When getting ready in the morning, the hardest part is deciding what to wear that day. Even after checking the weather, it always seems like you are either over or underdressed. If we created an app for Apple's iOS on the App Store that showed recommendations for different outfits to wear, the sales and advertising can generate significant revenue streams and add value to our company.

This app will first show the weather for the current day and a weekly view of the weather. Based on the weather and temperature for any given day, the app will then create different combinations of clothes to wear that are best suited for that weather. This app will be linked to multiple weather readings from different websites, and users will be able to pick their preferred website. In addition to showing what pieces of clothing to wear, the app will also show retailers around you based on your GPS location in the case that you are in need of any of the suggested clothes. For example, if it is supposed to rain one day, but you do not have an umbrella, the app will show you all of the stores in your area that sell umbrellas.

The main revenue streams for this app will be from advertising and charging a one-time fee for the app. By using multiple websites for the weather, we will be able to collect fees from the different websites. This app will also gain revenue from advertising the different clothing retailers. Retailers will need to pay a fee to have their names come up on the results page. Aside from advertising, charging a low cost of $1 for this app will also create high revenues. Some costs that will go into making this app will be hiring programmers to make the app itself and paying Apple any fees related to using their App Store. This app is something that everyone can find useful and can give our company a large amount of revenue.

Apple Digital Ecosystem

iCloud

Text Books

Movie Studios

Corp. Apps

Audio Books

Advertisers

iTunes

App Store

Developers

Business Apps

Record Labels

APPLE

Artists

Games

Wireless Carriers

Customer

Data

Distributors

iPad

iPhone

Hardware

Manufacturing Company

Computer

Accessories

Components

: Exchange of money/ goods/services