TeleGo

الطلاب:

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1. Feasibility Study
   1. Detailed document defining what is the problem and what is our solution.
   2. Detailed document about a study of the market needs.

**Geographical Coordinate System**

1. **Detailed document defining what is the problem and what is our solution.**

**Problem Formulation**

* One of the problems faced in Egypt is that we lose time to tell our cleared Address to some people who will visit us for variety of reasons.
* A lot of companies lose time, cost and efforts to reach their customers’ address
* Ambulances, Firetruck, Police lost time, efforts and cost to reach the needed person such as patient slander, etc.. and the needed person may be lost his life due to latency.
* we lose time, money, efforts daily everywhere; whether in the transportation, university campus, malls, shops, streets etc. as each city in Egypt is very large with large areas and many streets, so it is very difficult to ask about the address, or even find the address easily.
* there are many different persons and companies don’t know the address well, so there is no a specific one place to search for all address which will be a huge waste of time to search and reach any person or company in a large country as Egypt. Thus, it is very difficult to find any cleared and specified address. It is clear that this problem is very crucial to citizens of all ages everywhere with little hope in finding them.

**Proposed Solution**

Based on the previous problem we discussed; we propose a solution to find any address in Egypt in a timely manner. The solution we provide is a solution to reach any address in Egypt easily and accurately. The Idea of the solution depends on the landline that is connected to a box in a street. The solution will have geographic coordinates for all boxes and MSAN cabins as Telecom Egypt Group has more than 5 million landlines. The solution design will allow users and companies to reach the specific customer or place. This proposed solution provides one specific location for all Egyptians as well as tourists in Egypt to search for their places. Thus, this will solve the hassle of asking customers. This solution will also save time.

**Benefits of TeleGo**

* The first one in Egypt that will reach customers depending on landline number in one platform which will also save time.
* Design will be user friendly so everyone can easily use it without any complications.
* Will allow users to add profile with different landlines for different places like Home, office, etc..
* Will be in both Arabic and English languages so that both Egyptians and tourists in Egypt can use it.
* Is comprehensive as it includes all land line numbers.
* Allows users to post pictures of the items as well as the specific characteristics of items.
* Will allow users to post reviews regarding other users they dealt with for safety.

1. Detailed document about a study of the market needs.

The below Factors are going to be investigated through our market research and needs:

* [Market information](https://en.wikipedia.org/wiki/Market_information_systems): Through market information one can know the prices of different commodities in the market, as well as the supply and demand situation. Market researchers have a wider role than previously recognized by helping their clients to understand social, technical, and even legal aspects of markets.[[5]](https://en.wikipedia.org/wiki/Market_research#cite_note-5)
* [Market segmentation](https://en.wikipedia.org/wiki/Market_segmentation): Market segmentation is the division of the market or population into subgroups with similar motivations. It is widely used for segmenting on geographic differences, demographic differences (age, gender, ethnicity, etc.), [technographic](https://en.wikipedia.org/wiki/Technographic) differences, [psychographic](https://en.wikipedia.org/wiki/Psychographic) differences, and differences in product use. For B2B segmentation [firmographics](https://en.wikipedia.org/wiki/Firmographics) is commonly used.
* [Market trends](https://en.wikipedia.org/wiki/Market_trend): Market trends are the upward or downward movement of a market, during a period of time. Determining the market size may be more difficult if one is starting with a new innovation. In this case, We will have to derive the figures from the number of potential customers, or customer segments.[[6]](https://en.wikipedia.org/wiki/Market_research#cite_note-6)[[*full citation needed*](https://en.wikipedia.org/wiki/Wikipedia:Citing_sources#What_information_to_include)]
* [SWOT analysis](https://en.wikipedia.org/wiki/SWOT_analysis): SWOT is a written analysis of the Strengths, Weaknesses, Opportunities and Threats to a business entity. A SWOT may also be written up for the competition to understand how to develop the marketing and product mixes. SWOT method helps to determine and also reassess strategies and analyze business process
* [PEST analysis](https://en.wikipedia.org/wiki/PEST_analysis): PEST is an analysis about external environment . It includes a complete examine of a firm's Political, Economical, Social and Technological external factors. which may impact firms objective or profitability. They may become a benefit for the firm or harm its productivity.
* Brand health tracker: Brand tracking is way of continuously measuring the health of a brand, both in terms of consumers’ usage of it (i.e. Brand Funnel) and what they think about it. Brand health can be measured in a number of ways, such as brand awareness, brand equity, brand usage and brand loyalty.

Another factor that can be measured is [marketing effectiveness](https://en.wikipedia.org/wiki/Marketing_effectiveness). This includes:

* Customer analysis (Segmentation of target customers)
* [Choice modelling](https://en.wikipedia.org/wiki/Choice_modelling)
* [Competitor analysis](https://en.wikipedia.org/wiki/Competitor_analysis)
* [Risk analysis](https://en.wikipedia.org/wiki/Risk_analysis_(business))
* Product research
* Advertisement research
* [Marketing mix modeling](https://en.wikipedia.org/wiki/Marketing_mix_modeling)
* Simulated test marketing

**Project background**

* One of the most faced problems in Egypt is that people, companies and organizations lose time and accurate information to reach the right location.
* **Telecom Egypt** is [Egypt](https://en.wikipedia.org/wiki/Egypt)'s primary [telephone company](https://en.wikipedia.org/wiki/Telephone_company). It started in 1854 with the first telegraph line in [Egypt](https://en.wikipedia.org/wiki/Egypt). In 1998, The company has a fixed-line subscriber base in excess of 6 million subscribers.

Telecom Egypt need to visit some Customers daily for Technical and Sales support.

* Sales Support type:

1-New subscriptions for Land Lines and Internet 2- deliver sold devices and accessories

* Technical support type:

Install and maintain requests of customers

* Services installment:

1. Security Cameras 2 -Security Appliance 3- Ethernet Switches

<https://www.te.eg/wps/portal/te/Business/Manage%20ICT%20Services/?1dmy&urile=wcm%3apath%3a%2FTE%2FBusiness%2FManagedICT%2FCorporates%2F>

* Problems types (Physical & Logical problems):

1. Voice Down 2- Data Down 3- Data and Voice Down 4- configuration of Router 5- WIFI Problem 6- Browsing problem

* outlets and Logistics Companies, governments Organizations can use our solution to reach customers.

**Scope**

**The scope includes two main points:**

* First: The area scope which is Egypt, including all governorates and cities.
* Second: The field scope which includes all kinds of outlets and logistics companies, governmental organizations and people.

**1st idea**

As this solution has a great advantage of approaching people and places magically, a great feature is added into it, it is connecting people with each other based on not only their geographical location but also by their preferences and common interests.

Have you ever been somewhere and beat you the feeling of loneliness!

Have you ever felt lost in place visiting it for the 1st time!

Or searching for a nearby supermarket, a hospital or mechanical workshop!

Are you willing for new friends and social relationships around you right now?

Here is our solution which will exactly fit your needs 😊

User will be able to define a new relation or a label or any valid searchable criteria.

Then other users will be able to search for their interests in a nearby location.

System enables users to parametrically filter searchable criteria across all defined ones.

These searchable labels/criteria’s are categorized as either system predefined or users dynamically defined.

User can mix both: system and users defined labels/criteria’s to formulate a compound parametric filters.

Example:

Some system predefined labels/criteria’s include:

* Hospital
* Supermarket
* Friend

Some users dynamically defined labels/criteria’s **MAY** include:

* Friend interested into football.
* Cafeteria serves cold/hot drinks.
* A colleague in the same school.

Cafeteria

Friend

Football

Hot drink

**2nd Idea**

User can buy something online or be in a case of requesting a shipment and delivery to his/her nearest location.

User may be not available on the location of shipment and this causes a serious problem for the shipping company.

User can configure TeleGo to allow the shipment company request on this user’s nearest drop point, so that, whenever the delivery person fails to locate the shipment location for any reason, using TeleGo now this problem is over.

User can configure one or more nearest drop points and shipment company can search for the appropriate one in case of delivery failure.