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, Ploice 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 and 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 adddress in Egypt in a timely manner. The solution we provide is a website and a Mobile Application 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 the solution {replace The solution with the project name (yellow one)}**

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