

Arren Soroko
Amazon Kindle

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.

The “Amazon Spark” provides users access to hundreds of books at the tip of their finger. The online library consists of many different genres, such as, adventure, autobiographies, classics, fantasy, crime fiction, horror, sci-fi, and many more. “Amazon Spark” keeps records of what the user has recently read and gives book recommendations in accordance to the user’s personal preferences. “Amazon Spark’s” library updates periodically, which means that the same books are not always available. Because of the ever-changing library, “Amazon Spark” allows users to purchase books so that they will forever be available in their queue. This capability ensures that the reader’s interests will always be satisfied.

“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.