Luke Fitzmyer   Flash research paper Kindle

  Our company has the opportunity to increase its revenue stream by building a Virtual Social Book Reading Community through the kindle marketplace. The virtual social book reading community will turn reading into an online social experience where users can read face to face with family and friends, while also sharing and collaborating information. The primary revenue stream will consist of charging publishers and bookstores a subscription fee of $30 a year.

  By implementing software to track user's history, the Virtual Social Book Reading Community will allow the user to know who is currently reading a novel, as well as people who have read it in the past. This software will also give the reader the ability to read the novel with their friends online. Users will also be able to make notes about the content they are reading, and allow friends or strangers the ability to see it. This new service will essentially allow users the ability to read novels as a group, similar to a school room environment, and help provide useful feedback to questions that may arise. Our company can incorporate this service to Amazon's Marketplace and allow users easy access to buy or rent textbooks, novels, or magazines through our marketplace app.

  The costs of implementing this service will be minimal, and will consist primarily of a development team to program the app, and maintenance fees, which will be minimal compared to our possible revenue. Once the service is launched, the primary revenue stream will consist of publishers and bookstores paying a $30 monthly fee for their books and novels to be accessed through our app. A concern that could set us back could involve people not sharing their notes with others, however with close to 45 million units already sold this application has potential to make our company millions.

Sources

1. Bajarian, Ben. "Kindle Fire's a Hit, but Not Quite in the Way Amazon Expected -yet." TabTimes. N.p., 13 Oct. 2013. Web. 03 Dec. 2013. <http://tabtimes.com/analysis/ittech-os-android/2013/10/13/kindle-fires-hit-not-quite-way-amazon-expected-yet>.