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Flash Research Paper- Amazon Kindle

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We need to implement an e-textbook that includes a study kit for the Amazon Kindle in order to create a new revenue stream and generate higher awareness for our company. Many students in college are constantly looking for new techniques to make studying and taking notes easier. Most online textbooks allow users to read and take notes easily, but they aren’t mobile. The study kit allows users to study anywhere with efficiency as high as online textbooks on a computer. The study kit will conveniently allow users to read, take notes, and define terms.

The main selling point of the study kit is to make studying for convenient. The study kit will have a halved screen that allow users to easily read the textbook and take notes simultaneously. The study kit let users access the dictionary without having to exit the application. The dictionary will be implemented within the application. The study kit will streamline the studying process by allowing users to create customized flashcards. Users can also easily drag and drop the page or even section of any parts of the textbook into a file. The files containing all the notes taken are located conveniently at top of the app. After saving notes into files, users and conveniently share notes to other Kindle users via the internet. Finally, students will be able to print the notes and flash cards out at any wireless printer.

The study kit will generate revenue in the millions based upon the Amazon Kindle sales and the population of college students. We will charge users a onetime download fee of $5.99. We can also partner with textbook companies and charge companies a fee to have their textbooks accessible through our app. The cost of our company implementing this new application are legal, patent, and R&D fees. This application will generate great profit for our company because college students are constantly looking for more convenient and easier ways to study. The study kit will be the ideal studying tool for all college students in the world.

Works Cited

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