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Flash Research Paper 5: Apple iTunes and App Store

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Our company can capitalize profit by investing in implementing UVSearch as a convenience application through the Apple iTunes and App Store. UVSearch is an application that presents job postings and internship opportunities to college students and recent college graduates, allowing students to easily search for employment, increasing the university’s job placement rate. Our company can offer subscription and use of the application to employers and universities for a fee.

UVSearch will collaborate with universities and employers to offer unique and field-specified jobs to college students. The key capability of this application is allowing students to easily and efficiently search for employment opportunities directed specifically toward their field of study. Our company will partner with universities that want to grant their students access to this application; students and recent graduates then can download the app, enter in their college e-mail address, university, and major, which will allow the app’s database to verify their enrollment and search for jobs. Different postings will appear from employers partnered with our company, displaying the job title, description, location, pay rate, and a link to the official application. UVSearch will also increase the university’s job placement rate, making it a more appealing to future students.

Our company can yield profit from this application by charging fees to the universities and employers utilizing this app. Universities that pay this fee will be granted access to the app; if a student tries to use this application but their university has not purchased access, then they will have to individually pay for a subscription. Universities will want to purchase this app because it will increase their job placement rate. Employers will pay a similar fee to have their postings listed and viewable. The risk to this app is that students will not utilize it as planned. Making UVSearch registration mandatory for every student in the university will eliminate this risk, increasing interest and usage. UVSearch is a helpful and efficient tool that will be successful and profitable through the partnership with a variety of universities and employers.