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Flash Research Assignment #7  
Apple iTunes and App Store  
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Investing in a new iTranslate application can bring a new stream of revenue to our company in the constantly growing digital market. iTranslate is a new digital platform that can be delivered via the Apple digital ecosystem, and the application will allow users to translate words, phrases, and even entire texts into the 30 most popular languages around the globe. Investing in the iTranslate app will help our company to enter into a digital market and it will help us to generate additional revenue for our organization.

The iTranslate app is the digital platform that allows users to translate words, phrases, and even entire texts into the 30 most common global languages. Users can just type in any words or text in a different language into the iTranslate app to translate them to English or to any other language available that they desire. iTranslate app also has a voice recognition capability that allows people to use their voices to get the meaning of words or text in a different language. iTranslate app is also very easy to use and users will be able to add any foreign language they need at an additional cost. Another capability of iTranslate is that it comes with full English dictionary. This app can be useful for people who want to learn a new language and travel to other countries around the world. It can also provide help to business travelers or students who are studying abroad.

Investing in this app will initially include costs for development of the application including the use of hardware and software costs, but we would be making a great investment because it would increase our company's revenues. To develop and provide our app via Apple's App Store, our company will be required to pay an annual development fee of \$99.00 to Apple. Approximately 30 percent of revenues from selling the iTranslate app will go to Apple while our company will receive 70 percent of total revenues. Users will need to purchase the app to use it. That will be our primary revenue stream. In the introduction stage of iTranslate, we will provide this app via Apple's App Store ecosystem for free for a period of 1 month. After the free 1 month trial ends, users will be able to buy the app for \$4.99 each and they can add any additional language for \$0.99 from Apple's App Store. Providing the iTranslate application via Apple digital ecosystem will allow our company to enter into a digital market while bringing in an additional source of revenue.