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Flash Research Paper
Amazon Ecosystem

With the increasing popularity of the Amazon Kindle among middle-age people, millions of users are in the market for easy-to-use homeowner apps. The How-To Home Improvements app is a step-by-step instructor to help the average handyman complete home improvement projects that they always dreamed of. This app provides everything from simple improvements to more complicated projects people are willing to take on. The How-To Home Improvement app will generate revenue not only from sales, but also from home improvement stores that will pay to be recommended as a supplier to the projects taken on by people.

With this home improvement project app, users will be able to complete home improvement projects without having to hire a contractor to do the work for them. The How-To Home Improvements app provides step-by-step instructions on how to complete projects, start to finish, along with recommends stores to purchase the materials and equipment needed for the project. Working with a team of professional contractors, we have provided these simple instructions along with tutorial videos for common projects. The app also provides users with a list of contractors if they feel as though the project might be too much for them to handle.

The application will be available to purchase on the Kindle app store. To develop this app we will have to hire a team of professional contractors. For home improvement stores and contractors to be featured on the app, there will be a monthly charge of \$10 dollars per month for stores and \$5 dollars per month for contractors. Investing in this new application will increase revenue due millions of homeowners.