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Xbox Live is an online gaming ecosystem accessible to Xbox console owners who pay a yearly subscription fee. Our company will benefit from launching an Xbox Live application called BoxList. BoxList is a platform that will only be accessible to Xbox Live users. It will allow users to perform transactions of any Xbox content and merchandise with other users. Customers will be enticed to use the service with a one time free transaction, after which point our company will bring in revenue by charging a one percent fee to both parties involved in the transaction.

Using BoxList, Xbox Live subscribers will be able to buy and trade content with other users of the online ecosystem. After logging in to BoxList, a catalog of video games, gaming merchandise, and gaming accessories will displayed on the home screen. This catalog will represent products and services that users are attempting to sell or trade with other users. Any Xbox content and products may be sold on BoxList. The customer simply needs to select the product of interest and pay the seller through the application, either by using a debit/credit card or by executing a trade suggested by the seller. With this service, customers will be able to find better deals, and transactions/trades with other customers will be much easier.

On every transaction of BoxList, our company will generate a one percent transaction fee to both parties involved. For example, if several video games are purchased for a total of \$100, our company will gain \$2 in revenue. Furthermore, if products are being traded for one another, our internal systems will value the trade and charge each party accordingly. To draw in customers from the beginning, the application may be downloaded free of charge. Additionally, each customer's first transaction will have the one percent fee waved, in order to give our customer base a better idea of BoxList's benefits and ease of use. This product will generate a great deal of revenue for our company at a limited cost, and will create a strong customer base due to its unique service offering.