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# *Evaluating Snap Following The Initial Public Offering*

# *Introduction*

Snap Inc., which is the parent company of the famous social application Snapchat, became one of the most anticipated companies to list its shares on the stock market in the sphere of technologies. A turning point came in March 2017 when the retailer began trading on the New York Stock Exchange raising over \$3 billion.

# Challenge

During its IPO, Snap described its platforms popularity and usage among young people and pointed at the features of ephemeral messaging and augmented reality filters. Nevertheless, the task of making money out of this particular user base was not easily achieved.

# Competitive Pressure

Snap was hit with stiff competition from other social networking sites particularly Facebook's Instagram which copied features of Snapchat. This rivalry caused Snap to lose its market share as well as the overall users base.

The case looks at how its attempts to do so – like launching Spectacles and Snap Map – aimed to differentiate the platform.

# Conclusion

Reflecting on the IPO experience of Snap it is possible to highlight benefits and challenges in the organization's development and functioning in the context of increasing competition. There is still much work that can be done, yet this is a company that could revolutionize the industry's future, if more changes to current strategies are properly managed.

# Resource

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