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Apple App Store Flash Research Paper

Our firm should invest in Muscle Market, a cutting edge vending tool focused on exercise supplementation and equipment offered on the Apple App Store. Muscle Market gathers the best deals on quality fitness products in real time in one place. This App takes a small percentage of all sales that occur on the platform and since it will be consumer’s one stop shop for fitness products, the app will be very profitable.

Users can check Muscle Market in real-time to view the best deals on the hottest fitness products. The Apps sophisticated preferences options will allow users to only receive notifications about specific product types. For example, a user can choose to only receive notifications about deals on only protein powder and not be bothered by the App outside of that. Users can also allow the App can also use their geo-position feature of their iPhones to find even better deals with region specific sales. This service will differentiate itself from other click and mortar vendors such as Amazon by having the lowest possible prices on products across the web, consolidated on their phones.

Muscle Market generates revenue from a small percentage of all sales that comes from partnerships with the vendors that sell through the platform. The App can also generate revenue from the vendors that it will be promoting. Vendors can negotiate profitable deals to have their products featured on the App, making those products more visible to consumers. A potential risk for Muscle Market is that customers can see the deals Muscle Market offers and seek those deals out on a different platform such as the individual vendor’s sites. To combat this, Muscle Market will have contracts with its partners to ensure that products sold on the App cannot be sold at a lower price on any other platform.

# Works Cited

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