



“Whether your pregnancy was meticulously planned, or happened by surprise, one thing is certain – your life will never be the same.”

- Catherine Jones

Busy-Bee.

Overview:

Pregnancy is the one time in your life when your eating habits directly affect another person. Your decision to incorporate delicious vegetables, whole grains and legumes, lean protein, and otherwise food choices into your eating plan before and during pregnancy will give your baby a strong start in life.

Maintaining a regular exercise routine throughout your pregnancy can help you stay healthy and feel your best. Regular exercise during pregnancy can improve your posture and decrease some common discomforts such as backaches and fatigue. There is evidence that physical activity may prevent gestational diabetes (diabetes that develops during pregnancy), relieve stress, and build more stamina needed for labor and delivery.

The food we eat on a daily basis affects how our bodies work, how we heal and grow, and how we maintain energy and strength for years to come. It also determines the basic nutritional health that our children are born with and provides a model for their eating habits during childhood and beyond.

Problem definition:

Your body goes through numerous physical and hormonal changes during and after pregnancy. The way you nourish your body during this time will affect your health and your baby's. You must eat a healthful, balanced diet to help ensure you stay healthy and fit throughout your pregnancy. The food you eat is your baby's main source of nourishment, it's critical to stay in good health and fit body shape so

"Busy-Bee" is a women online fitness club that offers fitness classes, exercise equipment videos, a weight reduction program, and nutritional needs during Pregnancy and a childcare documentary.

Problem scope:

We are totally focused on mums staying fit and healthy whilst pregnant and beyond. Whether you are new to training, or returning having had your baby, we offer a range of exercises and circuit-based classes to suit your fitness, strength and weight loss goals and nutritional needs during pregnancy.

We work to ensure all our classes are safe and lots of fun.

Mission:

We will deliver innovative fitness and lifestyle programs; our friendly, professional staff will inspire and support you in your commitment to enhancing the quality of your life, one person at a time.

Vision:

Our vision is to be the premier medically-based health and wellness facility providing innovative, collaborative programming centered on the whole-health and well-being of our community and our region. We will be known for an exceptional member experience, with the highest quality fitness services.

System main functions & Users:

➤ For mummies and mummies to be:

1. Select a targeted trainings and subscribe it.
2. Reserved appointment with trainer.
3. Searching for customized nutrition plan.
4. Searching for the nearest fitness gym by location.

➤ For fitness gym trainer:

1. Choose their available appointments for reservation.
2. Viewing reserved appointments.

➤ Project Software and Hardware Requirements:

The user will be accessing the web application via a connection to the internet. This is most likely to be from home or labs, which is an excellent baseline: as this category includes the slowest types of internet connection. However. The staff may normally use the web application at work from the university's PCs and network. To achieve flexible system access and broader range of information at the same time, web-based web interface was chosen. However, issues of compatibility between different computer types still exist, although (testing) of the web application will have to be carried out over several different web-browsers. (E.g. Google chrome, Firefox, Opera).

➤ Language(Front-end).(Back-end) (Database):

- **HTML.**

(Hypertext markup language) is for creating web pages and web applications. It forms a triad of cornerstone technologies for the World Wide Web. Web browsers receive HTML documents from a web server or from local storage and render the documents into multimedia web pages. HTML describes the structure of a web page semantically and originally included cues for the appearance of the document.

- **CSS.**

(Cascading Style Sheets) is a style sheet language used for describing the presentation of a document written in a markup language. Although most often used to set the visual style of web pages and user interfaces written in HTML and XHTML, the language can be applied to any XML document, including plain XML, SVG and XUL, and is applicable to rendering in speech, or on other media. Along with HTML and JavaScript, CSS is a cornerstone technology used by most websites to create visually engaging webpages, user interfaces for web applications, and user interfaces for many mobile applications.

- **JavaScript.**

Is a high-level, interpreted programming language. It is a language which is also characterized as dynamic, weakly typed, prototype-based and multi-paradigm. Alongside HTML and CSS, JavaScript is one of the three core technologies of the World Wide Web. [Citation needed] It is used to make dynamic webpages interactive and provide online programs, including video games. Most websites employ it [citation needed], and all modern web browsers support it without the need for plug-ins by means of a built-in JavaScript engine. Each of the many JavaScript engines represent a different implementation of JavaScript, all based on the ECMAScript specification, with some engines not supporting the spec fully, and with many engines supporting additional features beyond ECMA.

- **Bootstrap (Framework).**

Is a free and open-source front-end library for designing websites and web applications it contains HTML- and CSS-based design templates for typography, forms, buttons, navigation and other interface components, as well optional JavaScript extensions. Unlike many web frameworks, it concerns itself with front-end development only.

- **Php.**

Backend (or “server-side”) is the portion of the website you don’t see. It’s responsible for storing and organizing data, and ensuring everything on the client-side actually works. The backend communicates with the front-end, sending and receiving information to be displayed as a web page. Whenever you fill out a contact form, type in a web address, or make a purchase (any user interaction on the client-side), and your browser sends a request to the server-side, which returns information in the form of frontend code that the browser can interpret and display.

- **MySQL.**

(Structured Query Language) is a domain-specific language used in programming and designed for managing data held in a relational database management system (RDBMS), or for stream processing in a relational data stream management system (RDSMS). In comparison to older read/write APIs like ISAM or VSAM, SQL offers two main advantages: first, it introduced the concept of accessing many records with one single command; and second, it eliminates the need to specify *how* to reach a record, e.g. with or without an index.

➤ **Tool:**

- **Brackets.**

Is a lightweight, yet powerful, modern text editor we blend visual tools into the editor, so you get the right amount of help when you want it without getting in the way of your creative process. You'll enjoy writing code in brackets because an open-source project, supported by an active and passionate community.

- **XAMPP.**

Is a free and open source cross-platform web server solution stack package developed by Apache Friends, consisting mainly of the Apache HTTP Server, Maria-DB database, and interpreters for scripts written in the PHP and Perl programming languages.

XAMPP stands for Cross-Platform (X), Apache (A), Maria-DB (M), PHP (P) and Perl (P). It is a simple, lightweight Apache distribution that makes it extremely easy for developers to create a local web server for testing and deployment purposes. Everything needed to set up a web server – server application (Apache), database (Maria-DB), and scripting language (PHP) – is included in an extractable file. XAMPP is also cross-platform, which means it works equally well on Linux, Mac and Windows. Since most actual web server deployments use the same components as XAMPP, it makes transitioning from a local test server to a live server extremely easy as well.

Name of Business.

Busy-Bee.

Why did we call it “Busy-Bee”? Bees’ natural behavior are really hard workers with organized attitude just like mummies, and Busy due to the multitasking power that every women earn especially when she is pregnant. So the perfect name for our business is “Busy-Bee”.

Legal form.

Limited liability partnership.

A limited liability partnership (LLP) is a partnership in which some or all partners (depending on the jurisdiction) have limited liabilities. It therefore can exhibit elements of partnerships and corporations. In an LLP, each partner is not responsible or liable for another partner's misconduct or negligence. in which each partner has joint and several liability. In an LLP, some or all partners have a form of limited liability similar to that of the shareholders of a corporation.

Advantages of a limited liability partnership.

1. It is more flexible to organize the internal structure of LLP. Comparatively, it is complex to organize the internal structure of a company.
2. There is no maximum limit for the number of partners in LLP. In the private limited company, shareholders are limited to the extent of 200 shareholders.
3. Raising and utilization of funds depends on the partners will. Funds can be bought and utilized only as per the norms listed under the Companies Act, 2013.
4. LLP is exempt from Dividend Distribution Tax (DDT). In contrast, a company has to pay DDT on dividend distribution.

Disadvantages of a limited liability partnership.

1. Any act of the partner without the other partner may bind the LLP.
2. LLP cannot raise money from the public.
3. Angel investors and venture capital firms generally prefer not to invest in LLPs. Private Limited companies are preferred over LLPs.

Owners.

Name	Location	Function in Business
Ahmed Ayman	Dokii	CEO
Lubna Magdy	Hadayq-ElHaram	Director of business dev.
Ahmed AbdEl-Sadek	Hadayq-ElHaram	VP Human Resources
Yasmine Essam	Roxcy	Director QA

The Marketing Plan:

Marketing is simplistically defined as ‘putting the right product in the right place, at the right price, at the right time.’

The use of a **marketing mix** is an excellent way to help ensure that ‘putting the right product in the right place’ will happen. The marketing mix is a crucial tool to help understand what the product or service can offer and how to plan for a successful product offering. The marketing mix is most commonly executed through the 4 P’s of marketing: Price, Product, Promotion, and Place.

The 4Ps serve as a great place to start planning for the product or even to evaluate an existing product offering.



We will apply the 4 Ps of Marketing Mix as follows:

Product:

Our products will be divided into two categories:

- ⇒ Tangible products: Fitness-Accessories like Resistance bands, yoga balls, buzzle exercise mat and protein supplements will be available at a competing price in our fitness gym located in Maadi.
- ⇒ Intangible Services: We provide our online Web-App for mums and mums to be to easily
 1. Select a targeted trainings and subscribe it.
 2. Reserved appointment with trainer.
 3. Searching for customized nutrition plan.
 4. Searching for the nearest fitness gym by location.

And take a special discount on the reservations they make, etc. Also we provide useful information about the life pregnant women and their nutrition lifestyle and answers the most asked questions about pregnancy and healthy lifestyle in general.

Place:

We will be located in El-Nasr Street, Mo' men Square, Maadi-Cairo.

We chose this place to provide our products.

-The apartment space is reasonable to accommodate our services.

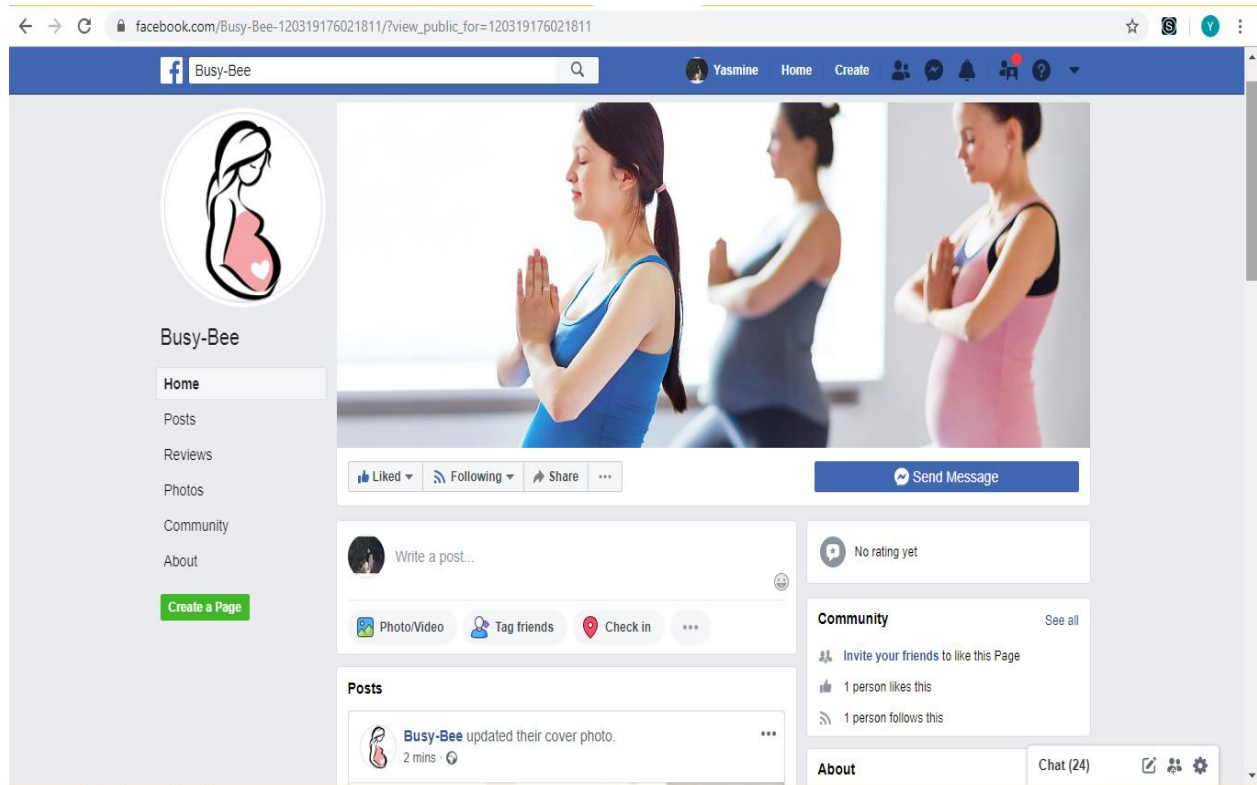
Our Web-App also will be available on the internet for every women who wants to create an account and enjoy our discount and healthy lifestyle for both mums and mums to be.

Promote:

Social Media:

- Paid: may be in our future work we could publish a paid Ad in one of the social media apps.
- Organic: we would have our own page on Facebook, having all our contact information and our services.

Facebook page link: https://www.facebook.com/Busy-Bee-120319176021811/?view_public_for=120319176021811.



Public Relations:

We are going to make some booths in Universities, Social clubs and public events, making some banners in the streets that are close to pregnancy clinics, hospitals. Giving people flyers having a brief description about our services and how to reach us and putting them in all pregnancy clinics.

Advertising/Instore:

We are going to make traditional advertisements in our physical store, as it is important for people in the surrounding area to know that we have an online web app beside the physical store. And by using our app they will get many discounts and services.

Get in touch:

Getting in touch with our customers even before launching our App, knowing exactly what our customers would expect from our web-App. We will also start marketing for our app telling the audience what value they would get from using our app.

Reach out to influencers:

We could go for some social media like Facebook or Instagram influencers whom are pregnant or busy to go to gym and we could give them a special discount for promoting or using our web-App.

A demo video:

We would try to create a 30 second demo video explaining why, how and what the customers would get from using our app. Publishing this video on social on Social media and YouTube channels.

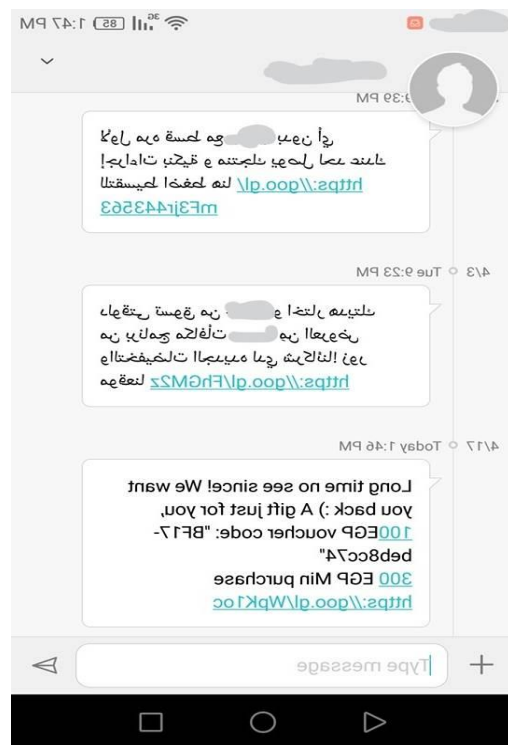
Join Developers & Entrepreneurs Groups on Social Media:

We would increase our visibility on social media groups & communities, especially LinkedIn, Google+ and Facebook, to become better known among entrepreneurs.

SMS promoting:

We would assign a special number for our web-App, sending SMSs to our customers including promo codes for more discount, free gifts and our new offers and available services. We would also keep in touch with our customers making them all the time updated with our new news and offerings. And it will automatically include a link for our web-App.

For example:



Pricing factors:

Pricing should take the following factors into account:

- Fixed and variable costs
- Competition
- Company objectives
- Proposed positioning strategies
- Target group and willingness to pay

Pricing strategies:

Pricing strategy is a way of finding a competitive price of a product or a service. This strategy is combined with the other marketing price strategies that are the 4P strategy (products, price, place and promotion) economic patterns, competition, market demand and finally product characteristic.

The type of pricing strategy we are going to apply is:

We choose to follow the **penetration pricing strategy** to enter the market or to gain a market share so we made several steps for it, we kept a low price for our products relatively, offer our customers their needs for their fitness healthy life-style in our physical location with an affordable and challengeable price compared to competitors, also in order to facilitate their lives, save them their time and for ease of accessibility we made for them a part, to know everything before they visit us. Also, we offer a package of services (trainings plan) for an affordable and low price comparable to the services offered. We use this strategy to set up our customer base in the market. This will give us a good start and a consumer base.

Marketing Segmentation:

Market segmentation is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers (known as segments) based on some type of shared characteristics.

Our Segment:

We chose the **Geo-Demographic Base** to market to our app, as a beginning we will provide our service through greater Cairo and for females especially pregnant women because it has a large portion of people who are strong users of internet and web applications and will find our Web-App user friendly and can easily reach the provided clinics as previously mentioned that the provided clinics are around greater Cairo.

SWOT Analysis

STRENGTHS

- Pioneer the shift to online fitness gym for mums and mums to be for making healthcare easily accessible.
- Provide pregnant women, with a smart and affordable and safe training plan.
- cover a discount amount for specific services fees.
- We have a better fitness gym location.
- We have a competitive prices for our products and services.

WEAKNESSES

- Small customer base.
- Not covering all regions untill now.
- Not all our products' quality are top-notch.
- Small market segmentation.
- Our working capital is limited to what's in my wallet.
- Lack of mobile support.

OPPORTUNITIES.

- Building a solid client base .
- Provide more services.
- Developing Mobile App for more ease of access.
- We can provide Online shopping service.
- Adding new features to our Web App.
- Cover new regions.

THREATS

- Indirect competitors entering the industry to present direct competition.
- Constantly changing customer requirements, needs, & wants.
- Lack of effective communication.
- Upgraded browser software.
- Spams & unwanted advertising.

Expected Revenues, Cost and profit for one year:

Total Expected Revenue.

Revenue Item	Value
Selling products (protein-fitness equip.)	200,000
Trainer appointments	157,300
Advertising	360,500
Fitness gym Membership fees	430,000
Subscription training plans	180,200
Total Revenue	1,328,000

Total Expected Cost.

Revenue Item	Value
Equipment	222,250
Rent/year	70,000
Salaries/year	181,300
Server fees/year	6000
Utilities	48,250
Buying products	196,200
Advertising Cost	152,300
Interest loan	32,000
Taxes 21% total Rev.	278,880
Total Revenue	1,187,180

Net profit/loss for the whole year (1st year) = T.Rev. – T.Cost
= 1,328,000 – 1,187,180 = 140,820.