



## Internal analysis

### 1. Human Resources (Men):

- **Strengths:**
  - A team of **6 members** with clearly defined and organized roles.
  - The team possesses a **solid background in platform management and real estate**, with **good experience in marketing**.
- **Weaknesses:**
  - **Need to expand the team** to manage the growing workload.
  - **Ongoing need for further project development** to enhance platform capabilities.

### 2. Service:

- **Strengths:**
  - **Transparency and credibility** are guaranteed through documented and electronic records of all transactions.
  - Plans to **implement online payment** to facilitate secure and easy transactions for both parties.
  - A **structured system** ensures **100% protection** of both landlords' and tenants' rights through official documents and electronic transactions.
- **Weaknesses:**
  - **No website or application** is currently developed.
  - **Lack of a physical location** for operational activities.

### 3. Minutes:

#### ▪ **Operations and Technology:**

- **Strengths:**
  - **Verification process** includes identity verification, property ownership proof, and legal agreements to prevent fraud.
  - **Electronic recording** of all operations ensures transparency and traceability.
- **Weaknesses:**
  - **No clear technological development plan** is currently in place.
  - Managing and **securing large volumes of data** as the platform scales may pose challenges.

#### ▪ **Marketing and Branding:**

- **Strengths:**
  - **Social media** will be the primary channel for reaching potential customers and expanding the user base.
  - The project offers **customer service and complaint handling** to ensure customer satisfaction and trust.
- **Weaknesses:**
  - **Lack of a comprehensive marketing strategy** beyond social media.
  - **Building trust** with new users requires consistent efforts and communication.

## ▪ **Financial Resources:**

- **Strengths:**
    - A **clear revenue model** based on earning a **commission from each successful rental transaction**.
  - **Weaknesses:**
    - **Insufficient funding** for advanced platform development.
    - **Limited budget**, which may impact technical and marketing implementations.
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## **Competitors' analysis**

### **1. Hant:**

- **Overview:**

Hant is an application facilitating property rentals with flexible payment options, including "rent now, pay later." It offers electronic contract documentation and advanced property search features.
- **Strengths:**
  - **Flexible Payment Plans:** Attracts a broader customer base with convenient payment options.
  - **Electronic Contract Documentation:** Enhances transparency and security.
  - **User-Friendly:** Easy registration and property listing process.
- **Weaknesses:**
  - **Limited Local Focus:** More emphasis on payment flexibility than addressing specific local market needs.
  - **Unclear Property Verification Process:** Lacks a transparent verification system for listed properties.

### **2. Property Finder Egypt:**

- **Overview:**

A real estate platform providing a wide range of residential and commercial properties for rent and sale, with advanced search capabilities and direct communication with agents.
- **Strengths:**
  - **Extensive Property Database:** Offers a vast selection of properties across various regions.
  - **Interactive Features:** Includes saved searches and direct communication with agents.
  - **Bilingual Support:** Available in both Arabic and English to cater to diverse users.
- **Weaknesses:**
  - **Limited Electronic Verification:** No comprehensive digital verification for property authenticity.
  - **No Flexible Payment Options:** Does not offer "rent now, pay later" services.

### 3. OLX Egypt:

- **Overview:**  
An online classifieds platform offering various property listings for rent and sale, known for its simplicity and extensive user base in Egypt.
- **Strengths:**
  - **Wide Reach:** Large user base increases chances of finding suitable properties.
  - **Diverse Listings:** Broad range of property options available.
- **Weaknesses:**
  - **Ad Credibility Issues:** Challenges in ensuring the authenticity of listed properties.
  - **Lack of Advanced Features:** Missing electronic contract verification and flexible payment options.

### 4. Bayut

- **Strengths:**
  - Well-established platform with a **strong brand presence** in the real estate market.
  - **Advanced search filters** and an **easy-to-use interface** for users.
  - **Large customer base** and extensive property listings.
- **Weaknesses:**
  - **Limited focus on tenant protection**, with no binding agreements to ensure transaction security.
  - **Higher fees** for property owners to list their properties.

### 5. AqarMap

- **Strengths:**
  - **Localized focus** with tailored property listings specific to regional markets.
  - **Strong data analytics** to track market trends and customer preferences.
  - Offers financing solutions for property purchases.
- **Weaknesses:**
  - **Limited emphasis on legal protection**, leaving gaps in securing transactions.
  - Requires **manual verification** for some property details, leading to potential errors.

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## Market analysis

### 1. Political Factors:

- **Regulatory Compliance:** The project must comply with **local real estate laws** and **digital transaction regulations** to ensure legal protection for both landlords and tenants.
- **Government Policies:** Changes in **housing regulations** or **digital security laws** may impact the platform's operation and data handling.
- **Consumer Protection:** Emphasis on **legal agreements** and **official documentation** aligns with government efforts to prevent fraud and protect tenant and landlord rights.

## 2. Economic Factors:

- **Market Demand:** The rising **demand for affordable and verified rental solutions** makes the platform attractive to both property owners and tenants.
- **Economic Conditions:** Economic uncertainty or inflation may affect **rental prices** and **customer willingness** to engage in formalized digital transactions.
- **Revenue Model:** The **commission-based** structure provides a steady income stream, but the platform's growth depends on the volume of successful rental transactions.

## 3. Social Factors:

- **Consumer Trust:** Ensuring **secure and transparent** dealings helps **build trust**, especially in a market where **fraudulent activities** are a concern.
- **Changing Lifestyles:** Increased preference for **digital services** and the **convenience of online payments** aligns with modern consumer habits.
- **Demographic Targeting:** The platform targets **property owners** and **tenants** who seek **reliable and hassle-free** rental experiences.

## 4. Technological Factors:

- **Digital Infrastructure:** The project relies on **advanced technology** to maintain **secure and traceable** transactions.
- **Online Verification:** A robust **identity verification** and **document authentication** system reduces the risk of fraudulent activities.
- **Platform Development:** There is a **need for continuous improvement** in **website and app functionality** to maintain competitiveness and user satisfaction.

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## Buyer persona

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## Buyer persona

### 1. Landlord Persona:

- **Name:** Ahmed, 38 years old
- **Occupation:** Real Estate Investor
- **Location:** Alex , owning multiple properties
- **Income Level:** High
- **Goals:**
  - Secure reliable tenants quickly
  - Ensure legal protection and transparency
  - Simplify the rental process through digital solutions
- **Pain Points:**
  - Risk of fraudulent tenants
  - Time-consuming paperwork
  - Difficulty managing multiple properties
- **Motivations:**
  - Easy tenant verification and secure payments
  - Legal agreements ensuring protection
  - Efficient and user-friendly platform

### 2. Tenant Persona:

- **Name:** Sarah, 27 years old
- **Occupation:** Marketing Specialist
- **Location:** Cairo
- **Income Level:** Medium
- **Goals:**
  - Find affordable, verified properties
  - Ensure a smooth, safe rental process
  - Access transparent and clear rental terms
- **Pain Points:**
  - Fear of scams and hidden fees
  - Lack of verified listings
  - Complex and unclear leasing processes
- **Motivations:**
  - Verified landlords and properties
  - Digital payment options and secure agreements
  - Responsive customer support

### 3. Property Manager Persona:

- **Name:** Khalid, 45 years old
- **Occupation:** Property Management Professional
- **Location:** Cairo
- **Income Level:** High
- **Goals:**
  - Streamline property listings and tenant screening
  - Ensure legal compliance
  - Reduce administrative workload
- **Pain Points:**
  - Managing multiple property listings manually
  - Delays in tenant verification
  - Complex legal documentation
- **Motivations:**
  - Automated processes and digital records
  - Reliable verification and secure transactions
  - Efficient support and easy-to-use system

### 4. Vacation Renter Persona:

- **Name:** Omar, 34 years old
- **Occupation:** Engineer
- **Location:** Tanta
- **Income Level:** Medium to High
- **Goals:**
  - Find verified vacation properties for short stays
  - Ensure a smooth and hassle-free booking process
  - Secure accommodation for a specific time frame (e.g., one week)
- **Pain Points:**
  - Fear of fraudulent vacation listings
  - Difficulty in finding family-friendly properties
  - Unclear booking policies and hidden fees



- **Motivations:**
  - Verified property listings with clear descriptions
  - Secure online payment and legal documentation
  - Easy search and booking process

## SWOT analysis

Strength	Weakness
<ul style="list-style-type: none"> <li>• Expertise in <b>digital marketing</b> and <b>social media management</b>, ensuring effective outreach and audience engagement.</li> <li>• <b>Strong verification system</b> using official documentation to prevent fraud and ensure transaction security.</li> <li>• Clear <b>role division</b> among team members, enhancing efficiency and task management.</li> <li>• Emphasis on <b>legal compliance</b> to guarantee fair transactions and protect both parties.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Limited team size</b>, requiring additional members to manage the increasing workload and further develop the platform.</li> <li>• <b>Lack of technical infrastructure</b>, as the website and app are still under development.</li> <li>• <b>Financial constraints</b> due to limited initial capital and reliance on commission-based revenue.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Growing <b>demand for secure and reliable rental platforms</b> in the real estate market.</li> <li>• <b>Technological advancements</b> enabling smoother digital transactions and online verification processes.</li> <li>• Potential for <b>partnerships</b> with real estate agencies and legal entities to expand services and increase credibility.</li> <li>• Rising consumer preference for <b>digital solutions</b>, making online rental platforms more attractive.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Competitive pressure</b> from established real estate platforms offering similar services.</li> <li>• <b>Regulatory changes</b> that could increase compliance costs or impose stricter conditions on digital platforms.</li> <li>• <b>Market skepticism</b> toward new platforms due to concerns about security and reliability.</li> <li>• <b>Economic fluctuations</b> affecting user spending habits and property availability.</li> </ul>

## Objective

### • Enhance Trust and Security:

- Provide a **secure platform** for landlords and tenants by ensuring all transactions are documented and verified through **legal agreements** and **identity authentication**.

### • Simplify the Rental Process:

- Streamline the process of **listing, searching, and renting properties** through a **user-friendly** website and mobile app.



- Reduce **manual paperwork** by offering **digital contracts** and **online payment** options.

- **Market Penetration and User Growth:**

- Attract **at least 1,000 active users** within the first **6 months** by leveraging **social media marketing** and focusing on **trust-based messaging**.
- Expand the platform's services to include both **short-term vacation rentals** and **long-term housing** solutions.

- **Ensure Legal Compliance:**

- Maintain **full compliance** with **local real estate laws** and **consumer protection regulations** to safeguard the rights of all parties involved.

- **Achieve Revenue Sustainability:**

- Generate revenue by implementing a **commission-based** model, charging a **fixed percentage** on each successful rental transaction.

- **Continuous Platform Improvement:**

- Invest in **technological development** to improve **system functionality**, including better **verification processes**, **user experience**, and **customer support**.

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## Target audience

### 1. Property Owners & Landlords:

- **Description:** Individuals or companies owning residential or vacation properties (apartments, villas, studios).
- **Age:** 30 to 55 years old.
- **Geographic Location:** Major cities and tourist areas (e.g., Cairo, Alexandria, North Coast).
- **Interests:** Generating steady rental income – Minimizing risks – Finding reliable tenants.
- **Needs:**
  - Legal documentation to protect their rights.
  - Verified and trustworthy tenants.
  - Simple and efficient property management.

### 2. Renters & Tenants:

#### a) Young Professionals:

- **Description:** Young individuals seeking rental properties near their workplaces.
- **Age:** 25 to 35 years old.
- **Interests:** Temporary housing – Furnished apartments – Fast and reliable transactions.
- **Needs:**

- Quick rental process without legal complications.
- Secure transactions with legal protection.
- Flexible online payment options.

**b) Families:**

- **Description:** Families looking for long-term housing or vacation rentals.
- **Age:** 35 to 50 years old.
- **Interests:** Spacious apartments – Trustworthy landlords – Safe living environment.
- **Needs:**
  - Reliable rentals with official documentation.
  - Family-friendly housing options.
  - Clear and flexible payment methods.

**c) Vacation Renters:**

- **Description:** Individuals or families seeking short-term vacation rentals (e.g., a week or a month).
- **Age:** 28 to 45 years old.
- **Interests:** Vacation homes – Furnished properties – Fast booking processes.
- **Needs:**
  - Access to a variety of short-term rental options.
  - Property verification for quality assurance.
  - Secure and convenient digital transactions.

**3. Property Managers:**

- **Description:** Companies or individuals managing multiple properties on behalf of owners.
- **Age:** 35 to 50 years old.
- **Interests:** Efficient property management – Organized tenant tracking – Legal compliance.
- **Needs:**
  - Tools to streamline multi-property management.
  - Reliable tenant verification processes.
  - Reduced legal and administrative burdens.

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## **Project analysis**

**1. Project Overview:** "Ijarek" is a digital platform connecting landlords with tenants while ensuring credibility, fair pricing, and secure transactions. The platform provides legal protection through official documentation and aims to streamline the rental process with an easy-to-use website and mobile app.

**2. Project Objectives:**

- Ensure secure and verified rental transactions between landlords and tenants.
- Minimize fraud risks through digital documentation and identity verification.
- Offer a seamless and user-friendly experience via an online platform (website and app).

- Build trust by ensuring fair pricing and transparent rental agreements.
- Generate revenue through a commission-based model on successful rental transactions.

### 3. Project Scope:

- Development of a website and mobile application for rental listings and transactions.
- Implementation of a secure payment system and identity verification process.
- Establishment of legal frameworks to protect both parties.
- Marketing through social media to reach target audiences (landlords, tenants, and property managers).
- Continuous improvement and expansion to meet market demands.

### 4. Target Audience:

- **Property Owners & Landlords:** Seeking reliable tenants and legal protection.
- **Tenants (Young Professionals, Families, and Vacation Renters):** Looking for secure, affordable, and verified rental options.
- **Property Managers:** Managing multiple properties and seeking efficiency.

### 5. Strengths (Internal Analysis):

- Clear team roles with expertise in content creation, real estate, and marketing.
- Strong commitment to legal protection through official documentation.
- Secure digital-first approach for seamless transactions.
- Innovative business model providing a trusted intermediary service.

### 6. Weaknesses (Internal Analysis):

- Limited team size, requiring further expansion to enhance operations.
- No physical office currently established.
- Limited financial resources and need for additional funding.
- Early-stage development without a fully operational platform.

### 7. Opportunities (External Analysis):

- Increasing demand for verified and secure rental processes.
- Growing preference for digital solutions in real estate.
- Potential partnerships with real estate agencies and legal service providers.
- Ability to scale into new regions and offer additional services (e.g., property maintenance).

### 8. Threats (External Analysis):

- Competition from established real estate platforms.
- Changing regulatory environments affecting digital transactions.
- Security risks related to online payments and identity verification.
- Customer hesitation due to lack of platform awareness in the early stages.

## 9. Key Success Factors:

- User Trust: Ensuring all transactions are verified and legally protected.
- Technology: Reliable and user-friendly platform with secure processes.
- Marketing: Effective social media campaigns to reach target audiences.
- Customer Support: Responsive service to address user concerns and issues.

## 10. Project Risks and Mitigation Strategies:

- **Risk:** Limited financial resources. **Mitigation:** Seek external funding or partnerships to support growth.
- **Risk:** Data privacy concerns. **Mitigation:** Implement advanced encryption and comply with data protection laws.
- **Risk:** Competition from established platforms. **Mitigation:** Differentiate through legal protection and customer-focused services.

## 11. Future Outlook:

- Expand team capacity to handle growing user demand.
- Invest in continuous technological improvements.
- Develop strategic partnerships to increase market reach.
- Enhance customer education to build trust in digital transactions.

## Content calendar

March & April								
Day	Date	Time	Platform	Content type	Content text	Hashtags	CTA	Who
الاثنين	3 رمضان	9:00م	فيسبوك، إنستجرام	Awareness	رمضان كريم! بداية الشهر، نوفر لك حلول التأجير المثالية لمشروعك.	#رمضان_كريم #إيجارك #تأجير_مساحات	احجز الآن واستفد من عروض رمضان!	Mostafa
الخميس	6 رمضان	10:30 م	تيك توك، Reels	Reel	لماذا تحتاج لمستودع إضافي؟	#مشروع_رمضاني #تأجير_مخازن #ريادة_الأعمال	استأجر اليوم ووسع نشاطك!	Alaa
الأحد	9 رمضان	8:45م	فيسبوك، إنستجرام	Sales	كيف ساعدناه في العثور على المكان المثالي لمتجره الرمضاني؟	#تأجير_المتاجر #النجاح_مع_إيجارك	تواصل معنا الآن لتجد المساحة المناسبة!	Ali
الأربعاء	12 رمضان	10:00 م	تيك توك، Reels	Awareness	نصيحة حول استغلال الشهر الكريم	#ريادة_أعمال #إيجارك_يدعمك	احجز استشارتك المجانية	Eslam

					في التخطيط والتوسع.		اليوم!	
الإثنين	15 رمضان	9:30م	فيسبوك، إنستجرام	Sales	خصومات رمضان على تأجير المخازن والمساحات التجارية!	#عروض_رمضان #وفر_مع_إيجارك	استغل العرض قبل انتهاء الشهر!	Moaz
الخميس	18 رمضان	10:15 م	تيك توك، Reels	Reel	مقابلة قصيرة مع عميل استقاد من خدماتنا خلال رمضان.	#قصص_النجاح #إيجارك_في_خدمتك	شاهد القصة واحجز مساحتك الآن!	Habiba
الأحد	21 رمضان	9:00م	فيسبوك، إنستجرام	Awareness	3 أسباب تجعلك تبدأ مشروعك في رمضان!	#ابدأ_مشروعك #تأجير_مساحات	ابدأ الآن ولا تؤجل النجاح!	Mostafa
الأربعاء	24 رمضان	10:45 م	تيك توك، Reels	Sales	عروض خاصة جدًا بمناسبة العشر الأواخر!	#عروض_رمضان #العشر_الأواخر	اغتنم الفرصة واحجز اليوم!	Ali
الإثنين	27 رمضان	9:15م	فيسبوك، إنستجرام	Awareness	ليلة مباركة، نسال الله أن يتقبل منا ومنكم.	#ليلة_القدر #رمضان_كريم	تابعنا لمعرفة عروض عيد الفطر!	All of team
الأحد	1 شوال	10:00 ص	فيسبوك، إنستجرام	تهنئة منشور بالعيد	عيدكم <input type="checkbox"/> إمبرك استمتعوا ومع بأوقاتكم جديدة بداية! لمشاريعكم	مبارك عيد# جديدة_فرصة#	ابدأ مشروعك بعد العيد معنا!	Moaz
الثلاثاء	3 شوال	8:30 م	توك، تيك Reels	كيف – فيديو مشروعك تبدأ العيد؟ بعد	ذكية نصائح لأصحاب المشاريع الناشئة لاستغلال بعد الفرض العيد.	الآن_ابدأ# جديد_مشروع#	تبدأ؟ جاهز إحجز مساحتك الآن!	Habiba
الجمعة	6 شوال	9:45 م	فيسبوك، إنستجرام	عرض إعلان العيد	خصومات على خاصة تأجير المساحات التجارية والمخازن! العيد بمناسبة <input type="checkbox"/>	العيد_عروض# إيجارك_مع_وفر#	استغل العرض فوات قبل الأوان!	Mostafa
الإثنين	9 شوال	10:15 م	توك، تيك Reels	كيف – فيديو المساحة تختار المناسبة؟	سريع دليل في لمساعدتك أفضل اختيار مساحة	ذكي_اختيار# نجاحك_مشروعك#	احجز استشارة مجانية معنا!	Ali

					المشروعك			
الخميس	12 شوال	م 9:00	فيسبوك، إنستجرام	تعليمي منشور	لازم أشياء 5 قبل تعرفها استنجر مساحة! للمشروعك	ناشئة مشاريع# أعمال_ريادة#	تعرف عليها واحجز مساحتك الآن!	All of team
الأحد	15 شوال	م 8:45	توك، تيك Reels	تحفيزي فيديو	نجاح قصص عن ملهمة أعمال رواد بعد بدأوا! العيد □	اليوم_ابدا# حلمك_حقق#	ابدا مشروعك! اليوم معنا	Moaz
الأربعاء	18 شوال	م 9:30	فيسبوك، إنستجرام	خدمة إعلان مميزة	استاجر خلال مخزنك ساعة 24 فقط □	سريع_تأجير# معك_إيجارك#	تضيع لا الوقت، جرب خدمتنا الآن!	Habiba
السبت	21 شوال	م 10:00	توك، تيك Reels	هل - فيديو مشروعك للنمو؟ مستعد	تدل علامات أن على حان قد الوقت لتوسيع! مشروعك	المشاريع_نمو# الذكي_التوسع#	وسع نشاطك! اليوم معنا	Mostafa
الثلاثاء	24 شوال	م 9:15	فيسبوك، إنستجرام	عرض منشور خاص	عرض لفترة حصري! محدودة الآن احجز من واستفد خصومات كبيرة!	محدودة_لفترة_عرض# الآن_احجز#	تفوت لا الفرصة، الآن سجل	Ali
الجمعة	27 شوال	م 8:30	توك، تيك Reels	كيف - فيديو تجعل مشروعك ناجحاً؟	أسرار 3 أي لنجاح مشروع تجاري!	النجاح_أسرار# مربح_مشروع#	رحلتك ابدأ! الآن معنا	Alaa

REAL ESTATE  
Support Your Dream

# CANVA Business

## IJAREK CANVA BUSINESS MODEL

