

Our company can create an additional revenue stream by building an application called Snack Attack as a new feature for Xbox live. Snack Attack will serve as a home delivery application allowing users to purchase food from local restaurants in their area. This will be extremely convenient for our customers, because it will allow them too quickly and efficiently order food, during gameplay. Our company will increase its revenue by charging a percentage for every order that is placed using the application.

The key capability of Snack attack will be its convenience factor, allowing users to order food items without interrupting their gameplay. Snack Attack will ask the customer what type of food he or she desires, and it subsequently will list all the local food eateries in the given area. The app will also save all previous orders customers make, and allow them to put certain items on speed dial that can be accessed with one click of a button. By implementing Snack Attack, our company can streamline the food ordering process for gamers.

The costs of implementing this application will be minimal and primarily consist of a small development team, support from local restaurants, and an installation team to help restaurants set up their systems. The primary revenue stream for Snack Attack will be commission for each order that is placed. Since our company will be one of the only provider's offering this service, the potential revenue could be in the millions.