



Review Paper

MOBILE-OPTIMIZED IMMERSIVE E-COMMERCE in META

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ABSTRACT

This review paper evaluates the proposed **Mobile-Friendly Immersive E-Commerce Platform** designed for **Meta**, highlighting its strategic alignment with Meta's vision for immersive commerce, technical feasibility, market potential, competitive advantage, financial projections, and scalability. The paper also assesses the project's risk mitigation strategies, revenue model, and global impact, providing comprehensive insights into the viability and future potential of the solution.

INTRODUCTION

The evolution of **immersive commerce** has accelerated with the growth of **AR/VR technologies**, yet accessibility remains a challenge. The proposed **mobile-friendly platform** targets **small and medium-sized enterprises (SMEs)**, empowering them to create **AI-driven AR/VR experiences** integrated with **Meta's ecosystem** (Facebook, Instagram, and WhatsApp). This review examines the project's alignment with Meta's **metaverse strategy**, addressing global market gaps and enabling scalable adoption.

STRATEGIC ALIGNMENT WITH META'S VISION

The proposal supports **Meta's** mission to build **inclusive, immersive digital experiences** by:

- **Advancing the metaverse** through mobile-optimized AR/VR tools.
- Enhancing **global user engagement** by enabling **400M+** SMEs to offer immersive shopping experiences.
- Utilizing **Meta's existing platforms** to drive rapid adoption without high-end hardware dependency.

MARKET POTENTIAL AND OPPORTUNITY

- **SME Market Focus:** SMEs represent **90% of global businesses** yet lack access to immersive commerce tools.
- **Emerging Markets:** Rapid smartphone penetration in **Southeast Asia, Latin America**, and **Africa** offers a **17% CAGR** opportunity through 2030.
- **Consumer Demand:** Studies show **78% of shoppers** prefer **AR-powered product visualization**, enhancing conversion rates by **40%**.

TECHNICAL FEASIBILITY

- **AI-Driven 3D Model Generation:** Simplifies product visualization without technical expertise.
- **Mobile Optimization:** Accessible on low-spec smartphones, ensuring **global reach**.
- **Infrastructure Scalability:** Leveraging **Meta's Spark AR Studio** and **cloud infrastructure** reduces deployment time.

COMPETITIVE ADVANTAGE

The platform positions **Meta** ahead of key competitors:

- **Amazon:** Focuses on static e-commerce with limited AR integration.
- **Google:** Offers advanced AR tools but lacks e-commerce integration.
- **Snapchat:** Excels in AR filters but lacks SME-centric commerce solutions.
- **Meta's Edge:** Combines **AI-powered tools, integrated social commerce, and a unified ecosystem** for unparalleled scalability.

FINANCIAL ANALYSIS AND ROI

- **Revenue Projections:**
 - **Transaction Fees (69%):** \$14B annually.
 - **Subscriptions (30%):** \$6B annually.
 - **Ads (1%):** \$300M annually.
 - **Total Annual Revenue:** \$20.3B.
- **ROI Timeline:**
 - Full ROI expected **within Year 1**, with **\$60B cumulative revenue in 5 years** and **\$203B over 10 years**.
- **Investment Structure:**
 - **Total Investment: \$55M** distributed across **R&D, Infrastructure, Marketing, Operations**, and **Contingency** funds.

RISK MITIGATION STRATEGIES

- **Adoption Risks:** Addressed through **free trials, educational resources**, and **SME incentives**.
- **Privacy Concerns:** Compliance with **GDPR, CCPA**, and transparent data policies.
- **Technical Challenges:** Overcome by leveraging **Meta's existing AR/VR tools** and allocating a **\$7M contingency fund**.

SCALABILITY AND LONG-TERM GROWTH

- **Global Expansion:** Targeting emerging markets with tailored mobile solutions.
- **Vertical Applications:** Diversification into **telemedicine, education, and virtual events**.
- **Technological Evolution:** Future incorporation of **generative AI** and **advanced AR personalization**.

CONCLUSION

The **Mobile-Friendly Immersive E-Commerce Platform** offers a transformative opportunity for **Meta** to lead in immersive social commerce. With **robust financial projections, scalable technical infrastructure**, and alignment with **Meta's metaverse vision**, the solution presents a compelling case for immediate adoption.

Comprehensive **risk mitigation** strategies and long-term **scalability plans** further enhance its viability, making it a strategic investment for Meta's sustained growth and global impact.

REFERENCES

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