

ASSETS

- Pre-used website (digital platform for marketing and order processing).

A

PRODUCT

- Online healthy food business targeting health-conscious customers.

P

FINANCE

- No existing funds to allocate toward app development, Website launch, marketing, or scaling operations.

F

INTERNAL ANALYSIS

PEOPLE

- Team Composition:
- Mohamed Zaher: Team Leader & Strategic Planner
- Aya: Content Specialist & Social Media Manager
- Mariam: Media Buyer & Content Specialist
- Lotfy: SEO Specialist & Media Buyer
- Mohamed Essam: Social Media Manager & Data Analyst

P