# Article Side

Paying TOO much for your mobile app development? Outsource it. by Jayneel Patel

Outsourcing is the magic word for all those who aspire to make millions by selling mobile apps but donâ€™t wish to loosen their purse strings for app development. Offshore app development destinations such as China, Russia, Philippines, Romania and Argentina to name a few, are in the lime light due to their low cost services. None the less, lack of quality work haunts offshore app development companies. To find a good offshore company that can give you decent quality at low price is like finding a needle in a haystack.

Among the early adopters of mobile app development were IT companies from India. They worked on mobile technology and gradually earned valuable experience on it. Itâ€™s easier to find cost effective hire mobile app developer services there. You may wonder why someone would give away quality mobile app developer services at low cost. Well, here is how it works. The currency difference between Indian rupee and the US dollar is quite huge. Even if the price is cut down marginally, it will make app development cheap for the US client and at the same time keep the app company profitable.

Mobile app technology is evolving at a pace of light. This year alone, over a dozen of big players have made their debut in the smartphone and tablet segment. This has given an unprecedented surge in the demand for mobile app developers who can build functional apps. It makes good business sense to develop and sell mobile apps for varied devices such as iPhone, iPad, BlackBerry and the new range of android powered devices. Letâ€™s do the math. If you decide to sell your app for $0.99 and promote it right, you can easily get thousands of downloads within a month. Further, if you are able to keep your app bug free and run a good app marketing campaign, you can sustain the voluminous downloads for months together.

Outsourcing mobile app development helps you to save on the operational overheads such as infrastructure maintenance, core staff and support staff salary, employee benefits and so on. This savings helps you to keep the price of your app low and ward off competition from similar pricey apps whilst keeping you profitable. The same can also be used for app marketing to create the buzz for your app.

If the app development price pinches your pocket, its time you consider outsourcing it. You may be required to give in some extra time to search the perfect talent match for your app, yet the big savings and plush profits from a successful app will pay it all off.

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