Flash assignment 7 : Apple iTunes and App Store

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In 2012, Americans spent $1.65 billion on tattoos. By investing in Tattoo Share, this company can tap into this market and increase its revenue significantly. Tattoo Share is an application that allows tattoo artists to share their tattoos with others as well as provide a location where a person could receive a tattoo by the artist. By charging subscription and transaction fees, customers will be able to receive the best art work while providing revenue for both our company and the tattoo artists.

Tattoo Share is an application which shows potential customers a tattoo artist’s work. Artists would be able to take photos of their artwork and upload it to the application. Users would be able to rate the artist’s work as well as provide reviews for the tattoo. This application would also provide the location of the artist’s shop. If someone decided they wanted a tattoo by a certain artist, app users would be able to schedule an appointment as well as pay their deposit through the application. When it came time for the person to receive their tattoo they would receive a notification along with directions to the shop.

The Tattoo Share application would be free to download for users. The primary revenue source would a monthly subscription fee of $14.99 or a yearly subscription fee of $163.99, which tattoo artists would pay so that they would be able to display their artwork on the application. As a secondary form of revenue, our company would receive a transaction fee of 5% for every deposit paid for through the app. With deposits typically ranging anywhere from $100-$200, this could generate a large amount of revenue. The costs associated with this application include legal and patent fees, as well as the cost to design the application. With the increase in the popularity of tattoos, this application has the potential to make millions in revenue.

**Works Cited**

"Tattoo Statistics." *Statistic Brain RSS*. Pew Research Center, 23 July 2012. Web. 01 Dec. 2013.