Our firm has the opportunity to increase revenue through specialized editions of the iPhone. Each edition will have a set of standard applications upon purchase of the iPhone. Smartphone users only have a select number of generic applications such as, photo, calendar and games. To better serve our clients, we should have a number of applications available when purchasing the iPhone based on the client’s lifestyle and needs. With iPhone editions, we will differentiate ourselves from our competitors while increasing revenue.

There will be three editions of the iPhone available: business, professional and student. Each edition will have specific applications to suit the users’ needs. The student and professional apps will be compiled based on the customer’s demographics. For example, the student edition will have the following apps: Amazon Student, Design Your Dorm, Rate My Professor, BookFinder, EasyBib, Dropbox. Additionally, apps based on a student’s location and school could be added during the purchase process. The business apps will reflect the company’s size, the industry, and the products/services it provides. The business editions will include the following apps: Square, Evernote, Scanner Pro, LinkedIn, Jump Desktop, Flight Track Pro. As the app culture emerges, it is critical to provide user-friendly iPhone editions tailored to customers’ needs.

iPhone editions will increase our revenue stream because companies will want their app featured in our editions. To have a standard, preset position on the iPhone, companies will pay increased amounts. Additionally, companies will advertise that their app is featured on one or several of our editions, creating further awareness, using funding from another company’s budget. The purchase price of the iPhone will be based on the edition and value of applications. Customers will be saving money and time. Rather than individually purchasing and searching for apps, the apps will be bundled and priced based upon edition. Over a three-year period we will develop the standard apps to create convenience for our customers and increase revenue.
References

