Our company has an opportunity to increase revenue through Amazon’s Kindle. We should develop a book club application, Kindle Klub, that will allow Kindle consumers to read and discuss books, share ideas, and communicate with each other with the click of a button. Amazon Kindle’s users are primarily middle-aged, so creating a Book Club app will reach the largest target market. Featured books and paid subscriptions will increase our revenue and increase flexibility for readers.

The Kindle Klub app will allow Kindle readers to virtually connect with other readers. The app will permit readers to invite other Kindle readers to join their ‘clubs’ or readers can be placed in a ‘club’ based on their reading level, reading interests, or preferred genre. Once a reader has joined or created a book club, a list of selected books based on his or her interests entered upon entering the a club will be provided. After a book is completed, the next book will be filtered automatically or chosen by members, depending on the settings selected. Within the app, readers will be able to share ideas, ask other club members questions, and discuss various points of the book at any time. Readers can also use the highlighter tool to select text to share the text with other members along with comments to ask for clarification or to begin a discussion. As the app culture emerges, it is critical to provide an app targeted to customers’ needs.

Kindle Klub will increase our revenue stream because publishers/authors will want to feature their books on our app. Books will be filtered by author, genre, popular, etc. To have a book featured, companies will have to pay an increased amount. Additionally, publishers will advertise their books to create further awareness. Readers will enjoy the flexibility and ease of virtual book clubs with increased connection. Readers will pay a monthly subscription to access books and collaborative tools. We will develop a Book Club app to create elasticity for consumers and generate revenue.