Due to recent changes in the market it is felt that there is an opportunity to build a new social networking platform.

(a) Describe two business models, other than the traditional advertising supported model, along with their implications for the social network in terms of product development and scalability. [6 marks]

(b) What legal considerations should you keep in mind if you were to develop an advertising-based business model? [4 marks]

(c) Outline a marketing plan for an advertising-based social network that will grow the network’s revenue to the breakeven point. [10 marks]