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## Flash Research: Amazon Kindle

E-readers rarely include the technology to access thousands of applications including games and other entertainment resources, because of this, e-readers are not reaching its full sales capacity. The Amazon Kindle runs on an Android operating system, however, it does not have access to the Android Market. Because of this, Kindle users are limited in what apps they can buy and use. By installing this market of over 150,000 applications on Kindles, we can fix this situation and increase our sales and customer satisfaction.

The Android Market has over 150,000 apps and games available instantly. This huge application market will become available on all our Kindles. Because our Kindles already operate on an Android operating platform, we will not have to update or change the software of our e-readers. This market will be offered as an app to be opened on the Kindle. We will only have to allow our Kindles to connect with an installed application to the Android Market that will give our users access to everything the market has to offer. This market will be linked to our Amazon store so that all credit cards and other user information will be stored and our customers will have easier access. All Kindles from now on will have this market available and the market will be available as an app to be downloaded on all already sold Kindles.

By updating our Kindles to include the Android Market, we will be able to stay at the top of the competition. Our competitors, including the iPad2, have large application markets already installed on its tablets and e-readers. By adding the Android market, we will increase our sales through offering more capabilities of our e-readers. Our primary revenue stream to support this feature will be from the Android-specific applications that need our tablets to promote themselves. Another revenue stream will come from the cost of the application to add the Android market on existing Kindles. There will be limited costs to add this feature because Kindles already use an Android platform. Our Kindles, because of their quality and low price, have sold millions since their development and applications wishing to be included in our Kindle will have the ability to reach these millions of users. If we add this Android market to our Kindles, we will be able to become the number one tablet and e-reader sold.