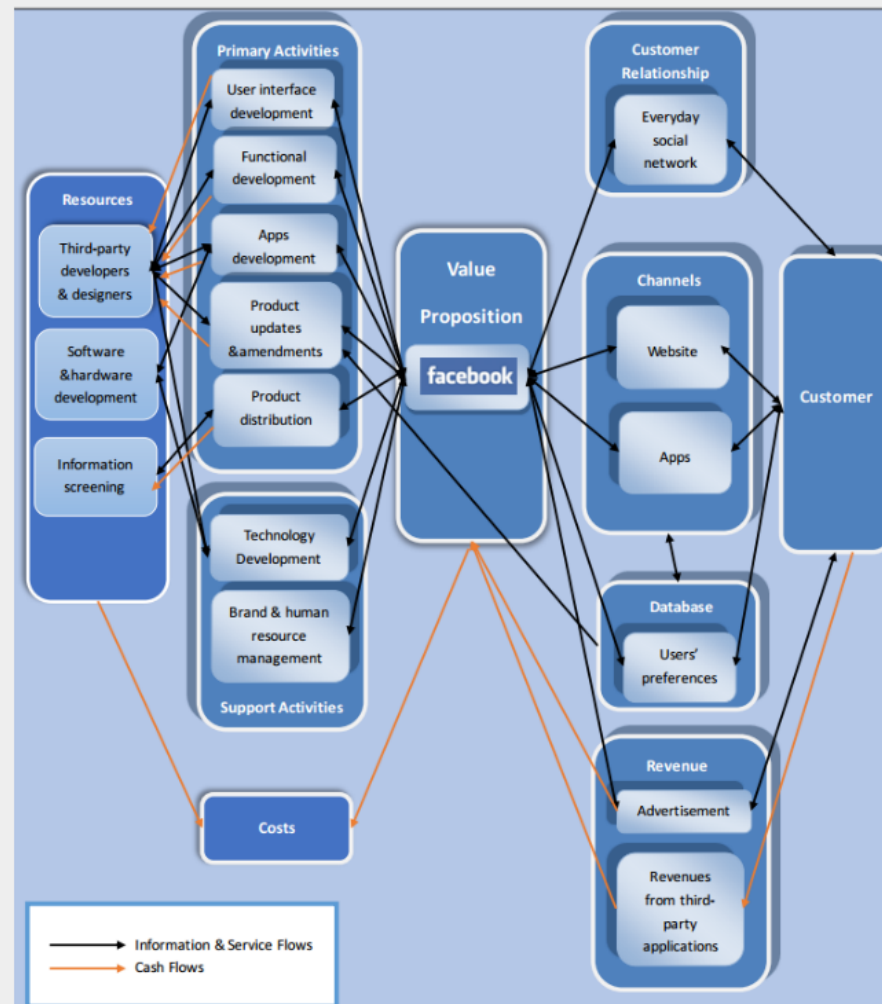
Benefits:

Functional, hedonic, expressive, symbolic benefits via social connections & information sharing



Costs: Security, privacy, emotional cost

Value Delivery System of Facebook



Value chain



Core competencies of Facebook:

Inbound logistics-----Advanced Technology
Marketing strategy----Acquire Competitor
Service-----Customized service for special groups

