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Subject: **Submission of Project Work Report**

Dear Sir:

I am glad to present my Project Work Report on “**Possibility of Promoting Products Through facebook**”; that was assigned to me as the requirement of my BBA program. In doing my project work report, I have found the work quite interesting. For this report I have gone through internet & survey for the relevant information of the assigned topic.

Please feel free to call me, if you have any query regarding this report or any clarification required. I am looking forward to get your comments and suggestions on this report.

Sincerely yours

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To Whom It May Concern

This project work report is prepared with relevant documents related to the topic "Possibility of Promoting Products Through facebook".

This project work report is written by S. M. Benzir Ahmed, Id: 0000-0-00-000, Business Administration Department, East West University, is acknowledged and accepted.

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Acknowledgement

Firstly, I would like to thank to Almighty who has given me the courage and support to prepare the report. I thank to the respondents who gave me support during survey. I would like to thank to university and the authority who has given me an infrastructure to do the report. Finally thanks to my honorable supervisor Mr. M Sayeed Alam who has not only given me the responsibility to perform the task but also helped me a lot before and during the period of preparing the report. This report has given me an opportunity to learn a lot on current market scenario, people's choices, facebook habit, internet behavior.

Executive Summary

Today internet is becoming a powerful and effective media for promoting products and services. And for that reason, various busy trafficked web sites are been used with various creative means of promoting products. Social networking sites are in a big focus on that perspective. Facebook – one of the leading social networking sites that can reveal us a new way of promoting products with cost effective manner and this will also help the company to increase products' visibility and sales as well parallel way.

This is a study of finding the possibility of how effective it is if a product be promoted in facebook, how respondents will accept it.

In the company overview part many necessary detail related to the company has came out that will definitely help marketers to take decisions about the promotional campaign through facebook. From the secondary data analysis it has been tried to show how a product can be promoted, its merits-demerits of promoting, the various means of effective promotion and facebook demographics.

A detail survey of 50 respondents has been conducted to reach to their choices about facebook, browsing habits, products' choices of promoting in facebook etc.

This report will help a lot to marketers to get a scenario how & why facebook can be a good choice among other choices to gain profit by promoting products through facebook, which is not a social networking sites but also something more for marketers.

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