

AutoFix

- **Project Idea:**

- The project is a mobile application and website that provides all car services in one platform. - The main goal is to support car owners by: - Purchasing guaranteed spare parts easily. - Booking and tracking regular maintenance with certified service centers. - Offering 24/7 emergency roadside assistance. - Keeping full vehicle maintenance history for better tracking. - The key advantage is partnering with trusted and certified service centers across all regions to ensure high-quality service and customer satisfaction.

- **Problem Statement:**

- Car owners face difficulties accessing integrated and reliable car services.
- Finding original and guaranteed spare parts is time-consuming and exposes customers to counterfeit products.
- Maintenance services are scattered, making regular car follow-up complex.
- In emergencies, customers often struggle to get fast and reliable assistance.
- There is no centralized system to track and store vehicle maintenance history for better monitoring.
- This results in a frustrating customer experience and a lack of trust in available services.

- **Project Vision:**

- **(Goal)**

* The app aims to help car owners manage all their vehicle needs in one place: from purchasing guaranteed spare parts, to tracking regular maintenance, and receiving 24/7 emergency assistance.

- **(Target Audience)**

* Our target audience includes individual car owners as well as companies with vehicle fleets that require organized and regular maintenance.

- **(Competitors)**

*Competing solutions include online spare parts marketplaces or service booking apps. While we value the features they provide, we believe we can differentiate by offering a fully integrated experience that covers spare parts, maintenance, emergencies, and vehicle history tracking.

- **(Inspiration)**

*We are inspired by successful global car service apps and by tech startups that built loyal user bases through innovative and user-friendly products.

- **(Growth Metrics)**

* Over the next five years, we focus on:

- Growing the user base (individuals + companies).
- Expanding features to include insurance, rental, and car financing.
- Geographic expansion across more regions and potentially regional markets.

- **(Performance Metrics)**

* We track key metrics such as:

- Monthly active users.
- Number of completed orders (spare parts/maintenance services).
- Emergency service response time.
- User retention over time.

- **(Differentiation)**

* We believe our app will stand out by:

- Partnering with certified and trusted service centers.
- Offering guaranteed quality spare parts.
- Providing permanent, accessible vehicle maintenance history.
- Delivering true 24/7 emergency support.

- **(Message to the Team)**

- We encourage the development team to focus on building a high-quality, user-friendly product that meets car owners' needs. We also emphasize listening to user feedback and continuously improving the app to match expectations.

- **Stakeholder Interview:**

- What is the main goal you expect this project to achieve?
- In your opinion, what is the main customer problem we should solve through this app?
- Should the main priority be spare parts sales, maintenance follow-up, or emergency services?
- What key features do you think customers will expect from the app?
- How can we ensure the app is user-friendly for all types of users (youth, elderly, non-technical)?
- Should the app be open to all service centers, or only selected and certified ones?

- What kind of guarantees or verification do you expect to ensure spare parts and service quality?
- How do you see the communication method between the customer and the service center (live chat, call, online request)?
- Which business model do you consider most suitable (commission per transaction, subscriptions, ads)?
- Do you think the app should start in major cities first and then expand? - Do you envision integrating the project with other companies (insurance, financing, new/used car sales)?
- Do you have a preferred design style or visual direction for the app?
- (e.g., modern, minimalist, professional, youth-oriented) - Are there any existing brand guidelines, such as colors, logos, or visual assets, that we should adhere to?
- Which languages should the app support?
- (Arabic, English, or both) - What are the primary goals of this project?
- Who is the target audience we want to serve?
- What services will the app provide to users?
- In which locations or areas will these services be available?
- What are the essential features users will need most?
- What are the main scenarios or use cases for the app?
- Does the app need to integrate with any external systems or platforms?
- Are there specific accessibility requirements to consider (e.g., for people with disabilities)?
- Who are your main competitors in this field?
- Do you have any reference apps or examples we should review for inspiration?

• **Competitors:**

• **Automotive Services and Car Parts in Egypt**

• **Odiggo**

* Pros:

* Comprehensive: Offers a wide range of services, from routine maintenance to emergency repairs.

* Convenience: You can request service at your location (home or work), which saves time and effort.

* Pricing: Service prices are often set in advance, so you can avoid cost surprises.

* Cons:

* Variable Quality: Service quality can differ from one technician to another since it depends on the technician available in your area.

* Customer Service: Some users may face challenges communicating or resolving issues with customer service.

• **Fixawwy**

* Pros:

* Transparency: Provides a clear breakdown of spare parts and labor costs, helping you make an informed decision.

* Expertise: Works with specialized technicians and certified workshops.

- * Tracking: You can track the status of your request and the maintenance stages.
- * Cons:
- * Availability: May not be available in all areas with the same speed or efficiency.
- * Payment Options: Payment options may be limited sometimes

- **MECANICAR**

- * Pros:
- * Emergency: Specializes in roadside assistance services, making it an excellent choice for emergencies like sudden breakdowns or tire changes.
- * Speed: Focused on quick response to customer requests.
- * Cons:
- * Service Scope: The scope of services may be less comprehensive compared to other platforms that offer full routine maintenance.
- * Pricing: The cost of emergency services may be higher than pre-scheduled maintenance. Car Parts Websites

- **Souq El-Gom3a**

- * Pros:
- * Variety: Offers a huge selection of new and used spare parts, making it suitable for everyone.
- * Prices: You can find spare parts at very competitive prices, especially used parts
- * Cons:
- * Quality: The quality of used parts may not be guaranteed and requires careful inspection.
- * Delivery: Delivery speed and quality can vary from one seller to another because it's an open marketplace platform.

- **Karam El Baly**

- * Pros:
- * Credibility & Quality: Known for providing high-quality genuine and alternative spare parts.
- * Warranty: Often offers a warranty on some parts, which gives you peace of mind.
- * Specialization: Considered a reliable source for many car brands.
- * Cons:
- * Prices: Prices may be slightly higher compared to open marketplaces due to its focus on quality.
- * Availability: Not all parts may be available at all times.

- **EG Car Parts**

- * Pros:
- * Ease of Use: The website design is simple and easy to use, making it easy for you to search for the right part for your car model.
- * Sorting: You can filter your search by car brand, model, and year of manufacture.
- * Cons:
- * Variety: May not have the same variety as some other platforms in all

categories.

* Reviews: May not have a comprehensive rating system for sellers, which reduces transparency. Roadside Assistance Services

- **Helpoo**

- * Services:

- Focuses on 24-hour roadside assistance services, such as towing (winch), changing flat tires, charging batteries, and delivering fuel in case of running out.

- * Pros:

- * Available 24/7. * You can request the service through the app or by calling the hotline.

- * Known for its quick response in emergency situations

- **MyDay**

- * Services: Provides roadside rescue services like a rescue winch, tire changes, battery charging, and fuel delivery.

- * Pros:

- * Operates 24/7 in Cairo, Giza, and Alexandria governorates.

- * Service can be requested via the app or by calling the customer service center.

- * Offers special deals and annual packages for subscribers.

- **EnQaz**

- * Services: An app that aims to solve sudden breakdown problems on the road. It connects you with the nearest car breakdown specialist.

- * Pros:

- * Fixed and announced prices to avoid exploitation in emergency situations.

- * You can request the service even without an internet connection (a unique feature)

- **Fit & fix**

- **Ghataty**

- **Aman**

- **Winsh Opec:**

- **Known for its quick response on highways.**

- **Winsh El-Rahwan**

- **Covers large areas in Greater Cairo and provides 24-hour service**

● Competitors Analysis:

Benefits	Odiggo	Fixawy	Mecanicar	Souq El-Gomaa	Karam El-Baly	EG Car Parts	Helpoo	MyDay	EnQaz
Online Payment	✓	✗	✗	✗	✗	✗	✗	✓	✗
A wide range of services	✓	✓	✗	✗	✗	✗	✗	✗	✗
Trusted for our guaranteed quality	✗	✓	✓	✗	✓	✗	✓	✓	✓
Accessible everywhere	✗	✗	✓	✓	✓	✓	✓	✗	✓
Track your orders easily	✗	✓	✗	✗	✗	✗	✓	✓	✗
Quick Response Time	✗	✗	✓	✗	✗	✗	✓	✓	✓
Competitive Prices	✓	✓	✗	✗	✓	✓	✓	✗	✓

● • SWOT Analysis – Car Services App & Website:

● (Strengths)

- Comprehensive services (spare parts purchase, service booking, maintenance tracking)
- Partnerships with certified and trusted service centers.
- 24/7 customer support anytime, anywhere.
- Complete vehicle data history for easy follow-up.
- Seamless user experience (Mobile + Web).

● (Weaknesses)

- Continuous need to update spare parts and service center databases.
- High initial cost for integration with all service centers.
- Reliance on constant internet availability for users.
- Initial lack of trust from new customers.

● (Opportunities)

- Rapid digital transformation in the automotive sector.
- Growing awareness of digital maintenance services.
- Potential partnerships with insurance and car finance companies.
- Geographic expansion across all governorates.
- Future service add-ons (vehicle tracking, roadside assistance, e-payments).

● (Threats)

- Competition from similar automotive service apps.
- Possible resistance from traditional service centers.
- Economic fluctuations and rising spare part costs.
- Heavy reliance on partner quality (service centers, suppliers).
- Data security risks and customer trust issues.

- **Qualitative Research:**

We conducted interviews with car owners to better understand their needs and preferences regarding automotive services (maintenance, spare parts, emergencies). The goal of these interviews is to gather sufficient insights to provide an exceptional and efficient experience that helps customers manage and maintain their vehicles easily and securely.

- **(Participants)**

Participants who own private vehicles and are seeking better ways to manage and maintain their cars with flexibility and convenience.

- **(Interview Questions):**

- How do you currently purchase spare parts?
- Do you trust the sources you use?
- How long does it usually take you to find a reliable service center or trusted provider?
- Have you ever used automotive service apps or websites before?
- What did you like or dislike about them?
- What features do you consider essential in an app that provides car maintenance and spare parts services?
- How do you usually deal with emergency situations (car breakdown, flat tire, dead battery)?
- What would make you trust an app or website that offers automotive services?
- Would you prefer integrated digital payment options within the app?
- How important are exclusive offers or discounts to you in such a service?
- Do you have any preferences regarding the app's user interface or design?

- Example real Issues:





MG5 Egypt Official Club

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Nadz Hamdy · Yesterday at 8:23 AM ·


صباح الخير. بطارية عربيتي عطلت او ماتت و انا في مارينا حد ممكن يقولني اعمل ايه ؟ و اروح لمين؟

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عربيتي عطلت على طريق السويس
رقمي ٠١٠٥٣٣٦٠٩٢
نيسان صني محتاج فردة كاوتش مقاس ١٥

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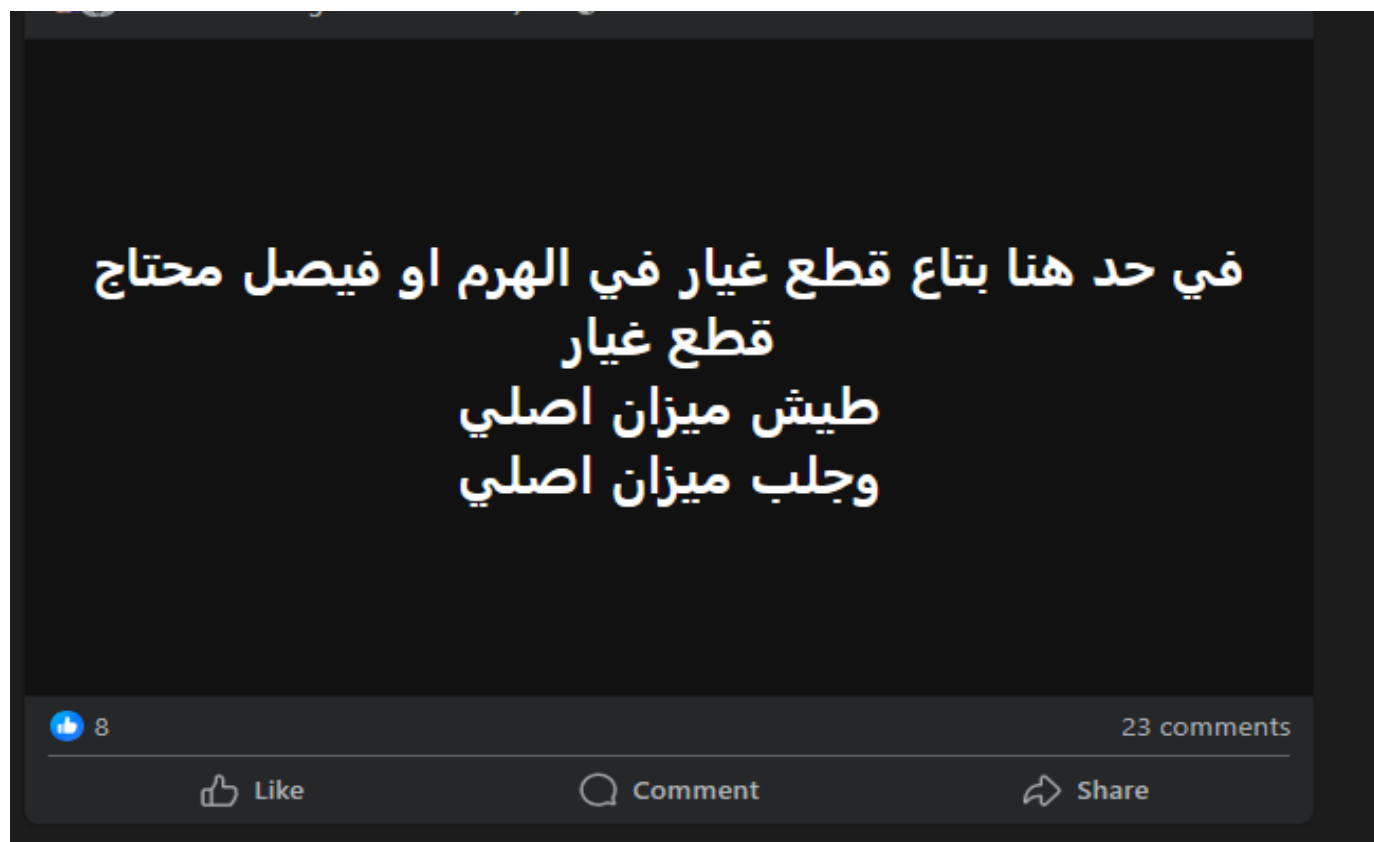
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السلام عليكم محتاج ونش سياره يحمل السياره من عند مركز البديري

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Abdallah Shehata



Sep 8, 2023 · 🌐

لو سمحتو يا جماعه معايا عربيه عطلانه علي طريق اسيوط
مفيش حد بتاع صيانه يقدر يفدني

Seen by 46



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Anonymous participant

Jul 25 · 🌐



السلام عليكم

احنا عطلانين على طريق بلطيم دينامو العربية بي فصل حد
يقدر يساعد ؟



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Omar Hany

Aug 17 · 🌐



انا عطلان علي طريق السويس قبل بوابات مدينتي الكوبلين
اتكسر عربيه نوبيرا ٢ حد يعرف اجيب الكوبلين منين النهارده
الحد والاغلب الي قافل



8

8 comments



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Năssěr Žídăņě

1d · 🌐



السلام عليكم اسف للازعاج واماكن انا في مصالر الجديده في
النزهه وبطلت العربيه وبدور موش عارف العيب فين في
الكهربا لوحد قريب من المكان ويساعدني له كل الشكر
والتقدير ولو في كهربائي وياخذ تعبته علي راسي وحده رقمي
للتواصل 01007050650عربيہ التترا الحمد لله وقف
راجل محترم وعمل اللازم ربنا يجزيه خير



3

1 comment



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Almoatasem Ahmed Abdallah

1d · 🌐



اليوم الاحد والورش قافله، محتاج كهربائي سيارات ضروري
في ميدان العباسية



10

4 comments



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محمد صالح



4h · 🌐

حد يعرف رقم ميكانيكي علي الريست الغربي بني سويف
قريب من مدينة سمسطا الجديده عطلان ع تركيب طرمبة
زيت نوبيرا



Like



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Ahmed Rady



1h · 🌐

السلام عليكم
اخويا عطلان ع طرمبه بنزين
عربيه نوبيرا
محتاج ميكانيكي يغير طرمبه
الصحراوي الغربي
مدخل سمسطا عند كافتيريا ابو عمار كمين سمسطا
الصحراوي العربي
الطرمبه معاه محتاج حد يركب بس



5

11 comments



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Ali Mohamed Abosalim

4d · 🌐



صباح الخير يا شباب اخوكم علي من دمنهور شغال في سيوه
معايا عربيه دobl كابينه ديمكس بس معايا عطل في العربيه
لو حد يفيدني معلش العربيه معايا دورتها الصبح كان في
صوت حاجه كده ايه في المكنه زي ما تقول صوت المكنه
عالي فيه تكه عاليه شويه بصيت على الزيت الزيت تمام وكل
حاجه شد بالعربيه شويه العربيه ما بتسحبش الاربي اخره 2
والعربيه ماسكه على 60 ما بتعديش 60 اولاني ثاني ثالث
60 ما بتعديش ولمبه الاعطال بتاعه المكنه جاييه علامه دي





- (Suevey Questions):

<https://docs.google.com/forms/d/e/1FAIpQLSdLt0XN7yod3bca5O3Opd-wGxJOnWxcHZz4f2Ozelv-AfoL5Q/viewform?usp=header>

55 responses

[Link to Sheets](#)



Summary

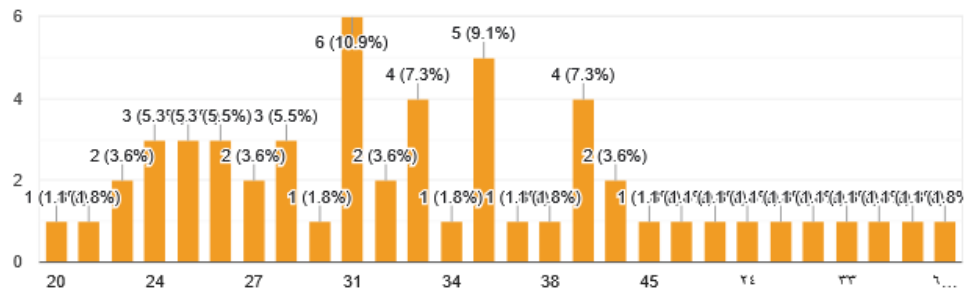
Question

Individual

السن
Age

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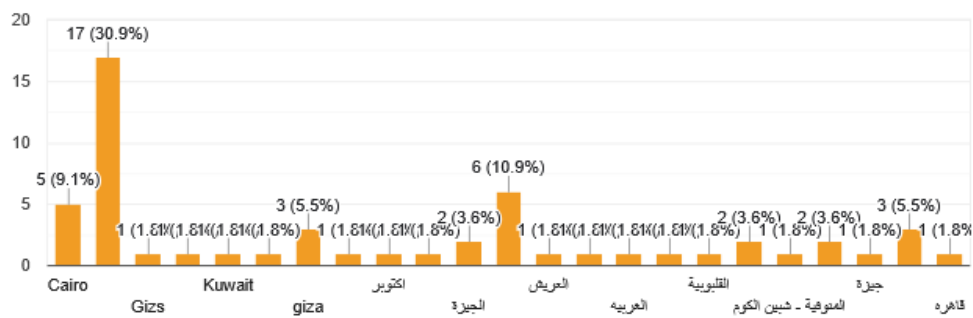
55 responses



المحافظة
City

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55 responses

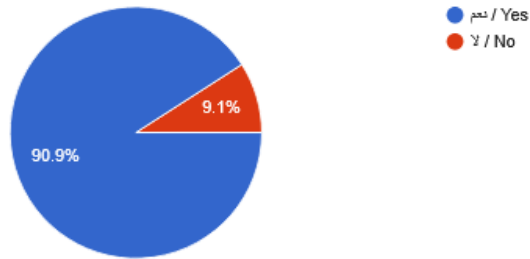


هل تفضل أن تحجز صيانة سيارتك عبر تطبيق أو موقع إلكتروني؟

[Copy chart](#)

Do you prefer to book your car service through an app or a website?

55 responses

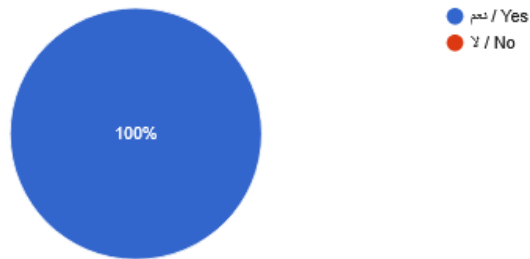


هل ترغب أن يوفر التطبيق إمكانية حجز صيانة سريعة قبل رحلة سفر؟

[Copy chart](#)

Would you like the app to let you book quick maintenance before a trip?

55 responses

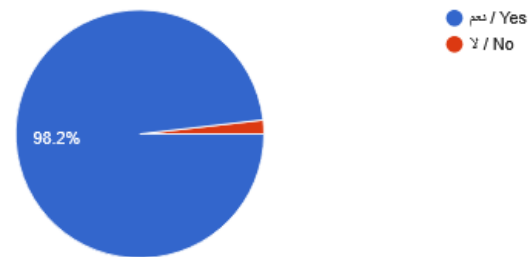


هل ترغب أن يُضاف خيار تقييم مركز الصيانة أو الميكانيكي بعد الخدمة؟

[Copy chart](#)

Would you like to have an option to rate the service center or mechanic after the service?

55 responses



الإشعارات والعروض

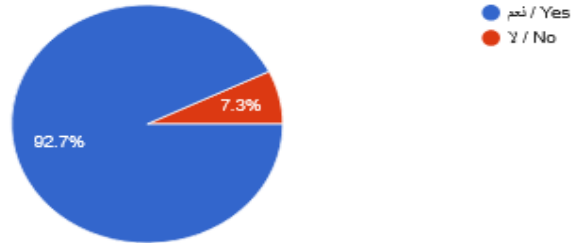
Notifications and Offers Untitled Title

هل ترى أن وجود إشعارات للتذكير بمواعيد الصيانة مهم بالتمسية لك؟

Do you think having reminders for service appointments is important for you?

55 responses

[Copy chart](#)

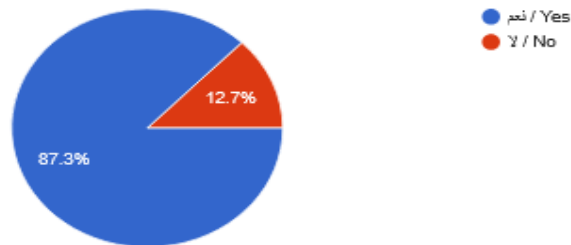


هل تحتاج إلى إشعارات عن العروض أو التخفيضات على الخدمات وقطع الغيار؟

Do you need notifications about offers or discounts on services and spare parts?

55 responses

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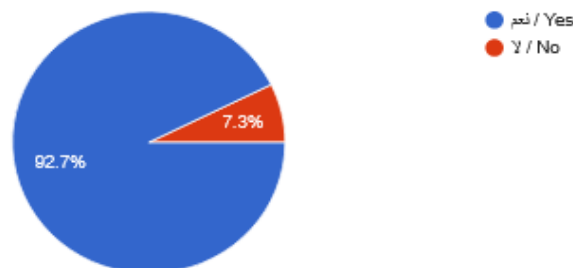


هل تحتاج إلى إشعارات لتبنيك بانتهاء التأمين أو الفحص الدوري للسيارة؟

Do you need notifications to remind you when your insurance or car inspection is about to expire?

55 responses

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الدعم والمساعدة على الطريق

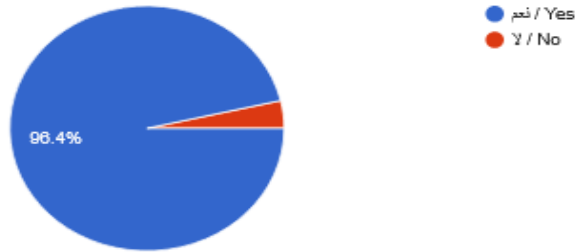
Roadside Support and Assistance

هل ترى أن إضافة خدمة المساعدة على الطريق مهمة؟

Do you think adding roadside assistance is important?

55 responses

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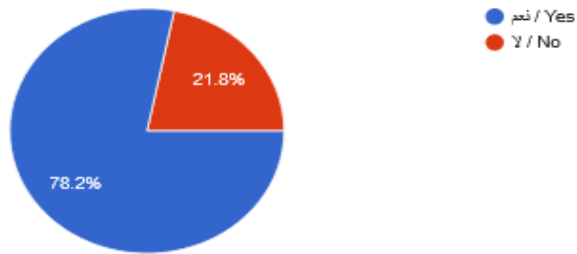


هل تعرضت من قبل إلى عطل مفاجئ في الطريق؟

Have you ever had a sudden breakdown on the road?

55 responses

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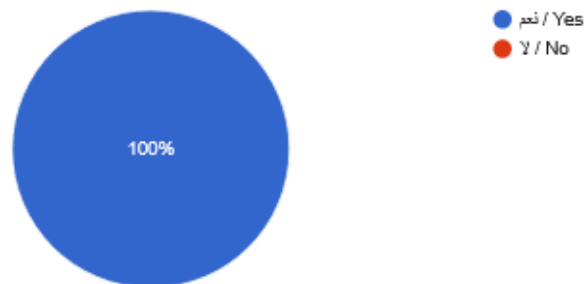


هل ترغب في معرفة أقرب مركز صيانة أو ميكانيكي أثناء وجودك على الطريق؟

 Copy chart

Would you like to know the nearest service center or mechanic while you are on the road?

55 responses

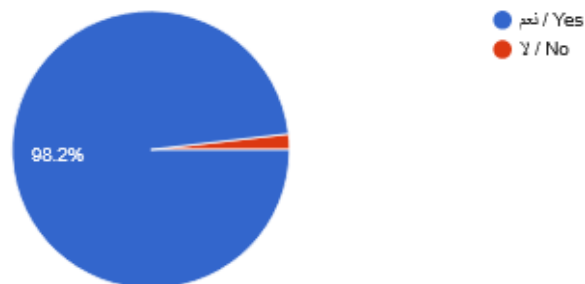


هل يهمك أن يتوفر سائق أو ونش لنقل سيارتك في حالة العطل المفاجئ؟

 Copy chart

Is it important for you to have a driver or tow truck available if your car breaks down?

55 responses

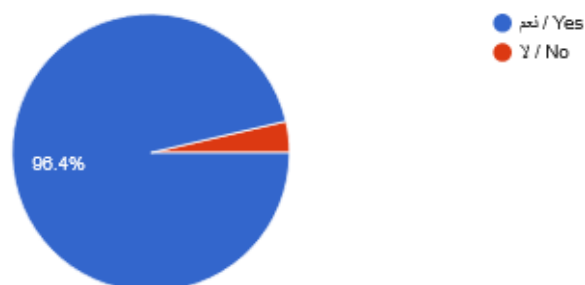


هل ترى أن وجود دعم فني على مدار 24 ساعة في حال العطل أمر ضروري؟

 Copy chart

Do you think having 24/7 support in case of a breakdown is necessary?

55 responses



اختيار ورشة الصيانة

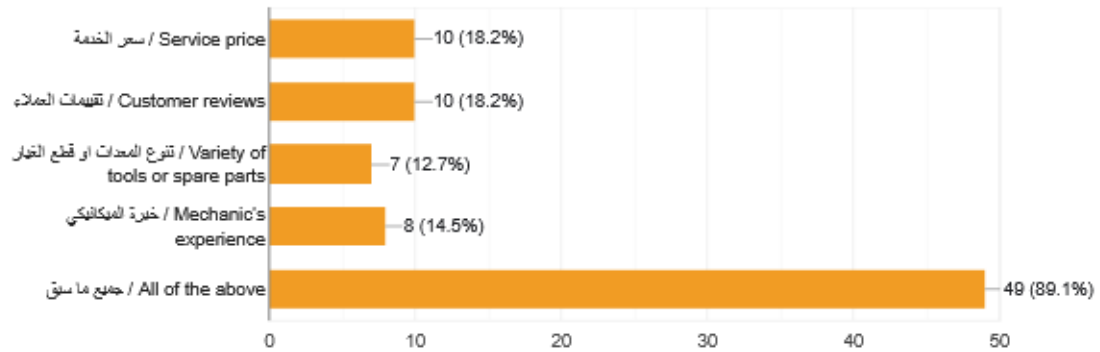
Choosing a Service Workshop

ما نوع المعلومات التي تبحث عنها قبل أن تقرر صيانة سيارتك؟

[Copy chart](#)

What kind of information do you look for before deciding to service your car?

55 responses

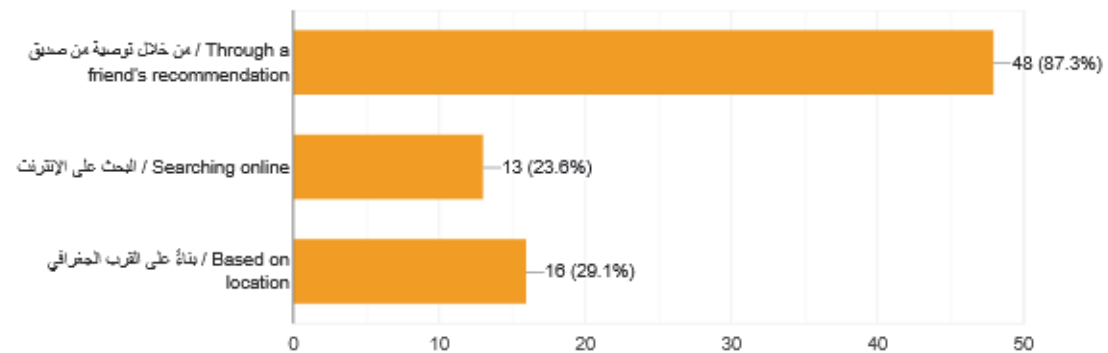


كيف تختار ورشة الصيانة أو الميكانيكي الذي تتعامل معه عادةً؟

[Copy chart](#)

How do you usually choose the workshop or mechanic you deal with?

55 responses



Interview Questions

- How do you currently purchase spare parts? Do you trust the sources you use?
- كيف تقوم حاليًا بشراء قطع الغيار؟ هل تثق في المصادر التي تستخدمها؟
- How long does it usually take you to find a reliable service center or trusted provider?
- كم من الوقت يستغرقك عادةً للعثور على مركز خدمة موثوق أو مزود موثوق؟
- Have you ever used automotive service apps or websites before? What did you like or dislike about them?
- هل سبق لك استخدام تطبيقات أو مواقع خدمات السيارات من قبل؟ ما الذي أعجبك أو لم يعجبك فيها؟
- What features do you consider essential in an app that provides car maintenance and spare parts services?
- ما هي الميزات التي تعتبرها أساسية في تطبيق يوفر خدمات صيانة السيارات وقطع الغيار؟
- How do you usually deal with emergency situations (car breakdown, flat tire, dead battery)?
- كيف تتعامل عادة مع الحالات الطارئة (تعطل السيارة، ثقب في الإطار، بطارية تالفة؟
- What would make you trust an app or website that offers automotive services?
- ما الذي يجعلك تثق في تطبيق أو موقع ويب يقدم خدمات السيارات؟
- Would you prefer integrated digital payment options within the app?
- هل تفضل خيارات الدفع الرقمية المتكاملة داخل التطبيق؟
- How important are exclusive offers or discounts to you in such a service?
- ما مدى أهمية العروض الحصرية أو الخصومات بالنسبة لك في مثل هذه الخدمة؟
- Do you have any preferences regarding the app's user interface or design?
- هل لديك أي تفضيلات بشأن واجهة المستخدم أو تصميم التطبيق؟
- What are the most common issues you face with your car?

- ما هي أكثر المشاكل شيوعاً التي تواجهها مع سيارتك ؟
- Have you ever used a car repair app before?
- هل سبق لك أن استخدمت تطبيقاً لإصلاح السيارات من قبل؟
- What type of service do you need most?
- ما نوع الخدمة التي تحتاجها أكثر ؟
- Do you prefer visiting a repair shop or having a mechanic come to your location?
- هل تفضل زيارة ورشة الإصلاح أم أن يأتي ميكانيكي إلى مكانك ؟
- How would you prefer to pay for repair services?
- كيف تفضل الدفع مقابل خدمات الإصلاح ؟
- Would you like to receive updates on the status of your car repair?
- هل تود أن تتلقى تحديثات حول حالة إصلاح سيارتك ؟
- Would you feel comfortable rating the mechanic or repair shop after service?
- هل ستشعر بالراحة في تقييم الميكانيكي أو ورشة الإصلاح بعد الخدمة ؟
- Would you prefer customer support via live chat or phone calls?
- هل تفضل دعم العملاء عبر الدردشة المباشرة أم المكالمات الهاتفية ؟
- Are you interested in purchasing spare parts directly through the app?
- هل أنت مهتم بشراء قطع الغيار مباشرة من خلال التطبيق؟
- Would you find it helpful if the app keeps a record of your car's repair history?
- هل ستجد أنه من المفيد إذا احتفظ التطبيق بسجل لتاريخ إصلاح سيارتك؟

Employee interview

الشخصية الأولى: شاب في العشرينات

.أيوه أحب أقيم الميكانيكي بعد الخدمة، ده ببساعدني أعرف الأفضل

.أفضل الدردشة المباشرة أكثر من المكالمات

.أيوه، أحب أشترى قطع الغيار من التطبيق عشان أوفر وقت

.مفيد جدًا لو التطبيق بيسجل تاريخ الإصلاح

.أيوه أحب الدفع أونلاين

.الخصومات مهمة جدًا ليا

.عايز واجهة سهلة وسريعة ومودرن

.أكثر المشاكل معايا: تغيير الزيت، الكاوتش، البطارية

.ما استخدمتش تطبيق إصلاح سيارات قبل كده

.أكثر خدمة محتاجها: ونش أو ميكانيكي طوارئ

.أفضل الميكانيكي بييجي ليا

.أفضل أرفع كاش أو فودافون كاش

.أيوه أحب تحيني إشعارات بحالة الإصلاح

.بشترى قطع الغيار أونلاين بس بخاف من الجودة

.بياخد مني وقت طويل ألاقي مكان موثوق

.لا ما استخدمتش أبلكيشنات قبل كده

.أهم ميزة: الثقة + تقييمات حقيقية

.في الطوارئ بتصل بحد أعرفه أو أوبر ونش

اللي يخليني أثق: شفافية + أسعار واضحة

الشخصية الثانية: رجل في الخمسينات

مش دايماً، ساعات بحس ده مضيعة وقت

أفضل المكالمات الهاتفية

ممكن، لكن أفضل أروح للمكان المضمون اللي أعرفه

أيوه مفيد جداً يسهل متابعة السيارة

أفضل الدفع كاش

الخصومات مش أساسية لكن مرحب بيها

أحب التطبيق بسيط وواضح الخط

أكثر مشكلة: مشاكل المحرك والتكييف

لا، ما جربتش تطبيقات قبل كده

محتاج أكثر خدمة: صيانة دورية

أفضل أزور الورشة

الدفع كاش فقط

أيوه مهم أعرف حالة السيارة

بشتري من الوكيل أو مراكز معروفة

مش طويل لأنني عندي أماكن معروفة

ما استخدمتش تطبيقات

الأمان والثقة هما الأساس

في الطوارئ بتصل بالوكيل أو ونش ثابت

الثقة في التطبيق تيجي من ترخيص رسمي

الشخصية الثالثة: أم

.أيوه هحب أقيم عشان أساعد غيري

.أفضل المكالمات عشان أسهل ليا

.ممکن لو مضمون وسهل

.أيوه مهم جدًا

.أفضل الدفع بکارت أو فودافون کاش

.الخصومات مهمة عشان المصاريف

.أحب التطبيق بسيط وسهل حتى لو مش بفهم في العربيات

.أكثر مشكلة: الكاونتش، الزيت

.لا ما جربتش قبل كده

.محتاجة أكثر خدمة: ونش سريع

.أفضل الميكانيكي بيحي البيت

.الدفع کاش أو کارت

.أيوه مهم جدًا

.بشتري من محلات معروفة مش أونلاين

.بياخذ وقت أدور وأسأل صحابي

.لا ما جربتش تطبيقات

.أهم حاجة يكون فيه خدمة طوارئ سريعة

.في الطوارئ بتصل بجوزي أو ونش

.اللي يخليني أثق: خدمة عملاء محترمة
