Flash Research Assignment: Apple iTunes and App Store

Our company can increase revenues by implementing an application, called “Storelock Holmes,” that will allow users to get information about the stores that hold a product they’re looking for. By taking a picture of a product on an Apple device, or simply typing in the product information, people can determine what stores near them sell the product for the cheapest price. With the state of today’s economy, people look to save money whenever they possibly can, so this application will appeal to a large market. Selling this application through Apple’s App Store will increase our company’s profits and create relationships with businesses that wish to have their stores featured in the application.

With this Storelock Holmes, a person can search for a product at nearby stores by either taking a picture of a product they see at a store or simply typing in the product information. When taking a picture, the application will determine what the product is through the use of image recognition technology. Then, by looking at the GPS location of the Apple device, the application will search for all nearby stores with the product and list them for the user. The user can then sort by price, distance, the stores’ user ratings, etc. The application will also recommend similar and complementary items based on past searches and purchases with the application. This application will be useful for both consumers and businesses; consumers want to pay less, and businesses will have an incentive to have the best deals on products when people use the application.

We will generate revenue from both consumers and companies with this application. We’ll generate revenue from consumers by charging $.99 to purchase the application. Companies, on the other hand, will provide us revenue in two ways. First, they can pay to have their stores featured first whenever a person searches a product that their stores carry. Second, every time a person makes a purchase in a store as a result of using our application, the company will pay us a percentage of profit on the sale, based on a previously negotiated amount with the company. Our costs will be creating and maintaining the app, along with a $99 annual fee to keep the application on the App Store. This application will be exposed to a market of several million App Store customers who wish to save money when shopping, and companies who wish to attract more customers, so our revenues will far outweigh the costs. Because of the profits that can be made, we should begin to develop this application immediately.