Sometimes there is a price to pay for obtaining knowledge. Germany has a law where prices for books are at a fixed-cost. This law is called Buchpreisbindungsgesetz; which requires all German booksellers to sell new books for a set price, and for no more and no less than that price (Thoughts…Fantasy, 2016). Because of this law Germans mostly shop online for reading material. However, with our app they’ll have a choice to either pay a monthly-fee of 7.99 euros for a subscription or pay 0.99-1.00 euros for the next chapter of an on-going-series. Our subscription price is the same as the subscription price for Amazon’s kindle service for the UK, yet cheaper than the subscription Germans pay for Amazon(Digital-Reader, 2014). You can pay for this through Facebook or our website. Our subscription will give the user full access to all reading materials we have available such as books, magazines, comics, scholarly journals, etc. You can also buy books from us and we’ll order it to ship to your door. Books that are bought from us, that is available for sale in Germany, will have the affected Buchpreisbindungsgesetz rate. However, Germans will be able to buy and trade reading materials that is available and sold outside of their country. This is good because the law will not affect the prices for books from outside of the country, unless the country also has the same fixed-priced law as Germany. Our product will revolutionize the way books are sold, traded, and accessed. Amazon, Scribd, Google Play, iBooks and Kobo are the only outside parties we have to compete against (Publishdrive, 2019). Our application can be accessed through Facebook, the most popular social media platform used by Germans (Wordbank, 2017), or Germans can visit our website. With Amazon sales dropping 50-60% (publishdrive, 2019), it gives us a chance to take the market over by introducing a new way of reading.

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