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Background

Meta owns the majority of the VR Industry

Currently, Virtual Learning isn't Engaging

An opportunity to diversify Meta

Overview of Industry

The Learning Management System Industry has few competitors

Global Learning Management System market is estimated to be worth 20.33 billion.

Meta can penetrate a strong market with Product Differentiation

Products

- Meta Quest 2



Purchase: \$249
Rent: \$24.99 monthly

Meta Quest 3



Purchase: \$499
Rent: \$29.99 Monthly

Competing Headsets

- Valve Index



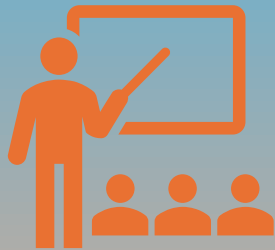
- Cost: \$999

- HTC Vive



- Cost:
\$1399

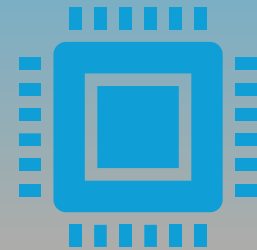
Competitive Analysis



Meta Education would be the first of its kind using VR.



Meta already has a VR division for virtual workplace meetings.



Google (large competitor) decided to drop their education VR service.

SWOT

Strengths

- Technology In K-12 Schools
- Household Name of Meta

Weakness

- Privacy Concerns
- Substantial Revenue Loss

Opportunities

- State Funding For Education
- Fresh Market

Threats

- Large Competitors
- Sociocultural Lifestyle Changes

PESTLE Analysis



P: Foreign Government Stability



E: Median Consumer Incomes



S: Pursuit of Healthier Lifestyle



T: Technological Advancements In Education



L: Legal Disputes At The Corporate Level



E: Sustainable Service and Operations

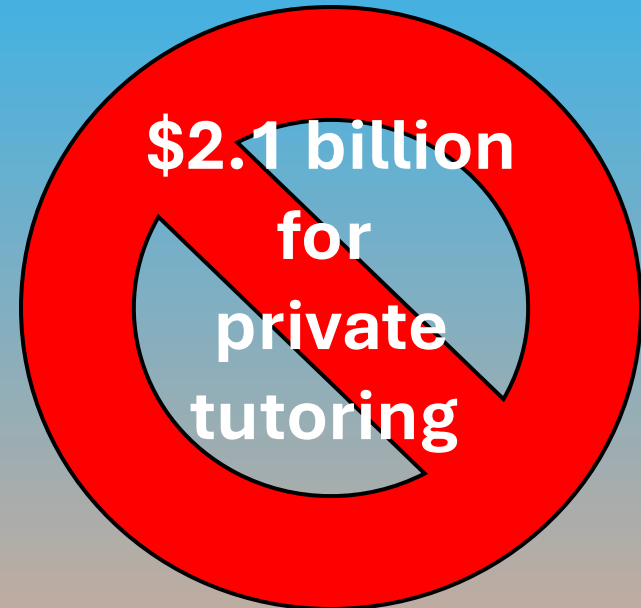
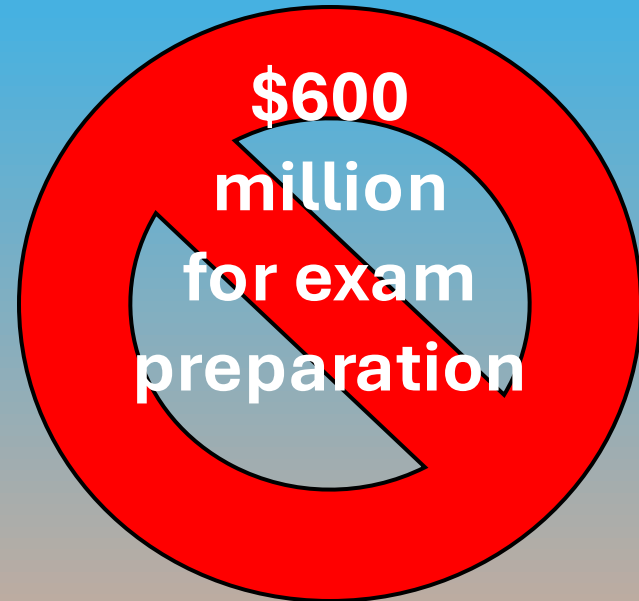
Growth Strategy

Market Penetration

Product Development

Market Development

Price



Promotion



Using Ads Online



Talking Directly
To Schools



Working With The
Media



Sending Targeted
Messages



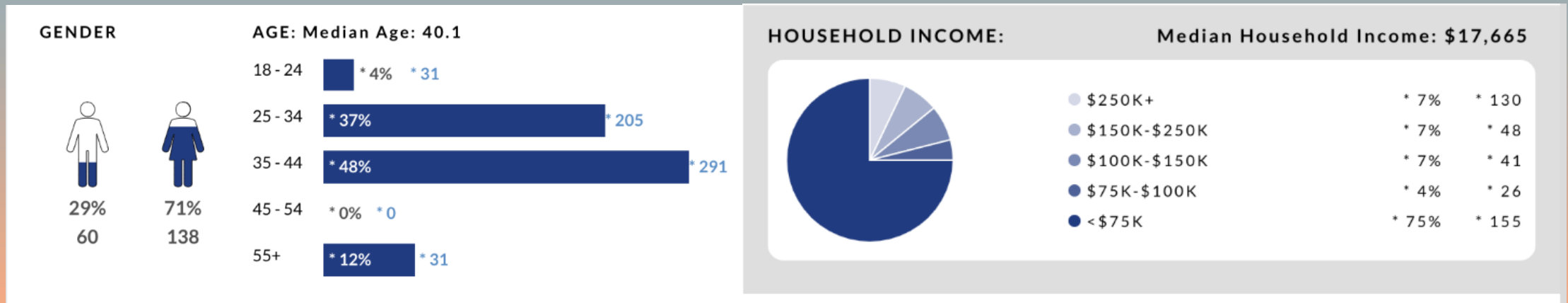
Offering Special
Deals

Target Market

Most current customers range from 25-44

Median Household Income around \$17,665

META has 3.05 Billion users around the world



Financials

Revenue : \$130,000,000

Total Costs and Expenses:
\$91,840,000

Net Income: \$31,650,000

META Platforms INC. Condensed Income Statement Year Ending Dec. 31 2024 (in Millions)	
Revenue	130
Costs and Expenses:	
Cost of Goods Sold	24.15
Research and development	37.96
Marketing and Sales	12.81
General and Administrative	16.92
Total Cost and Expenses	91.84
Income From Operations	38.16
Interest and other income (expense), net	(.4)
Income before provision for income taxes	37.76
Provision for income taxes	6.11
Net income	31.65

Recommendations

1

Bundle The Education
Service Through The Meta
VR Headset

2

Price It Using
Competitive Subscription
Pricing

3

Penetrate The Market
Using The Steps We
Presented Today

4

Begin To Develop Product
Extensions and Increase
Sales Revenue In The VR
Department

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