**SOWT ANALYSIS**

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| **Strength**   1. We have special laptops 2. We have an expert to guide us 3. We have strong internet 4. We are understanding team 5. We have worked on several previous projects in the DEBI grant and have experience 6. Our project is new in the market and very easy to use 7. The app is very cheap. | **Weakness**   1. We don’t have a physical headquarters 2. We don’t have enough budget 3. We don’t have a graphic designer 4. We are new and don’t have enough experience in the market 5. The idea will be difficult to overcome the Egyptian customer. |
| **Opportunities**   1. We have no competitors 2. Internet and technology development in Egypt 3. The number of internet users in Egypt has increased significantly 4. Increasing interest of businessmen and young people in technological development 5. Political stability in Egypt and the Egyptian market 6. The development of people social status 7. Increase the minimum wage. | **Threats**   1. Wars neighboring the country 2. The rise in the dollar price reduces purchasing power 3. Most barbers rely on traditional bookings such as telephone. |