

ABSTRACT

Social Commerce is a subset of electronic commerce which is gaining enormous popularity in fast developing world of small trade and business, It mainly includes social networking and internet purchasing. It has really opened new vistas of online attractive media publicity of consumer goods and services world over. Besides, it inculcates social interaction, create potential clientele willing to purchase variety of consumer items widely offered by various business houses.

This research study identifies existence of “Small Businesses through Social Commerce and their growth in Hyderabad”. The capability of the Internet has, extensively, been expanded by invention of cell phones. Undoubtedly, it has opened gateway and proven instrumental for faster development of m-business, portable access helps pull more clients/ customers mainly because of ease and availability of internet facility.

The scope of this study is limited only to Hyderabad city where variety of eight small businesses is identified. These are being run in the vicinity of Hyderabad through Social Commerce, The study further aims at to analyze various growth trends so as to encourage potential new business starters who want to start their business through Social Commerce in a more profitable way.

The study, in eight cases in this research, is quite informative. It reveals that during 2010 to 2014 both the number of products as well as number of employees has continuously grown appreciably. The findings of this study are based on extensive interviews and surveys conducted with existing as well as promising entrepreneurs and all in all it is a successful story.

The conclusion of this study is quite significant Positive growth trends being witnessed in terms of year wise sell. The numbers of employees are resultantly added each year in

business houses which are using "Social Commerce" in their small business ventures. Social Commerce, Now days, is considered as a potential tool/new channel for small business starters. Who ought to be facilitated as well as encouraged to launch small businesses through Social commerce in Hyderabad.