Mawthouq: Revolutionizing Service Reliability

Introduction

"Mawthouq" is an innovative platform aimed at connecting individuals with professionals in fields such as maintenance, cleaning, and various other services in a reliable and secure way. We at "Mawthouq" aim to provide an exceptional experience by offering professional services, ensuring quality and transparency between clients and providers, using the latest artificial intelligence technologies.

The Story Behind the Project

In today's world, many individuals face difficulties in finding reliable professionals for maintenance, repairs, and other services, creating problems that affect both individuals and small businesses alike. "Mawthouq" was founded in response to this growing need, offering a platform for accessing qualified professionals and building a trustworthy environment between service providers and clients.

The Core Idea of the Project

- Mawthouq is a web application that connects individuals and companies offering various services like maintenance, cleaning, appliance repairs, and more.
- The project relies on customer reviews to ensure quality and credibility.
- It aims to reduce issues related to monopolies in the service market.

Artificial Intelligence in Mawthouq

- Detecting Fake Reviews: "Mawthouq" uses AI to analyze customer reviews and responses,

detecting fraudulent attempts to influence the reputation of the service.

- Quality Analysis: AI is used to enhance customer experience and ensure that the services provided meet the highest standards.

Business Model

- Monthly Subscriptions: Professionals offer monthly subscriptions to benefit from platform services and list their offerings.

- Commissions: The project charges a commission on each service transaction completed via the platform.

- Advertisements: Additional targeted advertisements for professionals offering extra services may be included.

Expansion Plan

Initially, we will expand the project in Morocco, then plan to expand to other African countries like Egypt and South Africa, where there is a high demand for these services in many areas. After achieving success in the local market, we aim to expand globally.

The Impact of the Project on Individuals and the State

- For the Youth: "Mawthouq" provides job opportunities for individuals in service sectors like maintenance and cleaning, helping reduce unemployment.

- For Small Businesses: It enables small businesses to reach customers and promotes competition among service providers.

- For the State: The project supports the local economy by creating new job opportunities and

empowering the private sector.

Marketing Strategy

- Digital Marketing: We will utilize social media platforms like Facebook and Instagram to reach a wide audience.
- Collaborating with Influencers: Partnering with local influencers to promote the platform.
- Targeted Ads: Using Google Ads to reach potential customers.

Revenue and Future Plans

- Professional Subscriptions: The platform will offer monthly subscriptions for professionals to list their services.
- Commissions on Services: A percentage of each completed service transaction will be collected by the platform.
- Launching Additional Services: Such as training for professionals and offering support through partnerships with educational institutions.

Conclusion

"Mawthouq" is an innovative project aimed at creating positive change in the service market in Morocco and other African markets. We are excited to achieve great success in this field while remaining committed to providing the best possible service to our users.