

To: Mart Doyle: CEO  
From: Ally Guilford  
Date: 26 April 2012  
Subject: Garage Market

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Every person has tried to buy and sell products, but usually finds it difficult to quickly list products make profits, and search for their desired items. I propose developing Garage Market, a Xbox feature where consumers can easily buy, sell and even trade a wide variety of products. Garage Market will be like an online flea market or garage sale, but can be easily accessed through the main menu of an Xbox. Xbox will purchase our system and in addition a percentage of the price of the item sold will turn into revenue for our company.

I propose adding Garage Market to the main menu on the Xbox system. When the user scrolls to the Garage Market, they are able to view categories such as books, clothing, and electronics in order to easily search for what they want. A seller simply needs to list the item, and its details. A buyer can then browse for an item and easily make a purchase through a barter system. The barter system will allow items to be traded for other items or to be paid for using Xbox points. Xbox will then pay the seller in Xbox points that can be later converted to cash. This online market is different from others because it can be used through an Xbox, it is for all types of products, and it is available to all vendors, not just established businesses.

Revenue would primarily come from our cut of the final selling price of each product sold in Garage Market. When items are traded, there will be a \$1.00 fee per transaction. Xbox already has millions of users which will become users of our market. In addition, Xbox will have to buy the license from our company in order to use it. Our competitors, EBay and Amazon, can be seen as threats. However EBay's system of bidding may be seen as inconvenient and inefficient. Amazon largely only allows businesses to sell products and lacks availability for one-time vendors. Both websites are unavailable through Xbox and lack the trading ability.