By using the Amazon Kindle ecosystem, our company can realize a massive profit by introducing the “Amazon Spark” app. This app allows users to access hundreds of books through a periodically updating library filled with many different genres and the latest releases. Consumers can spark their interest in the world of written entertainment by a simple subscription.

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“Amazon Spark” is accessible by purchasing a monthly subscription of $6 or a yearly subscription for $65. This allows for a constant stream of revenue. If 100,000 people purchased annual subscriptions for the “Amazon Spark” app, a profit of $6,500,000 dollars can be realized, excluding costs for development, maintenance, and book rights. Users can make favorite books available indefinitely by paying a flat rate of $4.50 per book. These two costs will secure a continuous profit for our company.