Market Analysis (PEST)

**Political**

•Startup-Friendly Policies: The government actively supports entrepreneurship through initiatives such as Fekretak Sherketak and TIEC, alongside tax incentives (e.g., 3-year exemption for startups earning less than EGP 20M).

•Regulatory Improvements: The Entrepreneurship Ministerial Committee (2024) reduced company registration time from 30 days to 7 days via a single digital gateway.

•Potential Risks: New regulations or tax policies may affect digital marketing

**Economic**

•Growing Startup Investment: Egypt ranked among Africa’s top 3 in startup funding (2023),

•Inflation & Currency Pressure: Rising inflation and devaluation reduce client purchasing power, making it harder to afford professional services.

•Digital Economy Growth: Egypt’s digital market is expanding, opening new opportunities for content agencies.

**Social**

•Gen Z Power: Over 40% of Egypt’s population is Gen Z, highly active on social media and driven by authentic, short-form content.

•Entrepreneurial Mindset: Society is more open to entrepreneurship, with nearly half of Gen Z planning to launch a startup

•Skills Gap: Many young founders lack branding, storytelling, and pitching skills, creating a need for agency support.

**Technological**

•High Connectivity: Internet and mobile usage are rapidly growing in Egypt (94% penetration, 80M+ users).

•Content Creation Tools: Tools like Canva, ChatGPT, and AI apps make content easier to produce but also increase low-quality competition.

•Short-Form Video Boom: TikTok, Instagram Reels, and YouTube Shorts dominate youth attention.

•Data & Analytics: Platforms such as Crowd Analyzer and Google Analytics help startups prove traction and credibility to investors.