iCards

As a greeting cards company there is a huge opportunity for us to move into the Apple ecosystem by investing in digital, customizable greeting cards, or iCards. Users can purchase and send iCards directly through our application to help loved ones celebrate instantly. This application is perfect for that customer who always seems to forget his best friend's birthday, who lives a busy lifestyle and doesn't have time to get to the card store, or who uses the their smartphone for everything. iCards are perfect for customers in situations like these and will provide our customers the means to connect with those they love on a more personal level. This investment will reach a new market and will increase our overall revenue.

iCards will provide our tech savvy customers with fun, customizable greeting cards through the Apple ecosystem. Apple product users will be able to download our free application to their Apple device through the App Store and will then be able to purchase premium greeting cards through our application. iCards can be as simple or as customized as users want with additional features like recordable audio and video files, purchased soundtracks, and electronic gift cards – all of which can be added to the greeting card and purchased directly through the application. Buyers will be able to choose from a series of cards in different categories from holidays to birthdays and everything in between with a search feature for easy discovery; they will then be able to customize the iCards as they wish. Buyers will specify who the card should be send to and when it should be sent and the iCard will be sent to the specified receiver's apple device at the desired time. Users can create a profile and securely save account information to make purchasing iCards faster and easier.

Our company can increase revenue and enter into the digital age by investing in iCards through the Apple ecosystem. We will be able to reach a new segment of customers who integrate technology into their everyday lives. The costs we will incur include a $99 per year developer fee to Apple, application development, and application maintenance. For every iCard sold through our free application we will receive 70% of sales revenue in monthly payments from Apple, who collects revenue from customers. We will bring in additional revenue from the add-on features, like gift cards, through commission from each item sold. With little capital investment necessary for this application, we can reach more customers and increase our revenue significantly.

Bibliography

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