Amazon Kindle

The Amazon kindle is our top-selling product at the moment. Sales have been slowing down since our release but I feel that by implementing a translator app we could benefit by $1,250,000 over the next three years. This app would be aimed towards English-speaking business people but will also have a feature that is applicable for our current customers. I am aware that there are other apps that are similar but unlike the others this one is not meant to teach. Instead it is more concerned with getting the message across.

A translator app could break the barrier between people in business situations as well as everyday life. Everyday, people in the U.S. are traveling to countries in which they are not fluent in the native language. Because of this many million dollar ideas are lost in translation and can result in a potential loss of income. The translator app will directly translate foreign words into English. The original app will come with the top 8 most used languages not including English There will also be professional translators available 24/7 in case questions or problems arise. The translator app can also be used to decipher books that customers may want to read that are in another language. This app would be ideal for people who do not have the time or patience to learn a new language.

The costs for this product would include the need for a few translators as well as the implementation of a two-way microphone onto the kindle. If we had about 10 translators, they would cost us $25,000 each. We can charge $9.99 per month for the base app and we could charge an additional 99 cents for any extra languages. I will estimate we will make about $2,000,000 over the next 3 years which will leave us with at least $125,000 over that time span.