**PEST Analysis for the Barbershop Appointment Booking App in Egypt**

**Political Factors**

* **Government Stability:** Egypt has experienced political fluctuations since 2011, impacting the business environment.
* **Regulations & Compliance:** The app must adhere to local laws on **data privacy, consumer protection, and business licensing**.
* **International Relations:** Egypt’s **$8 billion IMF loan program** brings economic reforms that could affect the business landscape.
* **Regional Tensions:** Conflicts in the Middle East, such as the **Gaza crisis**, may impact internal stability and investment.

**Economic Factors**

* **Economic Growth:** Egypt’s economy is projected to grow by **4.0% by June 2025** and **4.7% in 2025/2026**.
* **Inflation:** Expected to drop to **16% by the end of FY 2024/2025**, but it still affects consumer spending.
* **Foreign Investment:** The government is encouraging investment through **"Golden License" initiatives** and tax incentives.
* **Consumer Spending:** Economic conditions influence people’s willingness to pay for online booking services.

**Social Factors**

* **Urbanization & Tech Adoption:** Major cities like **Cairo and Alexandria** have a high acceptance of digital solutions.
* **Social Media Usage:** Egyptians are highly engaged on social media, making **digital marketing a key strategy** for app promotion.
* **Young Demographics:** With a **median age of 24**, Egypt’s population is tech-savvy and open to digital platforms.
* **Unemployment Rate:** Expected to decline to **6.5% by 2025**, improving consumer purchasing power.

**Technological Factors**

* **Telecom Infrastructure:** Egypt is investing in **5G networks and cybersecurity** to enhance digital transformation.
* **High Internet Penetration:** A growing number of internet users facilitates the adoption of **online booking services**.
* **Government Digitalization:** The **"Digital Egypt" initiative** supports the expansion of digital services, potentially increasing user trust in online platforms.
* **Innovation & Startups:** Egypt is developing **tech hubs** in cities like **Minya, Menoufiya, and Mansoura** to foster entrepreneurship.

**Conclusion:**

Despite **economic and political challenges**, **digital transformation, high social media usage, and a young tech-driven population** create strong opportunities for the app’s growth. Success depends on **adapting to regulations, optimizing marketing, and ensuring a seamless user experience**.

**Competitors**

Ther are no competitors to the application, which make us to work in the blue ocean , which is a big part of the application success.