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Finance

Facebook could generate substantial topline sales revenue growth by increasing traffic. Facebook’s commitment to security will encourage more firms to use it for reaching customers. The platform can help small businesses in gaining success by targeting prospective customers. Users data can be used for determining customers for specific products such as according to their age and activities. Facebook can increase revenue by offering marketing tactics to the businesses. This will not also help businesses in improving customer base but also help Facebook in increasing users which will increase revenue. Facebook can charge businesses for that and give them instructions for setting and effective Facebook page (Forbes, 2018).

The solution is tactical and offer long-term benefits to the company. Initially this action will offer competitive advantage to the business owners but later it will encourage new businesses to use similar tactics. By assuring security Facebook will convince businesses that their data is safe. This will improve their trust on Facebook and also encourage new entrants for relying on this online platform.

In order to enhance security the company would need to make investments in the capabilities. This will need to hire security analysts and experts who devise an effective policy for securing the confidential information of companies. Costs are required for the installation of systems and enhancement of databases. Enterprise Resource Planning will be part of this change which requires huge investments.

Tactical solution will offer numerous benefits to the company such as it will build a positive reputation by showing that Facebook cares for security and confidentiality. Facebook will attract more new businesses by offering them security (Klebnikov, 2018). This will help company in generating more sales and profits. This will help company in mitigating the risks of facing allegations on data breaches in the future.

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