Yebin Seo
Enterprise IT Architecture
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<center>Apple iTunes and App Store</center>

We have the opportunity to generate a substantial amount of revenue by implementing UniYums, an application to improve the food habits of university students. This application would be available in the Apple iTunes Application Store and would exclusively allow college students to browse and shop for healthy groceries and have their foods directly delivered to their doors all in one business day. We can benefit from this application by earning a commission rate on grocery purchases through partnering with supermarkets.

UniYums is an innovative application that will allow college students to search and order healthy groceries and have them delivered to their homes all in one location. College students often resort to unhealthy fast foods to satisfy their hunger. The key capability of UniYums is convenience because it allows students to order their next meals using the application, which will make choosing healthier food options easier among students. First, the application will require users to create an account using their university email and zip code to verify their student status and to be assigned to a regional supermarket using Apple's location services. Afterwards, users will be able to form weekly shopping lists using the notes application all Apple devices come with to directly use during their shopping experience. Then, users will order their groceries to have them delivered to their dorms within 24 hours. Additionally, when paying for their groceries, users will be able to use Apple Pay to offer a hassle-free checkout experience.

We can capitalize on this application by charging a commission rate on the grocery purchases by partnering up with supermarkets surrounding colleges. The grocery stores near universities will be interested in partnering with our application because it will give them a consistent flow of consumers and profits. The only risk associated with UniYums is the possibility of delayed delivery on the orders, which can be eliminated by working closely with regional courier services to deliver the products to our users in a timely manner.