**Resource-based view of Facebook**

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| **Intangible** | **Valuable** | **Rare** | **Inimitable** | **Non-substitutable** | **Competitive** | **Expected** |
| **Resources** |  |  |  |  | **Advantage** | **Performance** |
| **Significant**  **Database** |  | X |  |  | Temp Comp  Advantage |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **User base** | X |  |  |  | Competitive Parity |  |
|  |  |  |  |  |  |  |
| **Functionality** |  | X |  |  | Temp Comp  Advantage |  |
|  |  |  |  |  |  |  |
| **Page** | X |  |  |  | Competitive Parity |  |
| **Transaction** | X |  |  |  | Competitive Parity |  |
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| **Resources** |  |  |  |  | **Advantage** | **Performance** |
|  |  |  |  |  |  |  |
| **A** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **B** |  |  |  |  |  |  |
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| **C** |  |  |  |  |  |  |
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| **D** |  |  |  |  |  |  |

Facebook has one of the most important database. As the company has been one of the first to enter in the market, and was the most popular social, media the firm has collected plenty of data. This is an important asset for a company like Facebook. However, this advantage is only temporary. Google has a larger database but it less significant as Google has only collected data from its search engine. Google has more “global data” while Facebook has individual data. Google+ is less popular than Facebook and has less active user. Facebook’s database is still relevant and significant. Company like twitter keep gaining more data every day. Twitter database is growing faster but it is less relevant than Facebook because the media collect less individual data. Data collected by twitter are a mix between individual and more global trends. User base is one of the more important Facebook’s strength. Gain a such important user base is not an easy thing to do and Facebook should keep this advantage for some time. However, social media used by people are not limited. There is no barrier for a new entrant that will make impossible to gain a similar user base. Only popularity limit the user base of a media and the popularity of Facebook is decreasing.

Facebook functionalities give the media a competitive advantage. The firm’s strategy is based on increasing the functionalities. The company has acquired other companies to increase its number of functionalities (live, videos…). Competitors have less functionalities.

Even if the popularity of page within a social media decrease it is still a relevant functionality. Most important companies have a Facebook page where community managers share information. It is the same thing for individuals. These pages make easy for users and organization to share contents and information. Google+ has also a functionality “page” but the media does not have enough active users. Twitter focuses on fast communication. Therefore, users and organization use the media to communicate daily but tend to prefer Facebook to share more important information.

One of the new functionality of Facebook allows user to pay via the Facebook Messenger app. It is the first social media to have this functionality.