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Flash Research Paper 5: Apple iTunes and App Store

In a large city, finding a food truck to grab a quick bite can take longer if you are not familiar with all the menus. *FUTU* is a user-friendly mobile application that shows food trucks’ menus and allows ordering through the app. By developing the app, our company can generate revenues by collecting monthly subscription fee and commissions when food truck customers order food from food truck venders.

By using *FUTU*, users do not have to walk around to explore menus, and can pre-order food while on their way to pick up to save time. To order, users need to create an account with their personal information, such as name, phone and credit card number. Food trucks also need to create an account with their menu, promotion and contact information. Both food trucks and app users will be required to check our liability statement page before using the app. *FUTU* users can use the GPS function to navigate food trucks around their location. Users can request information about waiting time before placing an order. Then, customers can compare the wait time and report back to a food truck for an order. Also, customers can write reviews and share information in the app.

*FUTU* will be free to download from the App Store. Food trucks will have to pay a subscription fee to be registered in our app, and the app will then promote registered food trucks to users. Higher subscription fee will be required to be featured on the recommendation page. The primary revenue stream will come from collection of a commission on every sale. *FUTU* will be a great investment for our company in order to generate revenues and increase our company value.