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Flash Paper -Apple Ecosystem

Our company should invest in the app Ufoodtrucks. This application will help make finding food trucks easier on college university campuses. Users will search by university and location and the app will map out all of the nearby food trucks. By using this app, users will be able to diversify their food options throughout university campuses. The service is free to download for the customer. Ufoodtrucks primary revenue stream will come from the food trucks that pay to be listed on the app.

Ufoodtrucks is an application that will help students, professors, and even campus visitors find and explore all of the food truck selections on their university campus. The key capability is its map feature that allows users to use their smartphone map application to locate food trucks quicker and easier using location services. Customers will be able to view endless menu options and will also be given the opportunity to rate the food trucks and provide reviews based on their experiences. The app will be free to download and easily accessible through the App Store.

Our company will be able to increase revenue using the Ufoodtrucks application in the Apple ecosystem by charging a monthly subscription fee to food trucks that use the app to be listed and to update menus. Ufoodtrucks second revenue stream will come from featuring local mobile advertising on the app. Food trucks of universities will be highly interested in this service to increase the popularity of their food trucks. The only risk with Ufoodtrucks is not getting majority of the food trucks to participate. However, the market is significantly competitive because students are constantly on campus and looking for the right meal options. To mitigate this risk UfoodTrucks will pay for mobile SEO, offer a free three-month trial to food trucks, and feature food trucks at the top of the listings.