Vision

➢ make anyone who likes reading to read from anywhere.

Mission

➢ to make website help people to buy and read book from anywhere.

Situational Analysis

Swot Analysis

Strengths:

• Provide original books.

• Provide service for borrowing books.

• Ability to replace a book with another book. • Provide Photovoltaic panels this service is not available in our competitors in upper Egypt. • Delivering books

Weakness:

• Foreign books are not available a lot.

• Scientific reference associated with scientific

research is not available.

How to Solve It?

Sell this book when people request it then we provide all books people want a lot in our store.

Threats:

A lot of people don't know meaning of original

books. Un stability of economic situations in Egypt

How to Solve it?

We can solve it by making brand awareness about the **importance of reading books.**

Make awareness about the weakness of copy

books. Make a website to provide electronic books.

Opportunity

provide electronic book to avoid the high price of books

provide paying by installments.

Porter five forces

Threat of new entry

There are a lot of barriers to enter new competitors

because of high prices (very high)

There are some people who buy or read from free books online and take information from another sources instead of reading book but some people like a lot paper books only .(high)

Some people read electronic books instead of paper books. (high)

 Supplier power(low)

There are a lot of suppliers.

Competitive rivalry(low)

There are not a lot of competitors in Upper Egypt

And people cannot buy from them a lot because of high price of books.
Objective (See objective here)

https://miro.com/app/board/uXjVPyMAPnY=/?share_link_id=504749970535

strategy

segmentation

Live in Qena, Luxor and Giza, Asyut

Male and female.

People from 18 to 35 years old.

They like reading books.

They suffer from high pricing of books and some they want unavailable.

They are active in Facebook and they like purchasing online

Targeting

Segment 1

Young people from 18 to 24 years old

Live in Qena.

They love reading books in general, but they are interested a lot in reading religious books and books about self-development.
They suffer from not finding places for borrowing and exchanging books because when they purchase books, they are expensive.

They spend their free time reading books.

Segment 2

Mothers

Live in Qena

They look for child's books to help them in raising their children.

They look for some books help them How to

develop Mentality of children.

They are active on Facebook.

They need place provide these books near to them because of For their lack of time

Female and males

From 24 –35 years old

They live in Qena.

They like reading books in different fields like science, religion and self-development.

They need some books to help them in their jobs like accounting, Marketing, and digital marketing.

أحمد

عنده 22 سنه

عايش في قنا

بيحب القراءه جدا

عنده مشكله لما بيحب يشتري كتاب بيكون سعر عالي جدا واوقات بيكون مش متوفر ولو اشتراه من برا محافظته بيكون تكاليفه عالبه بسبب مصاريف الشحن

بيحب يقرا في مواضيع متنوعه زي تطوير الذات وكتب دينيه وروايـ
ات

بيحب يقرا بالليل وبيحب يقرا في مكان في هادي

عنده مشكله اوقات مش بيالقي مكان مخصص فيه هدوء يقرأ فيه

مني عندها 20 سنة

عايشة في اسيوط

بتحب القراءة

بتحب قراءة كتب ديينة وكتب عن تطوير الذات

بتحب كتب التلوين واللواح الضوئية

بتواجهها مشكلة مش بتالقي مكان فيه مناقشات لكتب معينة مش بتكون عارفه تفهمها لما تقرأها ودايما بتواجهها مشكله عدم توافر كل الكتب اللي محتاجاها

ام عندها 30 سنه

عندها طفل تمن سنين

عايشة في قنا

بتدور علي قصص أطفال

وبتدور علي كتب تساعدها في التربيه اليجابية وازاي تنمي مهارات الذكاء عند طفلهاعندها مشكله مش بتالقي كل الكتب اللي محتاجاها في قنا وكمان اسعارها غاليه جدا

- Branches sell original books.

- Borrowing books when the person borrow book, he returns book we pay to him 75% of the price Make unique book to people who want to put their names in the book.

-Provide Quiet corner for who want to

 read <mark>Online</mark>

- Sell electronic books or paper books by registering on a website and receive books from our library or by delivering .

 borrowing books when the person borrow by making subscription in our website, monthly subscription, months, year Discussion group in our website Audio books

<mark>Positioning</mark>

you can read any books you want from Us and In reasonable price.

<mark>positioning statement</mark>

 Ghston store is Book store that Provide a wide range of books to people who like reading books with reasonable price, ghoson store provide a lot of service like electronic book, audio books, paper books, borrowing, changing and provide people with Quiet place to read to help them enjoy their reading and encourage anyone who like reading.

Branding elements

Why did we choose this brand name?

Because we see that the paper of book is made of wood of trees, so we see this is attractive name to it.

Why do we choose green and orange colors?

- we use green color because we feel rested and secure. People are invited to wait in the "green room" before going on camera to relax. Many doctors even use green in their offices to put patients at ease.

- Green is a mixture of the two primary colors blue and yellow. Blue is often used to create a sense of security and trust in a brand.

-Orange is the color of positive, cheerful energy.

use orange to convey a message of positivity. If you're looking to get your audience exit

Character of our brand

Informative and motivative

Slogan: we your home book.--packaging
هنستحدم اكتر من نوع من التغليف فيه في حالة اما هيكون
علبة من ورق البني وفيها اسم البراند او حسب طلب العميل
يحب يطبع اسمه في غلاف الكتاب أو العلبة

Tone: Friendly and Arabic language.
Packaging: Logo: Ghosn store

Brand Mantra

-Emotional Modifier: enjoy reading

-Descriptive modifier: reading

-brand function: books

Marketing funnel

Positioning map

High quality

مكتبة العتيبة

سوق الازبكية

delivery
book

low price ← → high price

my brand

بيت الركن

مكتبة بيت الكتب

مكتبة أصدقاء

low quality