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# *Sociable Labs (C)*



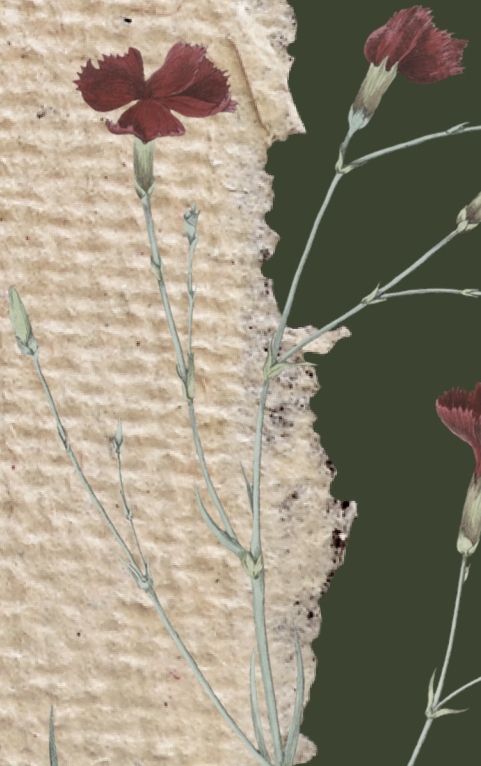
# Introduction

Sociable Labs was a social commerce start up company that was working towards evolving social purchasing transaction retailing systems. The company's technology allowed customers make their purchasing decisions public, so others could also engage in similar buying experiences when encouraged by their friends and peers.



# Market Adoption

There were two major challenges; social commerce adoption and market penetration concern. Some of the potential clients were skeptical regarding the functionality and success of social commerce.



# Resource Allocation

Due to lack of capital Sociable Labs had to distinguish between adopting a strategy involving the development of the products, marketing or acquiring clients. Strategic Options



# Conclusion

The critical lesson learnt from the Sociable Labs (C) case is that technology has to support the market needs and that resources have to be managed prudently. Upon adopting these strategies, Sociable Labs will be able to create strategic competitive advantage which can facilitate its sustainable operation and profitability in terms of the social commerce.



# Resource

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