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CUSTOMER RELATIONSHIP















:: 01 VALUE PROPOSITION

OUR PRODUCT

 The product is rarely or not found in the Egyptian marketplace.



 the price is a lot cheaper than doing the test analysis at any laboratory.



• The lab takes a minimum of 1 day to get the results on the other hand our device shows results in just 15 minutes with an accuracy of 95%.







WE TARGET



This device is beneficial for those who do not have enough time to go to the lab.

Elite athletes and Sportsmen seeking to reach their maximum performance







Normal people to make sure they supply their bodies with what it needs

People suffering from osteomalacia to make sure they are taking their vitamin D supply









WHAT DO WE BELIEVE IN?



VISION

Having a life time customer is our aim, so we proivde them with the top customer services they need



MISSION

We constanly do surveys about our product for providing the best offers and support



:: **04**

CHANNELS

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ONLINE STORES



Our gadget will be available on the online shopping websites such as: Amazon, noonetc.

PHARMACIES



we will sell our gadget in pharmacies so the consumers could buy directly without paying money for delivery



₩EDICAL APPS

we will be interested in introducing our gadget on the medical apps such as Vezeeta



SALES REPRESENTATIVE

They are a vital part of the selling team for introducing our product for doctors



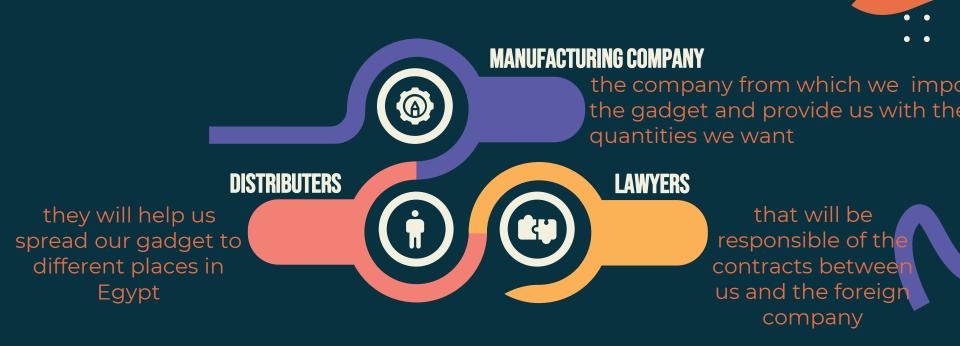


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KEY PARTNERS

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KEY ACTIVITY

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OUR DECISIONS

IMPORTING

 Our first principal is Importing our kit from the foreign company that we deal with



MARKETING

 Marketing our gadget to persuade the consumers to buy it and recommend it to others. This is the most important part because all of our business will depend on promoting the gadget



FINANCIAL RESOURCES

we should have an obvious financial plan because this will ensure that we won't have any problems in the salaries or in paying for marketing or the foreign company















PROPOSING

Skilled marketing team



SELLING

Qualified sales representative



SUPPORT

24/7 customer service team









OUR ANALYSIS

- We may need an initial fund of 160,000 EGP for about our first three months.
- This cost consist of the following:



500 kit of our product



Marketing team



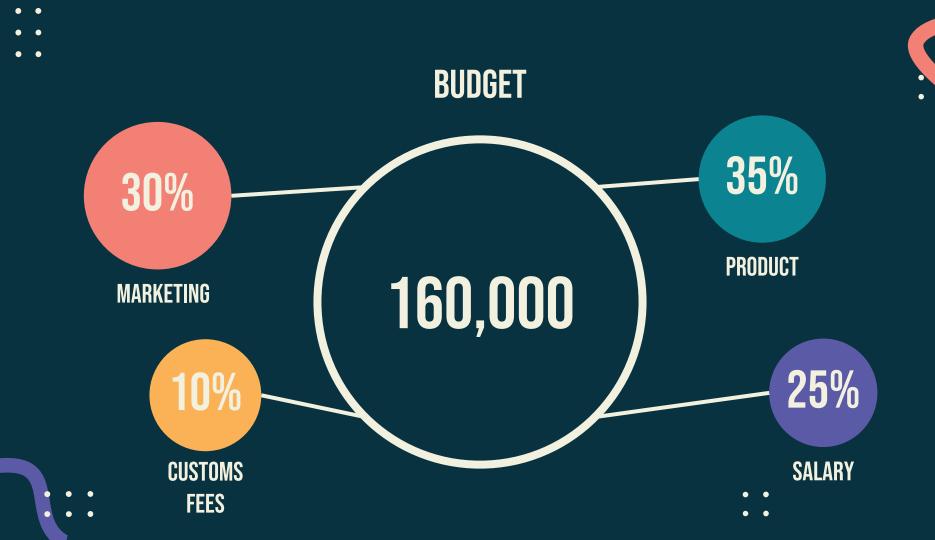
The employees (sales, lawyers ,..etc.)



Customs fees

It is estimated that we need about three months to make profit and get money back









SALES FUNNEL



AWARENESS

The more we spread awareness of vitamin D deficiency , the more revenue

DECISION

Either we continue importing our product or start producing it









Do you have any questions?

