

NAME

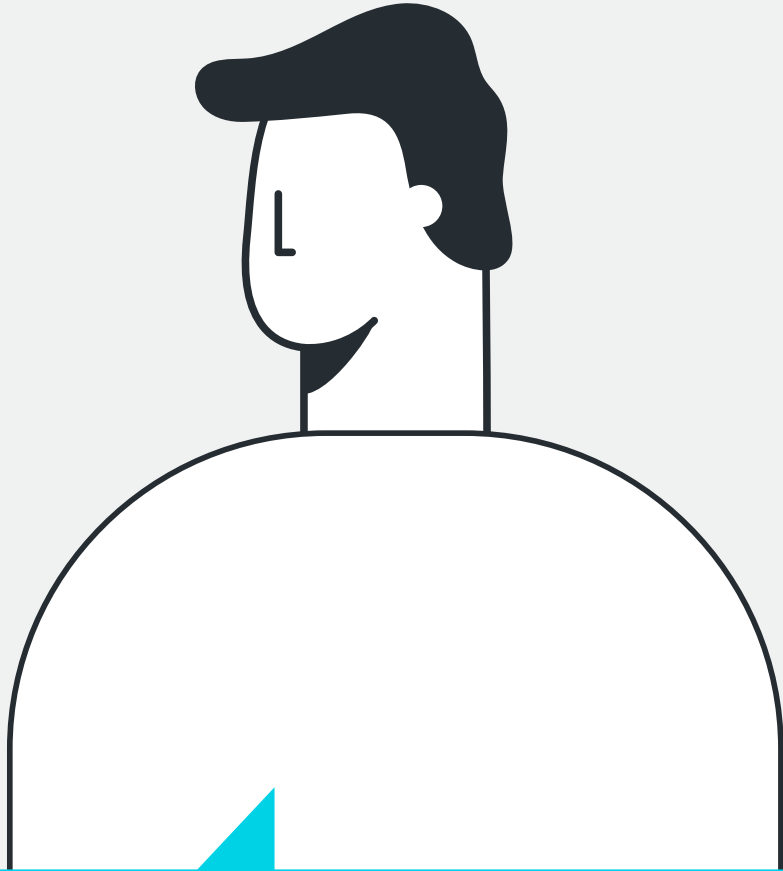
lalia mossad

KEY ATTRIBUTES

age : 35 yr  
location: cairo, nasr city  
status: married mother of one child  
occupation : entrupeter  
income: 500,000\$ per year

SHORT DESCRIPTION

lalia is a bussiness women and enterpruter in one of the famous compaines for manfucting Home furniture in egypt (Mffco) . she love her little girl (mai) and love to make her daughter to smile which it's shine lalia's life and for this lalia always want to help charitable organizations which she allocates a portion of her's revenue to go to charities to make all other child's smile and their life better



“

if i had the ability to help all people , i would do it

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NEEDS

- wants to getting in more investment in charities or charitable initiative
- 2- wants to have impact in the company he is investing in
- 3- needs to find investments that are trustworthy

OPPORTUNITIES

a new charitable organization needs to be its investor to help more people .

CHALLENGES

- 1- doesn't know where to put her money in reliable organization.
- 2- lack of knowlegde in the invesment field and wonder how to start
- 3- don't know long it will take the company to grow
- 4- worrying a lot about the future