

Report On
Fanfare: A new trend in digital platform

By
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An internship report submitted to the BRAC business school in partial fulfillment of requirements
for the degree of

Bachelor of Business Administration

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

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Lecturer, BRAC Business School
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Letter of Transmittal

Jubairul Islam Shaown
Lecturer,
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66 Mohakhali, Dhaka-1212

Subject: Submission of internship report

Dear Sir,

It is really a great pleasure of mine to represent the internship report which title is '**Fanfare: A new trend in digital platform**' for the enrolled internship course BUS400.

I worked really hard to enrich the report with important and vital information. I involved in core activity of the assigned company during my internship period. And what I should mention that I have learned so many things which I can apply for the betterment of my future career. It also gave me opportunity of self-analysis in this period of time. Such as what are the lackings and how I can overcome those lacking and so on.

I am really grateful to you for your continuous support and solutions to continue the internship period properly and how to overcome obstacle in constructed way. Not only that I can firmly believe that if any clarification needed I will try to provide them in a proper way.

Sincerely yours,

Samin Yasar
14304017
BRAC Business School
BRAC University
Date: 01/07/2020

Non-disclosure agreement

This agreement is made by and between Fanfare Bangladesh Ltd. and the undersigned student Of BRAC Business School Samin Yasar.

The business student named above was an intern at Fanfare Bangladesh Ltd. and agrees to not to disclose the internal information of Fanfare Bangladesh Ltd.

The undersigned intern understands the information he gathers may be to some extent it is really confidential. With consideration the importance of the documents he will not disclose the information.

Student full name & signature

Samir Yasar
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Supervisor's full name & signature

Mohammad Rizwanul Hasan Khan
Chief Operations Officer
Fanfare Bangladesh Ltd.

Acknowledgement

Every successful work there will be some inspiration, dedication, and continuity to the work. They are interrelated with each other. Fanfare cannot think about such work without those vital elements. If there is no inspiration it is really hard to pay dedication towards work and maintain it properly.

At first I would like to thank my almighty ALLAH for getting this internship opportunity at the right time. Secondly I'd like to thank my respected internship supervisor Mr. Jubairul Islam Shaown sir and my respected on sight supervisor Mr. Mohammad Rizwanul Hasan Khan (COO, Fanfare Bangladesh Ltd.) for giving me right instruction to accomplish my internship at Fanfare Bangladesh. Without them I won't be able to get the right track to complete my internship program. Moreover their instruction also helped me to get involved the core e-business process in that time.

And finally I would like to thank my family member who continuously asked about my course and giving me proper suggestion to discuss with both on sight and internship supervisor regarding any issue. There is saying that small water drops create clouds and ocean. Here I can say that for any betterment of career all types of opinion and instruction will help for building up a better career.

Executive Summary

Fanfare is a newly active social commerce platform where people can upload their videos to get their desired brand products easily. It makes a normal user video instantly a shop-able video to the brand. That means normal user product review video transform into a video where brand can give buy button, give user video verification and boost user video. Though their main idea is only centered on uploading a video to the platform and getting the desired brand product, research and development works are also ongoing for providing error-free service to the user. Regarding this issue Fanfare team is working hard to cope with the pace in every aspect with brand and user dealings. Not only that, in every stage Fanfare needs to project the dream to the user. Dream of giving a video where desired brand focus, creating intimacy with the brand and getting rewards from the Fanfare app. That is why if there is any activity of user acquisition there is a necessity of giving at least an idea about the future interest of the Fanfare which is related to the betterment of user experience. It is the main thing to keep the user and brand with us for a long time. The activity of Fanfare is not only focused on the current situation but also for future activity. This report is indicating the overall activity in the company. How social commerce activity is operated is described in the report which will be helpful to get a clear picture of it. Social commerce or other businesses related to e-commerce need to go with the pace with users preferences. They should come up with a new idea to grab the potential user and need to implement the idea as soon as possible.

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List of Acronym

F. coin: Fan coin

F token: Fan token

App: Application

CDN: Content Delivery Network

Glossary

Fan token: Activity based reward in Fanfare

Redemption store: It is a reward store where people can take product with the fan coin.

Buy button: It is a sign to a video where particular brand can take the user to their product list.

Influencer: They are type of person who gives regular product related or other content

Content Creator: The content creator are the person who usually make video on a fixed content.

1. Introduction

Social commerce is a kind of electronic commerce that supports social interaction and user activity in buying and selling products or services in the online platform. There are various types of social commerce platform. The term social-commerce was first introduced by Yahoo in 2005. This type of e-commerce utilizes user ratings, referrals, online communities, social advertising to facilitate online shopping.

All e-commerce is not social commerce. There are some differences between e-commerce and social commerce. First, social-commerce is a platform where social media helps to form the business properly. Where social media plays a vital role to form the business. On the other hand, in the e-commerce platform mainly there is a dedicated website to do business online. Secondly, in the social commerce platform, there is a space of interaction with each other. Users can give product review video on social commerce platform; they can give comment on other users product review videos etc. On the contrary, in an e-commerce platform, the activity is confined only product buying and selling on dedicated e-commerce platform. Last but not least, some social commerce platform gives some opportunity to the user and brand to make a bridge between them. It is kind of making some interaction between them through the third party. This will make both of them a win win situation in interaction.

All social-commerces are operated through electronic media. Such as online activity, digital transection process, electronic technology, etc. But all the electronic commerce business is not social. Because some of them mainly dependent on their website rather than other social media. Actually, social commences are various types. They are not confined to only one characteristic. Based on the working activity we can see different kinds of social commerce platforms. For example Groupon. Groupon is an American online market place which connects subscriber with the local merchants by offering activities, travel, goods and services. Another social commerce platform I can say that realbuzz.com is a website that is for the people who want to keep themselves healthier, fitter, and active. It is social commerce which gives people proper instruction by arranging the conversation with each other member of this social site user.

2. Structure of the report

2.1 Broad objective: The broad objective of the report is to giving an idea about Fanfare. What are the opportunities Fanfare offers to the users, the benefits of using the app etc. Again, the activity of online and offline contest, giving brand product and showing users the pathway of how to create intimacy with the brand to get benefits from product review video are also focused on the report. The overall idea of the report is about how Fanfare operating activity in Bangladesh by arranging various activities through offline and online.

2.2 Specific objective: The specific objectives of the reports are about-addressing the lacking of Fanfare, how to give better experience to the user, what are the user's thoughts about social commerce. Mainly the thing is that, portraying the scenario about the user thoughts and find better way to give them proper experience. As Fanfare is a social commerce platform and here a bridge can create easily between user and their particular brand by sharing product review video in the platform, it is necessary that, online and offline activities should come forward to address and solve the issues regarding user and brand experience about Fanfare.

2.3 Rationale of the report: I have chosen the topic for the internship program because it will portray the activity of Fanfare in social commerce context. Not only that, by writing this report I also have learned so many things regarding offline and online activity of this company and also the users activity in both offline and online platform of Fanfare. By writing this report I tried to give a pen-picture of the activity of Fanfare. The obstacles I found, the solutions are also described in the recommendation part in an organized way. It will give the essence of the user and brand intimacy or relation which initiated by third party. I also gathered some practical experience by doing the report. New method, terms, conditions etc are mentioned because of the descriptive characteristics of the report.

3. Methodology

This report is based on both secondary and primary data. The primary data I gathered from day to day to activities which I did in my internship period at Fanfare. I did the offline and online activities, creating contest and all activities regarding reward store item and giving reward to the contest winner. The secondary data I gathered from particular website webopedia, digital wellbeing, group on, YouTube etc. Those secondary data link I already have mentioned in reference part of the report. Here the primary data allocation is more than secondary data. Again, I also have conducted an online survey for this report which I used in recommendation part.

4. Introduction of Fanfare

4.1 What is Fanfare?

Fanfare is a social commerce platform, where an intimacy builds up between fan and their brand by video sharing, video contest and lots of rewards. Actually, Fanfare is a two-sided community-based platform. Where one side is allocated for consumers and the other one is allocated for the brands. It is a two-sided platform where a particular consumer's video is created, converted and selected for the brand. That means it turned a general consumer product related video instantly a shop-able video for the brand. It helps a consumer to build a relationship with the brand. Its components specially created for the social commerce platform. Here preferences are given to both consumers and the brands. If Fanfare gives only preference to the consumer then it will create an imbalance in this system, where only one party will get the essence of the profit. Fanfare is a fan-based platform. Fans upload their video to get some coin.

4.2 App features

Fanfare is an interesting platform that started with installing the app from the Apple app store or play store. App location play store:

(<https://play.google.com/store/apps/details?id=com.Fanfare.android&hl=en>)

For apple user:

(<https://apps.apple.com/us/app/Fanfare-reward-your-fans/id1204084320>)

After installing the app, you will get an interface where various options to click.

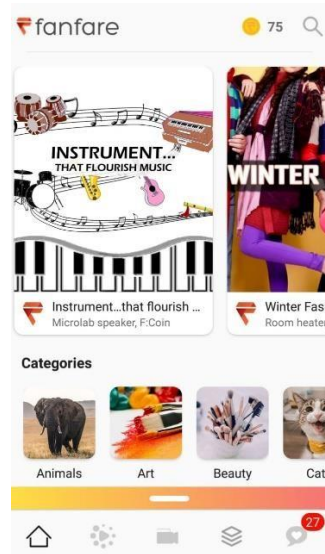


Figure no: 4.1 The initial interface

In figure 4:1 you can see the app interface, where some important options are there. If Fanfare click in the beneath video option, then it will lead us to the recording video option where Fanfare have to record a video of at least 5 seconds to 7 minutes duration video. Then it usually takes approximately 1 minute to publish the video on this platform. Generally, it depends on the internet connection whether it is fast or not.

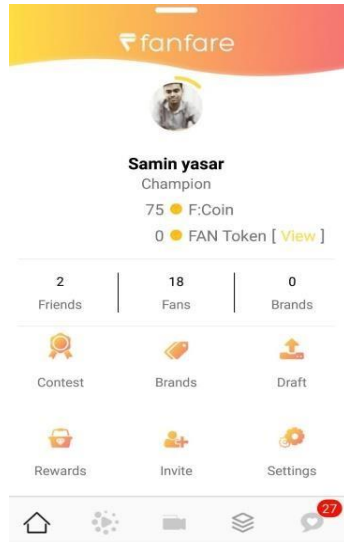


Figure no: 4.2 Profile interface

In figure 4:2 we can see an app profile where contest, Brands, Draft Rewards, Invite and Settings option there. Those options are designed for giving an overall idea about what is happening and what about a user status in the platform. The most important feature that makes it more interesting is the reward store. Here you can buy anything with the coin. To grab the potential user Fanfare is also conducting some Facebook activities like online contests and as well as offline activities to grab more users. It enhances interaction among users. Again, from settings option, you can see more information about you which is necessary to redeem a product from the redemption store and deliver it to you. Users can also see our followers from the app in follower tab. This follower can only made when Fanfare upload any video on this platform. Moreover, users can also see some friends when they stared follow or become fan of any friend. There are different statuses of a person's profile such as "Rookie", "Champion". Rookie is earned in the very initial period after getting complete the app installation and day by day by giving videos to the platform and earning coin from the platform gradually he or she becomes "Champion" in the profile.

5. Journey in Bangladesh

5.1 Journey of Fanfare

Fanfare started its journey in Singapore in 2017. After two years, in 2019 they have launched their activity in Bangladesh by arranging a focused group discussion in this country. People are gradually become familiar with Fanfare by knowing it and uploading videos in various contests. Again, after launching in the middle of the year Fanfare emphasize the Fanfare app. Because their main motive is, getting as much as users in the app platform. After completion of proper market analysis, they started their activity in Bangladesh with the tag name “Share win watch”. ‘Share’ means to upload the video and share the video in the platform, ‘win’ denotes the coin and F.coin earning that means fan coin earning and ‘watch’ express that giving feedback and like to the other user after enjoying the videos. Fanfare authority found Bangladeshi users are very much connected through social media. They share their normal video which is not in business purpose in the social platform but instead of that they usually get nothing like Fan coin. By considering that issue they have come up with the idea of Fanfare to reward their video by making them a shop-able video for the brand. Not only that, it has many more upcoming features for Bangladeshi people to retain them for a long period.

5.2 How it works

The app operation is really very easy in Bangladesh. First a user needs to install the app from play store and app store. After completion of installing the app they will get below interface-

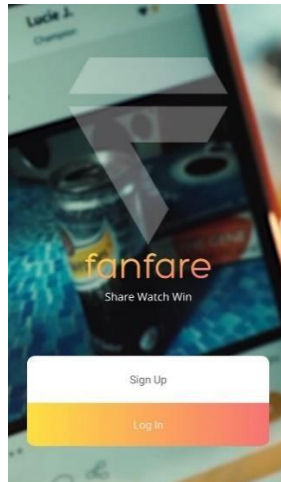


Figure: 5.2.1 Sign up interface

Users can sign up both in Gmail or Facebook account. After signing up, as I mentioned in app features part users can be easily instructed what to do with the app. In Fanfare there are two platforms; one for the brand and another for user platform. Brands can buy their user video where their name is focused for a particular time. But for the buying process brand have to pay some money for that in return they gain some coins to buy videos. On the other hand, for the users perspective they need not to pay any money for their video. On top of that, they get some portion of revenue as a coin which earned by Fanfare. They usually do not get any monetary value. Instead of that, they will get some coin, which is known as F.coin, with those coins they can go to the redemption to gain their reward. There are 3 types of the parameter of coin quantity. If anyone wants his or her video verified then he or she will get 250 F.coin if they want their video boost they will get 1000 F.coin and last but not least if anyone wants that any particular brand should give a buy button on their video then they will get 500 F.coin. But before getting any type of coin particular users videos are judged by Fanfare authority after that their videos usually go for recommendation to the particular brand for verifying, boosting or giving buy button. It is not always like that only brand related products should be focused. For example: in December, January in these months we can see many of the places that people are enjoying badminton. If anyone wants to share such video in any app contest or without any app contest Fanfare platform then there is a chance of getting verification or getting buy button or B. button for the video.

There may be a question in mind that what is the buy button? So basically, buy button is given by brand to a particular video where they want to display or show their product. Actually, it guides any user to the product list of that particular brand-



Figure: 5.2.2 Buy button on video

Here in the above picture, there is a circle which is a buy button. That means pizza hut food items will be seen if we press the button. This buy button is available for one month period. That means any user can see the product list of Pizza Hut for one month, after that the validity will be over. It is not always that every time you have to focus on brands. In some contest which is arranged on the app, there is a chance to be verified, boost or getting buy button. For example: maybe in a contest someone upload a nice video of scenery, then a travel company if like the video they can verify, boost or give a buy button to the video. Here, the video either related to a brand or maybe it should be related to the contest. In the app, sometimes users see some videos those are not related to any contest but they are getting verification because of relation with a particular brand. Not only that there is an opportunity to get a buy button in the future. There may have question arisen that what users will do with the coin? To utilize those F.coin users need to go to the reward store where they can buy gift items with coin. They can buy only those gift items, which is only available in our country. There are various price ranges of product. People can buy product with those F.coin without any cost. There is no delivery fee for the product. The process is pretty simple giving video where brand can give coin and users can

purchase product with the coin.

6. Fanfare activities

6.1 Conducting Facebook activity

Fanfare is a social commerce platform so basically to get many users for the app Facebook works a vital part for this matter. Day to day Facebook activities ensure to search active users and try to convert them into app users. It is another motto of Fanfare. It helps the Facebook user to attach with Fanfare. Observing Facebook trend, launching new competition on Fanfare app is for only user retention. Moreover, it also gives an opportunity for brand promotion in contests and in the reward store. Again, Fanfare authority also screened social media activities. Sometimes it happens that, some Facebook fans want to get some unauthorized help from our team. However, as the Facebook page is handled by several admins that is why there is no option for any personal benefit. Not only that, it is really important to communicate with our users in a proper way, because there are some active users who can bring others in that platform. However, in this platform, Fanfare needs to maintain nice relation with all users. Again, in Fanfare page, activities are maintained in an organized way such as with whom Fanfare authority need to talk in a proper manner, how they can give proper service within a short period of time, about giving proper information about our apps, etc. That is why the total page likes are increasing day by day. In the below, there is a data of total likes of September-November duration month-

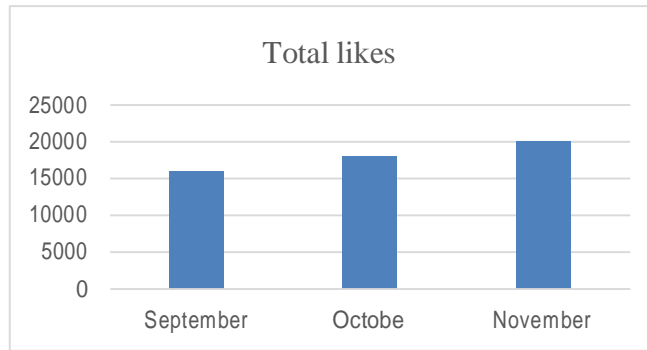


Figure: 6.1.1 Total like of Facebook page

Here we can see that in the September month the page new likes were more than 15000, in October it were close to 2000 and at the end of November, it reached 2000. There is a reason behind this. In September Fanfare did not give much emphasis on the offline contest and also in Facebook contest but when Fanfare started the offline contest at the end of September then there is a hike on the graph. That means more people were engaged on the Facebook page that was really helpful for us to throw an appropriate plan for this platform. After that, Fanfare ensures that they have to give as much as many offline contests to keep the enthusiasm alive of the users. Another important fact which worked really well is giving Facebook contests every week to retain the potential users and convert them into the app user. Moreover, Fanfare is maintaining a proper schedule to give a Facebook post on a special day. Because on such special day people are engaged with Facebook activity more than a general day.

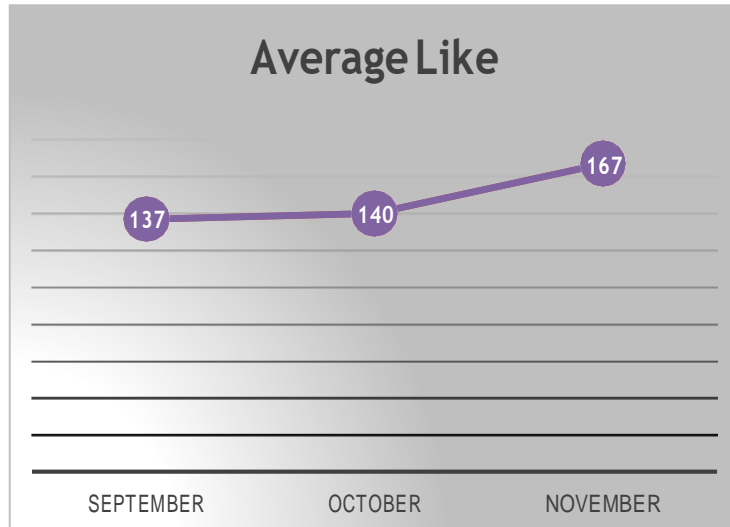


Figure: 6.1.2 Average like of Facebook page

In the above graph, we can see that the average like on the Fanfare Bangladesh Facebook page. Here in the graph the average like of the Facebook page is 137 in September in October the average like on the page is 140 and in November there is an increase of 27% of likes on the page. As I mentioned above there is a strategy which was really effective to increase the average like on the page. Another important activity that really creates a positive impact on Fanfare is Facebook live session.

Name of the event	Date	comment	like	share	view
Live show-01	12th November	807	197	3.7 k	10k
Live show-02	26th November	851	77	1.3k	2.7k

Table: 6.1.1 Live program overview

The first Facebook live session was held on 12th November, 2019. It was about 1 hour 15 minute session. The main idea of the session is to introduce with Fanfare app feature, app coin, f.token, how to get product from the redemption store, how to earn coin and so on. Not only that, there was an interesting session which is quiz session, product buying option, and songs and so on. People were very enthusiast about live session. However, in the second live session there was a bit of downward of the like share and view of the session. Our online team is working on with the issue regarding how to increase the interactivity of the live session. Because it is one of the main source of engaging most of the followers with in short period of time. In the below there is chart given which depicts the comparison live program 12th November and 26th November percentage of like. Here blue part depicts live program 1 and red part depicts the live program 2.

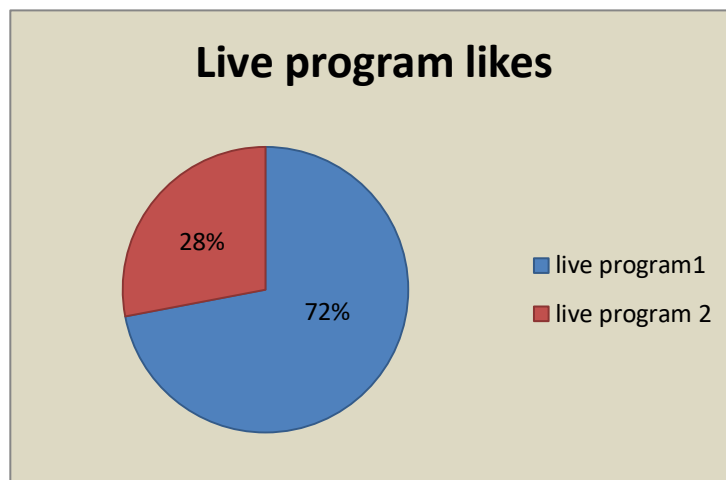


Figure: 6.1.3 Likes of live program

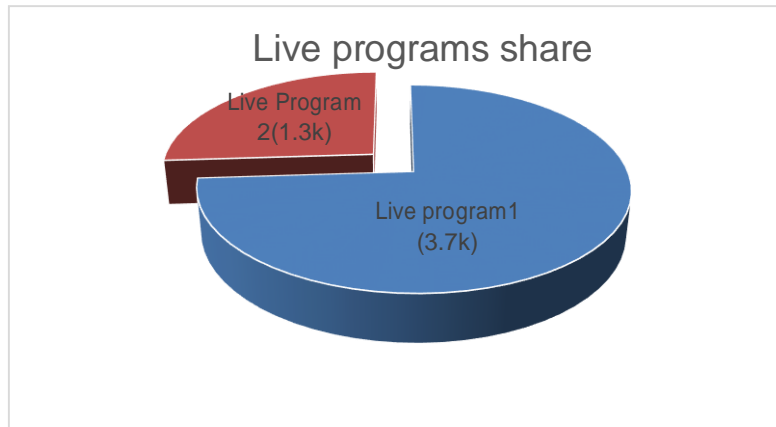


Figure: 6.1.4 Sharing live programs

In figure 6.1.4 it is clearly visible that the live program1 sharing rate is bigger than the live program 2 sharing rate.

6.2 Conducting offline contest and activity

Like online activity Fanfare also arranged some successful offline activity. As of now those offline contests consisted of game, fun, contest, and app installing. Every offline contest activity started with fixing the date that means when the authority want to conduct it, which followed by getting in touch with the proper management authority of that particular place. Side by side there is also continuing to plan what type of contest Fanfare can arrange in that place. Basically, the contest type is decided based on who are going to participate in our contest. For example: If Fanfare want to arrange some contests with some biker group then Fanfare cannot think about other people who have no bike and proper license. They have to think very sincerely who will be the target participant in the contest. Then Fanfare authorities have to think about the prize of the contest participants. Fanfare is mainly brand focused so Fanfare needs to take brand products for the contest. That means Fanfare have to show a particular brand.

Here I can say that, in Konabari Ideal college contest Fanfare arranged some biscuit eating competition in which Fanfare used a particular brand biscuit. So that when the contest videos uploaded Fanfare authority can influence the brand to verify, boost or give a buy button to the videos in a sense user can earn coin and redeem product from the redemption store. Fanfare first offline contest activity was held at Diabari Dhaka, which is very popular to roam around and get some fresh air from the monotonous life. Fanfare chose that particular place for Friday contest because people usually roam around that place at Friday that means off day. It is not actually that, Fanfare authority had gone there only for user acquisition or for our business purpose. Though it is really true that user acquisition really important but those contest actually helped for us to overcome organizational obstacle. Such as on which way they can engage as much as user in the contest, which type of contest people really like, what about their feelings about the activity of Fanfare, are they face any difficulty during the contest etc. The pitfalls are analyzed more seriously so that Fanfare can go for a successful acquisition for the next offline contest. Not only that, the details what Fanfare have gather of the participants are used for further notification about app. Again it is useful both for fanfare and user to give them proper service within short period of time.

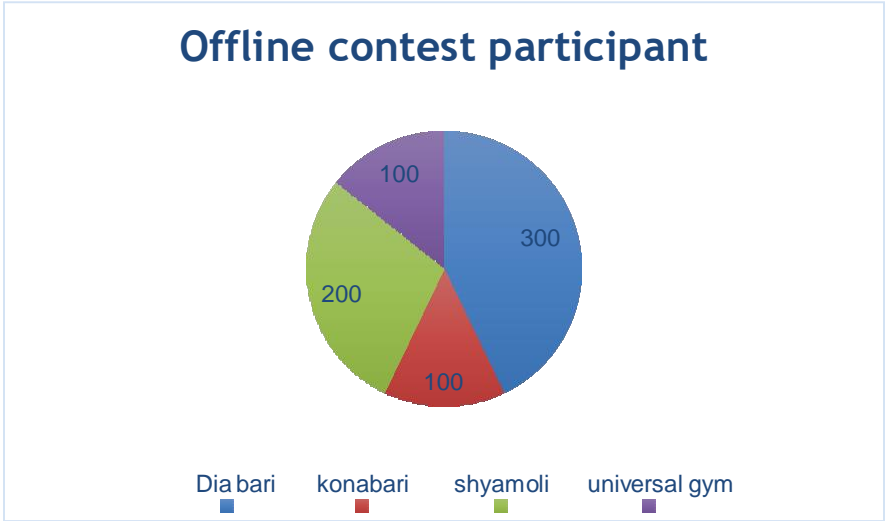


Figure: 6.2.1 Offline contest participants

In the above pie chart we can see that about 300 participants were present at the contest which was held in Diabari Dhaka. Here another interesting fact which is easily observing that in Konabari ideal college contest and in the universal gym contest the total participants is about 100, which is same. The fact is that, in konabari ideal college campaign the participants are the students. It is expected that there wouldn't be any large quantity participants in that college. The students of that college were only participants there. On the contrary, in the gym though all men were allowed but the space is not well spacious to arrange contest for more than 100 participants. Another fact which I cannot wait to mention that in the gym only male were allowed to participate in the event no could not take part in the contest. Again in the Shyamoli park contest there were an aggregation of all categories of people and there were also some contest for the kids. They really felt joyful in that contest. Their spontaneous participation flourished the event more than other events. Another process Fanfare also go through on our Facebook page that is Fanfare gives preference to the valuable user opinion regarding place choosing where Fanfare can arrange the contest. Fanfare often asked user about if there any known beautiful place where Fanfare can arrange some contest with in joyous mood. Because, it is not always easy to find a lucrative place on some unknown place. So here Fanfare can get help from our users and followers to get some suggestion to arrange contest on that selected or beautiful place. Moreover, in some contest Fanfare try to give online contest winner gift to the user. Instead of giving the gift items in his or her house Fanfare try to give him that prize in front many people so that they feel honored to take the gift from us. Actually Fanfare wants to be a part of their joyful event.

6.3 Conducting app contest

The most important and core part of the Fanfare is the Fanfare app. The overall activity is mainly focused on taking the user of various media of social commerce into the app platform, to give them a clear idea of what are the benefits of using the Fanfare app. It is generally giving them opportunity or help them to chase their dream with the app. Actually, show them the desire of what they want with this platform, influence them to give the video. With the regular user, it is also a platform for the influencer. Here influencer is the person who influences other people to use the app.

Again, some content creators have the benefits of using the app. As it is mainly brand related app so there is an opportunity for the content creator for reviewing brand related products. Because if the content creator can upload any product focusing on a particular brand then there is a chance to become rewarded with the F.coin easily. So the process of creating app contest starts with finding suitable day that means before giving any type of app contest at first there is a necessity to look for any special day. Then authority has to think about that if there were any previous contests related to a new contest or not, because it will create a negative impact on the user. To form a contest that means to design a contest there is a diagram or some structured way. Part by part it is developed to grab the enthusiast user in the app platform.

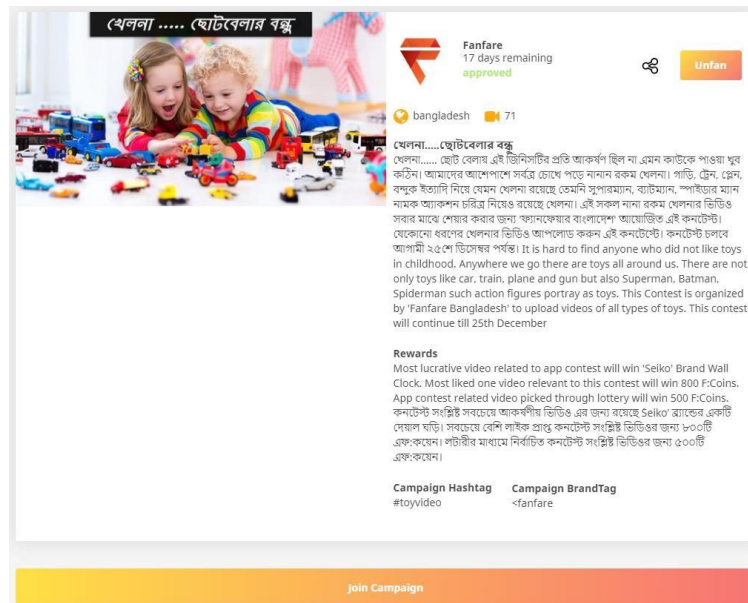


Figure: 6.3.1 Sample app contest

In this type of contest people are advised to give content related video. Some of the users give some irrelevant video for what they lose the opportunity to win contest. Not only that, Fanfare also allocate the gift item that means the reward item for every contest properly. In the above (figure: 6.3.1) we can clearly see that for the first Fanfare selected Seiko wall clock as the first prize and for 2nd, 3rd prize Fanfare usually give some F.coin to the user. For prize or for reward store that

means all over the physical goods Fanfare usually give the brand item to the people. As it is a platform for both user and brand, that is why Fanfare always focus on brand product. Another thing is the contest duration is generally within 1 month and Fanfare give post about every app on the Facebook page. It is not like, fans are only the Facebook user, they are also the app user. As i mentioned earlier Fanfare try to engage as much as user on our app platform. And for the winner selection process they prefer the top most liked video for the first prize and rest of the two prizes are selected based on lottery.

Month	Average contest Video
August	40
September	67
October	108

Table: 6.3.1 About app contest video

May be it looks a rapid change over the month but it is general. Because there is a big chance to be verified, buy or to boost anyone video in the contest. So users are usually not only participate in the contest for winning motivation but also for getting free coin from the brand. That is why users are increasing day by day to participate in the contest and also for earning coin. For the betterment of earning coin easily Fanfare is working religiously hard for giving a better experience to the customer, which is also understand from the above table where the average video is increasing at an increasing rate. Another important factor Fanfare always to try to give the reward product and the reward store product as early as possible for gaining the customer satisfaction. Here customer satisfaction creates on two platforms. One is for product quality and another for proper service. Fanfare always want to give the best experience to the customer. That is why they want to give the response to the customer as soon as possible.

7. Recommendation

I am not such expert to give recommendation for the Fanfare instead of it can be considered as opinion. The opinion is based on some survey based on the usage of the social commerce.

Here are some data given below based on 30 respondents, where female respondents are 12 and male respondents are 18. The average age was between 21- 28. More or less the respondents are familiar with shopping from e commerce platform. The respondents were chosen from Facebook platform. The respondents were enthusiast about this survey that is why when they face any difficulties they asked me question.

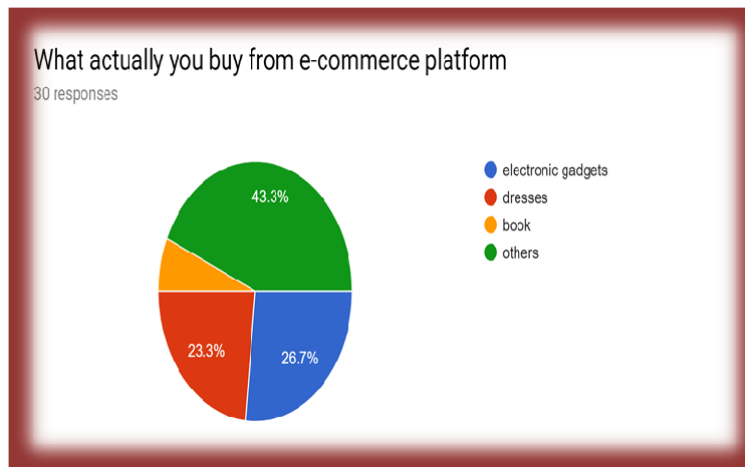


Figure: 7.1 Buying in e commerce platform

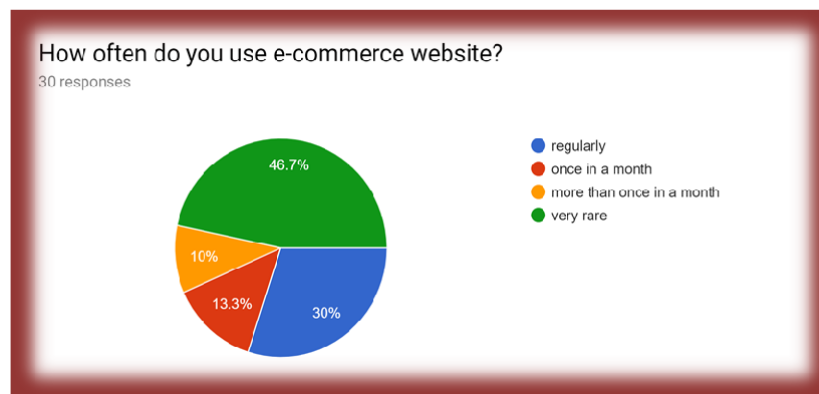


Figure: 7.2 Using e-commerce website

Here in the above figure Fanfare can see that 43% percent of user are usually buy other things and about 26.7% user buy electronic gadget and 23.3% user buy dresses and rest of the people

buy book from the ecommerce platform. Not only that the user of the regular digital platform user is close to very rare user. People are day to day life accustomed of buying goods in e-commerce platform. So here I can opinion give about Fanfare app is as dependency on digital platform of user is increasing so the various category of the product should be include in the app platform. In the app the product category should be include in the reward store. So that the redemption process will be easier than ever before. Again, as it is only available by sharing videos then it will be a massive engaging people in the app platform. The survey indicates the opinion of improving the product category of the reward store.



Figure: 7.3 Getting desiring product

2. Another important recommendation that I can say about people are really enthusiast about brand so in the characteristics Fanfare can see that about 73.3% people give positive answer about getting their desired product by sharing video. As many of the people have some affection on particular brand product so in the Bangladesh perspective the more domestic brand product x as well as other foreign product should be available in this platform. People usually buy their desired product by going to the store or by ordering their product through online platform. But when buying the product that means the desired brand product from particular source they usually want some after sales service especially for the electronics products and other home appliances. For this Fanfare need proper customer solution for any particular problem arise in the product. For this Fanfare need 24 hours customer solution for the product.

3. The implementation of CDN in app platform can increase the user on app platform. According to the wikipedia.com the main purpose of using CDN is during delivering data at massive scale from websites to an international target market. CDN can reduce latency, accelerate site load instances, and reduce bandwidth. In Fanfare app Fanfare can use CDN technology, like messenger creates messenger lite. Here the consumption of bandwidth will be less. That means it will take less space in the phone memory. People need not to delete or uninstall any other app for the install or update the Fanfare app.
4. Video tracking system need to be implemented in the web and as well in the the app. Actually it says that people have some keen to know about the time when they usually upload the video. If the date add to the video then people feel some satisfaction about their uploaded video. Sometimes the app contest is expired but the user don't know when he upload the video in the app without knowing his video upload date. It is kind of misleading in uploading video.
5. Another app improvement need is that there will be archive for each user in their profile. Though there is a profile for contest related but there is no other video related documentation is in the app. App should be include with such facility. Again, there will be also some portfolio for the user is like that for which they got f.coin whether is it verification or video buying by brand or Fanfare can say is it for boosting the video? If there is an option to get to know about video related activity in the app.
6. Another part is that including music in the video from own music library. In the video uploading tab before uploading the video there usually a tab appear which indicate to giving music to the video. Though it is not mandatory to include the music video however, if anyone wants to include the music in the video then he or she needs to give music from selected album. And the collection is not always suitable for the user. Because they have their own preference in their music. So they need some opportunity to give their own preferable music to the video.
7. One most important thing I can say that their website management here I can say that-
 - The website need proper site mapping. That means the tab should organize properly
 - And each tab should give proper information.

- Video representation of- installing app, opening account in the app and how to upload the video in the app.
 - An option also need for reward store appearance in the web version. As some people do not have smart phone or they don't feel comfortable using smartphone.
8. As Fanfare is established for making relations between brand and user so there will be an extra category on the basis of brand related video. That means video should be categorized on the basis of brand. Which brand contain what amount of video so it is useful for the user to give comment and like the video on the brand category.

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Appendix

Questionnaire about usage of Social commerce

Dear respondent,

This survey is made for academic purpose and giving the assurance to preserve the privacy of your information.

Thank you

1. Age

15-19

20-25

26-35

above

2. Gender

Male

Female

3. How often do you use e-commerce website?

Regularly

Once in a month

More than once in a month

Very rare

4. What actually you buy from e-commerce platform?

Electronic gadget

Dresses

Book

Others

5. How much you know about social commerce?

Everything

Moderate

Little bit

Don't know

6. Do you have any facility to buy anything from YouTube, Facebook or other social media without paying money?

Yes

No

7. Do you want to get your desire product free only by sharing video (without paying money)

Yes

No

8. What will you buy?

9. How often will you buy

Everyday

Twice in a month

Once in a month

Once in a year

10. Which is your favorite brand product?
