



Chapter 1: Introduction

1.1 introduction:

Reusing books means using books again after they have been used by someone else or in another context. These books have not been used or used, but their use is simple and any student can use them again. The importance of reusing books in saving resources and preserving the environment by reducing consumption and paper waste, in addition to saving time and effort in producing more books. The external book began to play the role of a special teacher brilliantly, as it simplified and explained the information, and also set questions and answers for it. He even distributes CDs with it, which support audio and visual explanation to simplify the matter more and in an interesting way as well, so the student can dispense with the textbook and rely on the external book. The external book is the reference that the student turns to in collecting information. Due to the importance of external books and their role in facilitating information, all students at all levels from primary to secondary have become dependent on them during the school year, but at present external books have become expensive and increase the cost for families. The organization also suffers from high prices in all aspects of life, and consequently the high prices of books and school supplies, which hinders the education process and negatively affects the quality of the educational organization in Egypt. Therefore, the process of recycling books will greatly help us in solving this crisis, and many Egyptian families were able to purchase Books at discounted prices in light of the high prices

1.2 Problem statement:

The beginning of the second semester of 2021/2022 saw library inventory swelling due to a hike in the prices of external books of every subject. This was an increase of about 40 % .

Since a year, the Egyptian family has been enraged by more than forty percent rise of the foreign books, live with the other basket of school supplies because its price has been increasing recently, while the members of the House of Representatives called on the government to struggle against the crisis after many complaints over the inflation.

.Egyptian families have been of the bedrock of home education in my country. It has augmented the Arabic book with foreign books due to its shortcomings, especially in some areas, however, the subjects of its information are housed in few ideas and exercises that help students better understand the knowledge.

One parent, the father of two in basic education with one in the fourth grade and the other in the first grade, says that he paid 960 pounds for 7 overseas books which is a huge amount compared to last year's prices and the one from the income of their family, and if this case occurs again then he will still be needing another money to buy rest of supplies of school things for the two children out of this amount

Besides, the widow also noted that the tariffs used for the paintings and open-air books increased by more than forty percent this year in contradiction of the increase of the entire country of citizens which is around 10% who buy these books by their free will.

And the high prices of external books, which exceeded 700 pounds for a fourth-grade student, to the high prices of printing and paper supplies, which led to the high prices of external books over the past years, demanding parents to keep these books for the next year and not to do without them completely.

A source in the Chamber of Commerce attributed the rise in book prices to the rise in the dollar, as most of the production supplies are imported from abroad, in addition to the rise in paper and printing prices, which caused prices to rise in this way.

In Minya, the father of 5 students at different stages of education, he had to look for the Used Book Market to avoid dependence on new books, the prices of which have skyrocketed.

He added that he went to buy a chemistry book for his daughter, who is studying in the third grade of the general high school of Science, and was surprised by the presence of two parts, one for questions and the other for explanation, the price is 480 pounds, unlike the note requested by the teacher, the price reached 250 pounds, that is, one subject will need 730 pounds other than the teacher's salary.

-Due to this problem, our project will solve this problem by recycling textbooks, which gives us the opportunity to get what we want from the required textbooks for different ages and different stages of study at discounted prices that suit all Egyptian families.

Accordingly, we also provide an additional service in that we will provide each stage with a set of exams and online quizzes in order to ensure that they have obtained the greatest amount of information and to reduce the need to take private lessons at home

Our project consists of:

- Owner of books: He is the person who owns the book and has benefited from it and wants someone else to benefit from this book.
- intermediate: The broker who works on this website to help the arrival of books from the owner to the person who wants to buy books.
- Buyers (parents, students): Someone wants to buy books in lower price.
- Organization.

1.3 project objectives :

Our idea will reduce or eliminate this problem (Increasing the prices of books).

1.3.1 objectives for parents:

- Parents may also buy consumables such as books for children at a cheaper price.
- parents can buy all the books for all the subjects.
- Bill payment becomes easy for the consumers as they can save money for it also by eliminating additional effort.
- Furthermore, they ensure that their children's learning path will be smoother with no difficulties by buying books.

1.3.2 Objectives for students:

- Allows students to have access to books.
- Providing the necessary information for learning with the best possibilities.

1.3.3 objectives for owner of books :

- Make profit.
- Helps parents to get books at a low price.
- Helps the organization to reduce the cost of prices.

1.3.4 objectives for organization:

- Make a creative and solved atmosphere where people develop into progress and movement.
- Help to form innovative mindsets aimed at getting a lot of profit for the organization.

1.3.5 objectives for intermediate:

- Make profit.
- Save time and effort
- We will keep on enhancing the features of the application.

1.4 Literature review(existing systems and problem).

Features	Booky buddy	Myschoolbooks.com	elghazawy.com
Variety for different ages	✓	✓	✓
Flexibility and easy-to-use	✓	✓	×
Bookstore integration	✓	✓	✓
Cash and credit card payment	✓	×	✓
Suitable price	✓	✓	×
Duration of delivery	✓	✓	✓
Specialized in the field of selling used books & other school supplies	✓	×	×
offering exams and online quizzes to students	✓	×	×

1.5 project functionality:

1. Help parents : Due to the high prices of books and the increase in the cost of living, we have helped you to reduce the prices of books.
2. Provide books and school supplies to satisfy others need.
3. Reducing the cost due to the high prices of books.
4. Reducing effort : Before, parents suffered from the lack of availability of books and searched for them repeatedly, and now it has become easy to collect books through this application because it was designed by tweeting to help parents in one place and easily click on them.
5. provide exams and online quizzes to students to make sure that they are taking all information they need to get a high marks
6. We will provide the user with a wish list in order to help us know the user's need and provide it to him easily and as soon as possible, and send him a message via email when his need is met.

1.6 project users:

1. parents: people who buy books for their children.
2. students: He is a person who benefits from books by making him an educated person.
3. Intermediate (Third party): He is a person who takes old books from the owner's books and present it in an application, when someone wants to buy it, he will deliver it to him.
4. Owner of books: People who have talked to us and want to sell books in a lower price to us to make other people benefit from their books ' To combat high prices.

1.7 project Requirements:

System requirements are the configuration that a system must have in order for a hardware or software application to run smoothly and efficiently. Failure to meet these requirements can result in installation problems or performance problems.

1.7.1 Software Requirements:

- Using old browser versions may prevent you accessing our website and some site features may not function as expected. Note: browsers supported on desktop may be different from those supported on mobile. So it's preferred to use an updated version of the browser to make features function as it is as well as a stable internet connection to ensure that the orders are sent. On both mobile and desktop "Google Chrome, Microsoft Edge, Firefox" are supported.

1.7.2 Hardware Requirements:

- Desktop computer (Pentium 4 2 GB RAM, 1 GB VGA card)
- Mobile IOS or Android
- Internet connection (ADSL, at least 1MB)

1.8 Project Tools & Languages

1.8.1 Tools:

For design:

- **Visual Studio**: is a popular open-source code editor that is used by developers worldwide. It was developed by Microsoft and is available on Windows, macOS, and Linux. Visual Studio Code is designed to be lightweight, fast, and customizable, making it suitable for a wide range of programming languages and frameworks.
- Photoshop Adobe CC used to make logos and some photos for our system.

For develop:

- **Laravel**: is a web application framework with expressive, elegant syntax. We've already laid the foundation _freeing you to create without sweating the small things
- **XAMPP**: simplifies the process of setting up a local development environment by bundling together Apache, MySQL, PHP, and other tools that are essential for web development. By using these tools in combination, I can develop, test, and deploy our web application quickly and efficiently. This setup also allows me to easily make changes and updates to the database and test them before pushing the changes live.
- **MySQL**: the most popular Open Source SQL database management system, is developed, distributed and supported by Oracle Corporation.

Others tools:

- **Microsoft Project** : is a project management software developed and sold by Microsoft. It is designed to help project managers and teams plan, track, and manage projects of various sizes and complexities and to create Gantt Chart
- **Microsoft Visio**: used to create some diagrams in the documentation.
- **Microsoft Office**: Microsoft 365 is a set of apps (Word, Excel, PowerPoint) that helps people and businesses stay connected and get things done
- **PowerPoint**: is a program that is included in the Microsoft Office suite. It is used to make presentations for personal and professional purposes, Used In Making Presentation Slides.
- **Word**: Used to make professional-quality documents, letters, reports, etc., MS Word is a word processor developed by Microsoft. It has advanced features which allow you to format and edit your files and documents in the best possible way. Used In Writing Documentation.
- **Excel**: is a spreadsheet program used to record and analyse numerical and statistical data. Microsoft Excel provides multiple features to perform various operations like calculations, pivot tables, graph tools, macro programming, etc. Used In Business Plan Financial Statement.
- **Lucid chart**: is a web-based diagramming application that allows users to visually collaborate on drawing, revising and sharing charts and diagrams, And improve processes, systems, and organizational structures. Hostinger like many other web hosting services, offers shared web hosting. With this most basic hosting tier, your website lives on server with other websites. In other words, the sites literally share a single server.

1.8.2 Languages:

For Design:

- **HTML** (Hypertext Markup Language), for example is a markup language used to create web pages. It is the standard language used to create websites and web applications. HTML is used to structure content on a web page, such as text, images, and multimedia, and to define how the content should be displayed in a web browser. HTML uses tags to define elements and attributes to specify additional information about elements. When a web page is loaded in a browser, the HTML code is interpreted and rendered as a visual representation of the content.
- **CSS** (Cascading Style Sheets) is a style sheet language used to describe the visual appearance and layout of a web page. It is used in conjunction with HTML and JavaScript to create visually appealing and functional websites and web apps



- **JavaScript** is a dynamic programming language central to developing interactive and responsive web applications. It runs in web browsers, allowing for client-side script execution to create interactive user interfaces without reloading the page. With the advent of Node.js, JavaScript has also become popular for server-side development, enabling full-stack development with a single language. It supports various programming paradigms, including object-oriented and functional programming. JavaScript's extensive ecosystem includes numerous libraries and frameworks, such as React, Angular, and Vue.js, facilitating efficient and sophisticated web application development.

For development:

- **PHP** (Hypertext Preprocessor) is a server-side scripting language used for web development. It is a popular and widely used language that is designed to create dynamic web pages and web applications. While it can be challenging to keep up with the latest trends and tools, using different programming languages is an exciting and rewarding process. Each language brings its own unique set of features and benefits that can help create a dynamic and engaging website for clients and users. For the project, I am utilizing MySQL and PhpMyAdmin along with XAMPP to create a robust and efficient web application

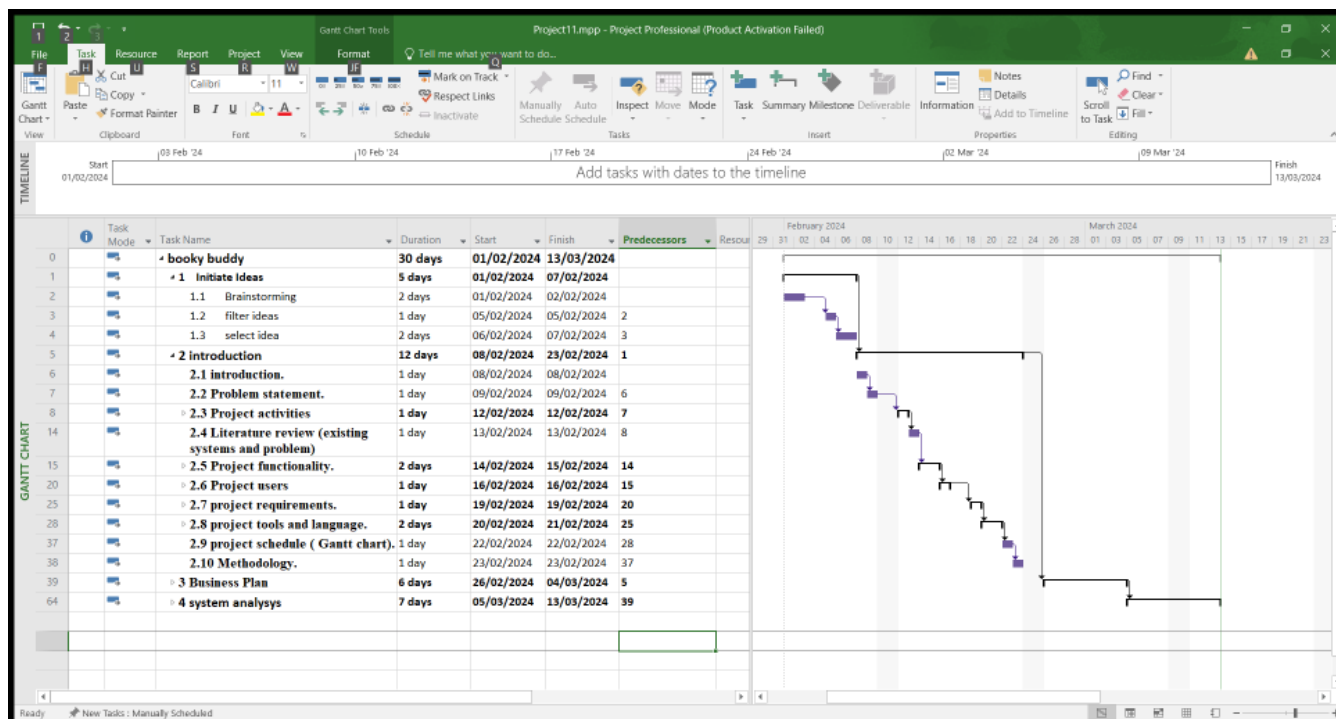
For Database:

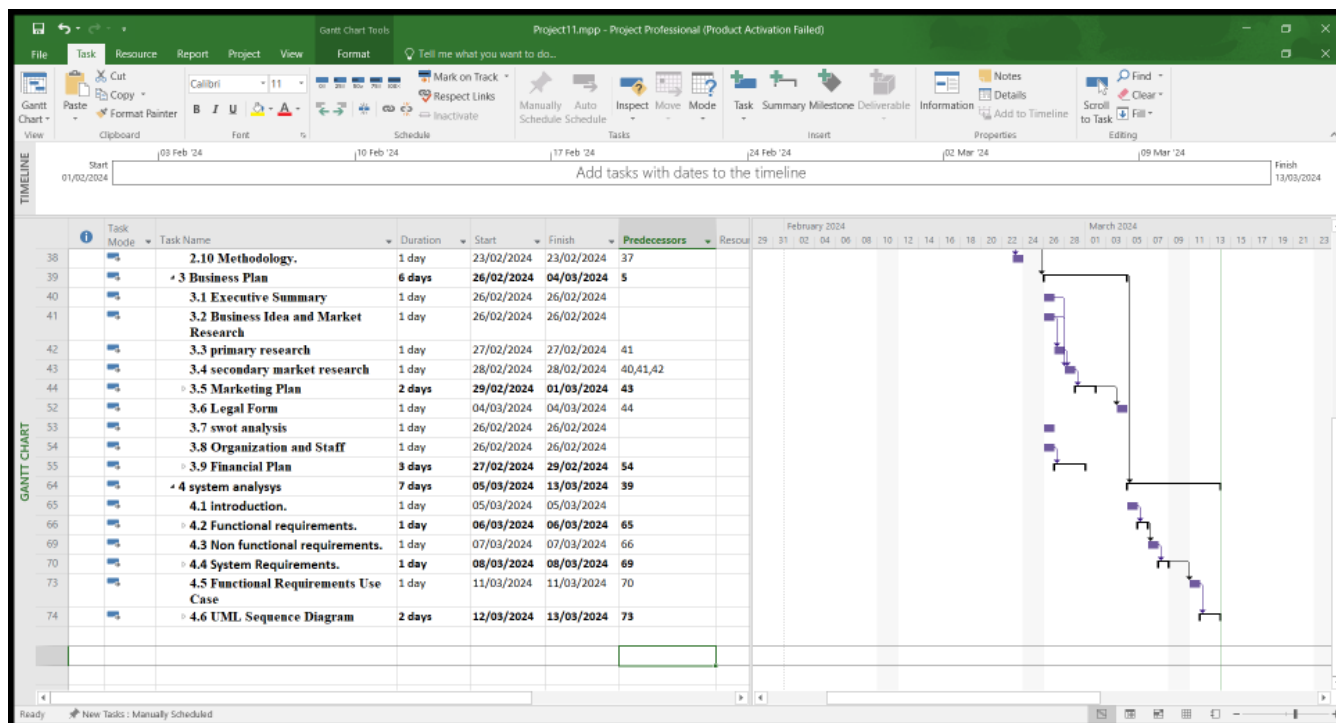
SQL: stands for Structured Query Language. SQL lets you access and manipulate databases

Microsoft Project provides a range of features and tools to help with project planning and management. These include:

- 1. Gantt charts** – Microsoft Project allows users to create Gantt charts that provide a visual representation of the project timeline, tasks, and dependencies. This allows users to easily track progress and identify potential issues.
- 2. Resource management** – Users can assign resources, such as team members or equipment, to specific tasks and track their availability and usage throughout the project.
- 3. Task scheduling** – Microsoft Project allows users to define task durations, dependencies, and constraints to create an optimized project schedule.
- 4. Budget tracking** – Users can track project costs and budget using built-in budgeting tools.

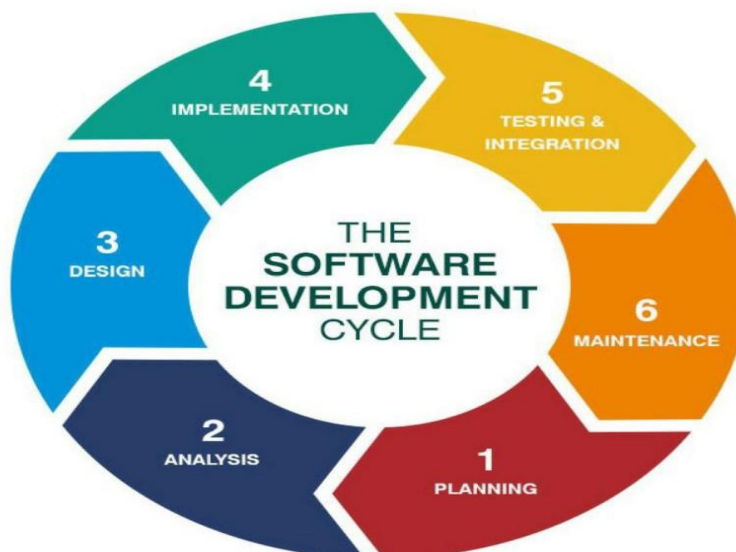
1.9 Project schedule (Gantt chart)





1.10 Methodology:

In the project, we have followed the Software Development Life Cycle (SDLC) to ensure a structured and organized approach to developing the application. By adhering to the SDLC, we have effectively managed the project requirements and utilized clear technologies to achieve our goals.



1.10.1 Planning :

Is the most important step in the whole cycle also called the “feasibility stage”. The good software requires suitable planning, in this step we should clarify the problem which we want to solve, how we could solve it as well as identifying the project scope. Perhaps most importantly, the planning stage sets the project schedule, which can be of key importance if development is for a commercial product that must be sent to market by a certain time.

1.10.2 Analysis:

The SDLC enabled us to gather and analyze the requirements of the project in a systematic manner. We conducted thorough discussions and consultations with stakeholders, including parents, students and owners to identify their needs and expectations. By clearly understanding the requirements, we were able to define the scope of the project and establish a solid foundation for development.

1.10.3 Design:

Where we translated the gathered requirements into a comprehensive system design. We carefully considered the functionalities, user interface, and architecture of the web application. This stage allowed us to create clear documentation and visual representations of the project, ensuring a common understanding among the development team and stakeholders.

1.10.4 Implementation:

After the design phase, we moved on to the implementation and coding stage. Clear technologies were selected based on the project requirements and the expertise of our development team. These technologies were carefully integrated to develop the web application, incorporating features such as user registration, parents and intermediate connection.

1.10.5 Testing and Integration :

Throughout the development process, we rigorously tested the application to identify and fix any bugs or issues. This ensured the delivery of a high-quality and reliable product to our users. Additionally, we

sought feedback from users and stakeholders during the testing phase, incorporating their input to enhance the application's functionality and usability.

1.10.6 Maintenance

In this stage the maintenance should be done through many levels such as hardware, code, UI components. In addition to providing updates to meet the market needs. This can include handling residual bugs that were not able to be patched before launch or resolving new issues that crop up due to user reports. Larger systems may require longer maintenance stages compared to smaller, systems.



Chapter 2: Business Plan

2.1 Executive Summary

- Our website is dedicated to providing a specialized platform for purchasing high-quality used external school books, along with a wide range of essential accessories such as school bags, pencil cases, and various school supplies. Our primary goal is to offer a convenient and affordable solution for students seeking academic resources while alleviating the financial burdens associated with purchasing textbooks.
- We understand that each student's educational journey is unique, which is why we are committed to providing a flexible and continuous supply of books to meet individual needs and preferences. Whether you're studying mathematics, history, science, or any other subject, our extensive selection has you covered.
- Affordability is key in education, and we are dedicated to offering cost-effective solutions. By facilitating the resale of used school books, we not only promote sustainable consumption but also enable students to save significantly on their academic expenses.
- In addition to our comprehensive range of books and accessories, our website also features comprehensive exam materials for all academic years. Students can benefit from these resources to enhance their learning and excel in their studies.
- With our commitment to affordability, sustainability, and academic success, our website strives to be the go-to destination for students seeking quality educational resources and essential supplies.

❖ Source of idea

- The idea for this project came after listening to people's opinions and noticing the spread of this problem among them. After investigating and communicating with parents and the community, it became clear that this issue raises great concern and requires an immediate solution.
- Hence the idea came to me and my buddies to work tirelessly to look for fresh and effective proposals for this outgrowing issue. We strive to resolve problems which the society is facing with everyone's cooperation along with involving all available resources to make an interaction and contribution to social justice.

❖ **Brief description of the business idea**

In response to the concerns of parents and the community regarding the escalating costs of school textbooks, we are fully aware of the solution which is urgently needed. Therefore, to name just one of our undertakings, we have initiated the evolution of the platform which is targeting this problem. Our vision is to create an institutionalized website which deals with buying secondhand school books and other school supplies among school-going pupils, with each successive objective to lessen the financial burden that the parents go through by encouraging a spirit of resourcefulness and collaboration among the academic community.

Our core mission revolves around mitigating the anxiety associated with the high costs of educational materials, particularly during critical times. By curating a diverse inventory of second-hand books and school supplies at affordable prices, we aim to become the preferred destination for parents and students seeking discounts on essential academic resources. Our platform stands out with its user-friendly interface and extensive product selection, providing a competitive edge over existing alternatives.

In addition to our focus on textbooks and school supplies, our website serves as a comprehensive resource hub, offering a wide range of exams for all academic years. Students can utilize these resources to enhance their learning experience and achieve academic success.

- **Name of Business:** Booky buddy
- **Legal Form:** General partnership
- **Contact Address:** 6th district , sheikh Zayed , Cairo
- **Telephone:** 0118778888
- **E-mail:** bookybuddy@gmail.com
- **Type of Business:** Product provider
- **Vision:** At our website, we envision a future where educational resources are easily accessible to every student, irrespective of financial constraints. We strive to create a platform where affordable used school books, along with essential supplies like bags, pencil cases, and other supplies, are readily available. By fostering a culture of thrift and efficiency, we aim to break down barriers to education, ensuring that learning materials are within reach for all students. Additionally, our website also

contains comprehensive exams for all academic years. Students can enjoy them and benefit from them, enhancing their learning journey.

- **Mission:** Our mission is to provide a seamless online platform where students and parents can easily procure a wide range of educational resources. From quality used school books to durable bags, practical pencil cases, and essential school supplies, our website offers a one-stop shop for all academic needs. We are dedicated to ensuring that these resources are not only affordable but also environmentally sustainable, promoting the reuse of materials to minimize waste. Through our comprehensive exam resources for all academic years, we aim to enrich the learning experience of students, providing them with valuable practice materials and assessment tools.

- **Slogan:**
“Learn more, spend less with us”

- **Goals:**

Short Term Goals:

1. Streamline the process of discovering and reserving student books and school supplies through the website.
2. Ensure availability of clear product information and reasonable pricing for books and supplies.
3. Enhance user experience with intuitive website features and responsive customer service.
4. Increase website traffic by 30% within the next six months through targeted digital marketing.

Long Term Goals:

1. Become a reliable platform for students to access the best educational resources.
2. Expand offerings to cover a wider range of academic subjects and grade levels.
3. Extend geographical reach to serve more students in different regions.

Objectives:

1. Regularly update and optimize the website to enhance user experience.
2. Cultivate trust through transparent book provider verification processes and feedback mechanisms.
3. Collaborate with student organizations to publicize the website and its services within the academic community.

• Owners :

We are a team of BIS at Helwan University that make service and business plans with different experiences working on our graduation project (booky buddy).

Name	Address	Function	Qualification
Menna Essam	mokkatam	CEO	graduate from Business Information System (BIS), Helena University
Mayar Hatem	Maadi	HR Manager	graduate from Business Information System (BIS), Helwan University ,2 Years' Experience in HR
Malak Galal	Nasr city	Accountant Manager	graduate from Business Information System (BIS), Helwan University ,3 Years' Experience an Accountant
Mona Ahmed	New Cairo	Web Developer	graduate from Business Information System (BIS), Helwan University
Menna Mohamed	Zamalek	Marketing Manager	graduate from Business Information System (BIS), Helwan University

2.2 Business Idea and Market Research

- BookyBuddy is an easily-accessible platform committed to ensuring that students have access to affordable solutions for completing school, particularly through offering a wide range of used school books and other essential school supplies. We specialize exclusively in external student books, providing a distinctive user experience focused on meeting the specific needs of students. In addition, our website also contains comprehensive exams for all academic years, providing students with valuable resources to enhance their learning and academic performance. Students can enjoy these exams and benefit from them as they prepare for their studies.
- The main problem that the website "book buddy aims to solve is the challenge faced by students and their parents about buying new external school books. Some of the problems are:
 - Limited availability: Students often struggle to find the required textbooks in their local bookstores or libraries due to limited stock or high demand.
 - High cost: New external school books often have a high price, which might be too much for some students to afford. In such a case, they have to buy cheaper, outdated options which are not recommended by their professors.
 - Environmental impact: The constant production and disposal of new textbooks contribute to environmental issues, such as deforestation and waste generation.
 - Financial strain: The cost of purchasing multiple textbooks every semester can be a burden on students, especially if they are already dealing with other financial responsibilities.
- BookyBuddy emerged to cater to students' needs for affordable and convenient access to used school books and essential supplies. Our core aim is to streamline the process of acquiring necessary course materials while overcoming the limitations of traditional methods. With a focus on providing access to used external school books, BookyBuddy pursues several key objectives:

Firstly, we prioritize cost savings. External school books often come with hefty price tags, posing financial challenges for students. By offering used books and supplies at reduced prices, BookyBuddy empowers students to manage their expenses more effectively.

Secondly, sustainability is a fundamental aspect of our mission. Reusing textbooks not only saves money but also contributes to environmental conservation efforts by minimizing the need for new

production. Through promoting the sale of used books, BookyBuddy actively supports sustainability initiatives.

thirdly, convenience lies at the heart of our platform. We have designed an intuitive interface that simplifies the entire process from finding and listing books to making purchases. Students can navigate our platform effortlessly, saving time and effort in sourcing their required materials.

lastly, our platform also hosts comprehensive exams for all academic years. These exams serve as valuable resources for students to enhance their learning and academic performance.

- selling used external school books and other school Supplies to students on platforms like BookyBuddy falls under the category of B2C (business-to-consumer) transactions. B2C refers to the type of commerce where businesses sell products or services directly to individual consumers. In this case, BookyBuddy acts as a platform connecting sellers (businesses or individuals) who are offering used external school books and other school Supplies with students who are looking to purchase them. The platform facilitates the transaction between the seller (business) and the consumer (student), making it a B2C transaction.
- The primary customers for our service are:
 1. Students: Individuals enrolled in academic institutions who require external school books for their courses. This includes students at universities, colleges, high schools, and other educational institutions.
 2. Parents: Parents of students who are enrolled in academic institutions can also be considered primary customers for your service. Parents often play a significant role in purchasing used school books
- Customers choose to use our website for several reasons:
 - Affordability: We offer external students used books at lower prices compared to buying new ones, allowing students to save money on course materials.
 - Convenience: our platform provides a convenient and user-friendly interface for finding and exchanging external students books, saving students time and effort.
 - Wide Selection: We have a diverse range of external student's books available, covering various subjects and academic levels, giving students plenty of options to choose from.

We pride ourselves on being an exceptional platform dedicated solely to supporting students by buying used external school books. Our primary focus lies in minimizing costs for students and parents alike, ensuring accessibility to educational resources, especially external student books. What sets us apart is specializing exclusively in the realm of external student books and other school supplies. In the middle of that, our website also contains comprehensive exams for all academic years. Students can enjoy them and benefit from them, enhancing their learning experience and academic performance. We guarantee an effective and distinctive user experience, providing a seamless process for students to find the resources they need at affordable prices.

2.2.2 Market Research

Market research involves the systematic gathering, evaluation, and comprehension of data pertaining to a specific market, encompassing its customer base, rivals, and the broader industry landscape. The primary objective is to derive valuable insights into evolving market dynamics, consumer behaviors, product requirements, and competitive positioning. By harnessing these insights, businesses can make well-informed strategic decisions concerning their offerings, marketing endeavors, and overall business direction.

2.2.2.1 market Segmentation

- **Geographic Segmentation**

- Location: We launch our website online from our office

- **demographics segmentation**

1. customer: school students in Egypt and their parents
2. age: 4-18
3. standard of living: we target mainly average-income families who have access to smartphones and Internet service

- **behavioural segmentation**

- According to the data I found, there will be around 81 million internet users in Egypt in 2023, which is an increase from 79.5 million in 2022. The number of internet users in the country has increased from 27 million a decade before.
- The number of school students in Egypt in 2023 is estimated to be about 22.9 million, which is the majority of the students in the country. The number of students enrolled in public schools is expected to rise to about 19 million by 2022/2023, while the number of students enrolled in Al-Azhar institutions is about 2.2 million. Technical education has over 2.19 million students.

- **Psychographic Segmentation:**

Interest: school students and their parents

2.2.2.2 Size of total market

- The almost size of the total market for BookyBuddy would +10,000 users that buy external used school books.

2.2.2.3 Market segmentation

- We target all Students, parents.

2.3 primary research

Primary research is research that collects data first-hand or directly. The researcher conducts the research themselves or commissions someone else to do it. Primary research is done to address a certain problem or question that requires in-depth analysis.

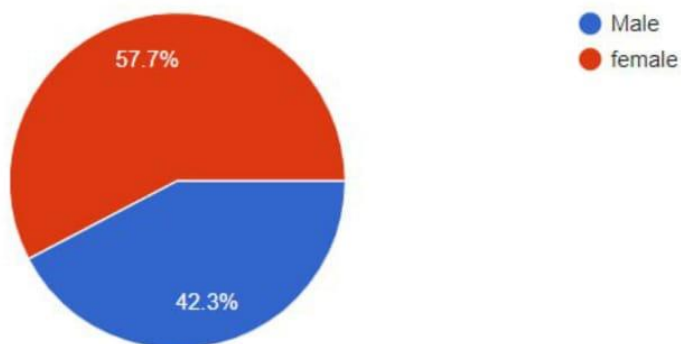
The Primary research be done in different ways but we decided to use the easiest and the efficient method which is the Market research.

After 260 person Filled you survey we got the following:



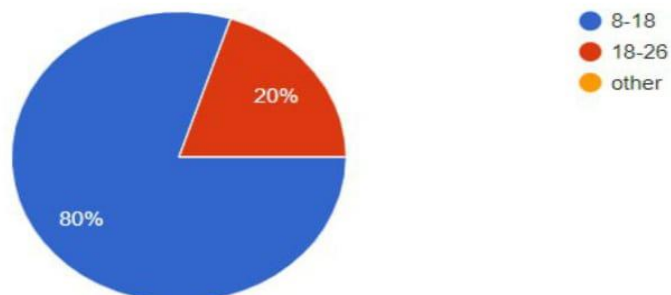
Gender

ردا 260



Age

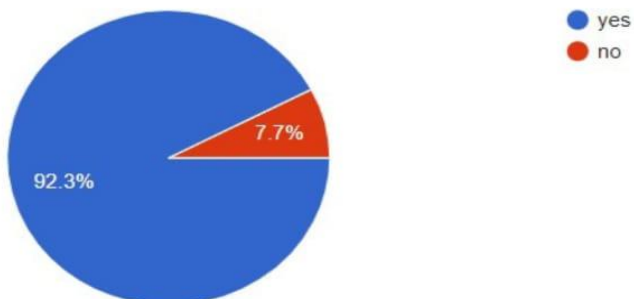
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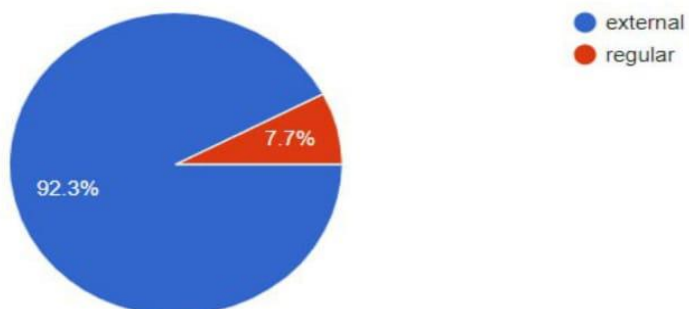
?Do you suffer from the high cost of external school books

ردًا 260



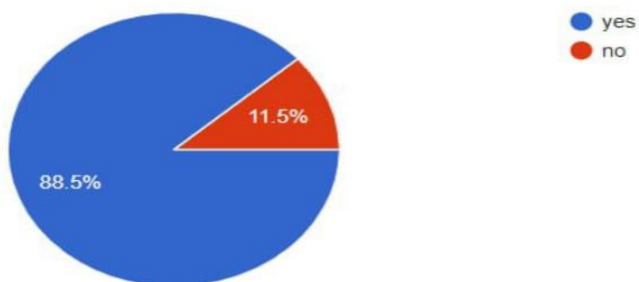
?Do you prefer external or regular school books

ردًا 260



?Do you have difficulty finding used external school books

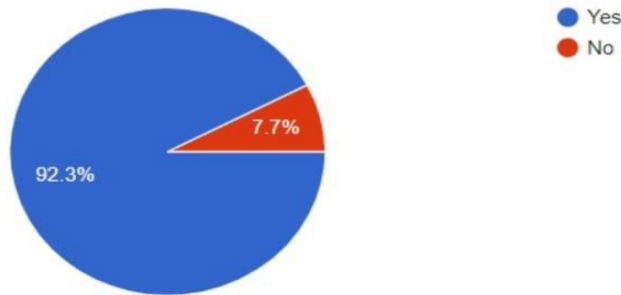
ردًا 260





if you are a student or parent , would you like to use a website that helps you to buy used external school books

ردًا 260



2.4 secondary market research

Competitor's analysis

1- Myschoolbooks.com

Advantages:

- a. offers not only used school books but also a variety of other school supplies
- b. The website interface of “ Myschoolbook ”is intuitive and easy to navigate

Disadvantages:

- a. Risk of encountering scams and fraud.
- b. Not specializing in the field of external school books.
- c. Not offering exams and online quizzes to students

2- elghazawy.com

Advantages:

- a. Wide variety of listings for diverse needs.
- b. might offer a buyback program where students can sell their used textbooks

Disadvantages:

- a. Risk of encountering scams and fraud.
- b. Not specializing in the field of external school books.
Not offering exams and online quizzes to students

2.5 marketing plan

A marketing plan is an operational document that outlines an advertising strategy that an organization will implement to generate leads and reach its target market. A marketing plan details the outreach and PR campaigns to be undertaken over a period, including how the company will measure the effect of these initiatives.

The marketing mix is a set of tools or strategies that a company uses to promote and sell its products or services. It usually consists of four elements: product, price, place, and promotion. These are also known as the 4 Ps of marketing¹. Some marketers also add three more elements: people, process, and physical evidence. These are also known as the 7 Ps of marketing

2.5.1 product

free

product	1	2	3
Name	Used external school books	bags & Accessories	School Supplies
Packaging	<ul style="list-style-type: none"> . Our used books are meticulously curated, guaranteeing excellent condition . Payment is seamlessly arranged upon appointment, ensuring ease of transaction. . While returns aren't accepted, we offer hassle-free exchanges 	Our school bags and accessories under excellent quality and durability. Explore our selection of school bags and accessories at competitive prices.	Our assortment of school supplies is meticulously selected to ensure superior quality and functionality.

Plus

service	1
name	Exams answers
Specification	we assist you to an exclusive feature, Exams answer, which provides the answers of comprehensive exams.
After Sale service	We always follow with you to make sure that all you have requested has and if there any fault you can contact with us to resolve it

2.5.2 price

product	1	2	3
Name	Used external school books	bags & Accessories	School Supplies
Customers willing to pay	Highest: 50 EGP Average: 150 EGP Lowest: 250 EGP	Highest: 300 EGP Average: 800EGP Lowest: 1300 EGP	Highest: 10 EGP Average: 105EGP Lowest: 200 EGP
Competitors Price	Highest: 400 EGP Average: 250 EGP Lowest: 100 EGP	Highest: 1500 EGP Average: 1000 EGP Lowest: 500 EGP	Highest: 500EGP Average: 260EGP Lowest: 20 EGP
Our Price	Highest price : 220 EGP Average: 150 EGP Lowest: 80 EGP	Highest : 1300 EGP Average: 800 EGP Lowest: 300 EGP	Highest: 300 EGP Average: 155 EGP Lowest: 10 EGP
Reasons for setting my price	To be different from the prices of the competitor	To be close to what customers need	To be close to what customers need
Profit margin	35%		

Plus

service	1
name	Exams answers
Customers willing to pay	Highest: 60 EGP/month Average: 130 EGP/month Lowest: 200 EGP/month
Our Price	100 EGP/month
Reasons for the price	To ensure that the cost of the product aligns closely with customer preferences and meets their budget expectations.
Profit margin	88%

2.5.3 place

Create a user-friendly website or app where students can easily search for, list, and transact books and other school supplies. Optimize the website for search engines to ensure it appears prominently in relevant searches.

2.5.4 Promotion

We will make a big social media marketing campaign on many different platforms like (Facebook, YouTube and TikTok).

2.5.5 People:

Provide excellent customer service to enhance the overall customer experience. Respond promptly to inquiries, provide accurate information, and assist customers with any issues they may encounter. Train customer service representatives to be knowledgeable about the products and services offered, ensuring they can help customers make informed decisions.

2.5.6 Process:

Streamline the process of selling used books on the website by providing clear instructions and guidelines. The customer will create an account on the website using information such as his name, age, and school year. The customer will choose one of the available used external school books from our extensive collection, tailored to various academic disciplines and school years. Once the order is confirmed, we'll promptly ship the book to the customer's provided address, ensuring a seamless and efficient buying experience. At our website, we're committed to providing students with affordable access to quality used books while offering a convenient platform for selling their own used external school books.

2.5.7 Physical Evidence:

Physical evidence will appear on how comfortable the design and easy access is, our reviews page in the website and on our social media accounts reviews.

Also, Our name and logo, "Booky Buddy," draw inspiration from the symbiotic relationship between readers and their beloved books. The term "Booky" is derived from "book," symbolizing the profound connection readers have with literature, while "Buddy" embodies the friendly companionship readers find within the pages of their favorite stories. Together, our name and logo reflect our commitment to fostering a supportive and welcoming community of book enthusiasts, where every reader can find a trusted friend in their literary adventures.

2.6 legal form:

General Partnership:

A general partnership is a business structure in which two or more individuals agree to share profits, losses, and management responsibilities. In a general partnership, each partner is personally liable for the debts and obligations of the business, meaning their personal assets are at risk.

Impact on Different Areas of the Company:

1. **Liability:** Partners in a general partnership have unlimited personal liability for the debts and obligations of the business. This means that if the partnership cannot meet its financial obligations, creditors can go after the personal assets of the partners to satisfy the debts.
2. **Management:** General partners typically have equal decision-making authority and are involved in the day-to-day management of the business. However, the specific management structure can vary based on the partnership agreement.
3. **Profits and Losses:** Profits and losses are shared among the partners according to the terms of the partnership agreement. This can be based on each partner's capital contribution, ownership percentage, or other criteria outlined in the agreement.

4. Taxation: General partnerships are pass-through entities for tax purposes, meaning that profits and losses are passed through to the individual partners and reported on their personal tax returns. The partnership itself does not pay taxes.

It has also some Advantages:

1. Ease of Formation: General partnerships are relatively easy and inexpensive to establish compared to other business structures. They typically do not require formal paperwork or filings with the government.
2. Shared Management and Decision Making: General partners have equal say in the management and operation of the business, allowing for shared responsibility and collaboration.
3. Flexibility: General partnerships offer flexibility in terms of management structure, profit-sharing arrangements, and decision-making processes. Partners have the freedom to tailor the partnership agreement to suit their specific needs and preferences.
4. Tax Treatment: General partnerships are pass-through entities, which means that income is only taxed once at the individual partner level. This can result in tax advantages compared to corporations, which are subject to double taxation (once at the corporate level and again at the individual level when profits are distributed to shareholders).

Despite these advantages, it's important for partners to carefully consider the potential risks and liabilities associated with a general partnership, as personal assets are at stake in the event of business debts or legal liabilities. Additionally, it's advisable to have a clear and comprehensive partnership agreement in place to outline the rights, responsibilities, and expectations of each partner.

2.7 swot analysis

<u>Strengths</u>	<u>Weaknesses</u>
<ol style="list-style-type: none"> 1- Offering used school books alongside school bags, pencil cases, and other tools provides a comprehensive solution for students' needs. 2- Providing these items at a good price point enhances affordability, attracting budget-conscious customers. 3- Operating online enables easy access for customers, allowing them to browse and purchase from the comfort of their homes. 4- Promoting the resale of used school books aligns with environmental consciousness, appealing to eco-friendly consumers. 5- provide exams and online quizzes to students to make sure that they are taking all information they need to get a high marks 	<ol style="list-style-type: none"> 1- Limited Reach: Not all students have access to the internet or may not be comfortable purchasing items online, limiting the potential customer base. 2- Trust Issues: Some customers may be hesitant to purchase used items online due to concerns about quality and reliability.
<u>Opportunities</u>	<u>Threats</u>
<ol style="list-style-type: none"> 1- The huge reliance on the internet nowadays 2- The idea was never executed the same way. 3- Every year , the external school books be more expensive 	<ol style="list-style-type: none"> 1- Cybersecurity Vulnerabilities: Booky Buddy faces risks of DDoS, malware, and SQL injection attacks, potentially compromising customer data. 2- Competition Threat: Rival entities may employ aggressive marketing strategies and undercut prices to lure customers away from Booky Buddy.

2.8 organization and staff:

Name	function	salary
Menna Essam	CEO	3,500
Mayar Hatem	HR Manager	3,500
Malak Galal	Accountant Manager	3,500
Mona Ahmed	Web Developer	3,500
Menna Mohamed	Marketing Manager	3,500

2.9 financial plan

2.9.1 start-up capital

Estimation of Start up Capital	Amount
Investment	
Cash	EGP 210,000
Office Disks	EGP 20,000
Computers	EGP 50,000
Printers	EGP 2,500
Routers	EGP 1,500
Furniture	EGP 20,000
motocycle	EGP 87,000
Total Investment	EGP 391,000
Working Capital	
Rent	EGP 48,000
Salaries	EGP 210,000
Hosting	EGP 33,000
Loan	EGP 48,000
Internet Fees	EGP 13,500
Marketing	EGP 252,000
Total working Capital	EGP 604,500
Total Start up Capital	EGP 995,500

2.9.2 sources of start-up capital

Type	Source	Condition (Duration/Interest)	Amount
Equity Capital	Partner	-	EGP 950,000
Loan 1	family loan	4 Years	EGP 192,000
Total Funding	EGP		1,142,000

will the owner investment is:

Owner's Investment	Amount	%
menna essam	EGP 190,000	20%
mayar hatem	EGP 190,000	20%
malak galal	EGP 190,000	20%
mona ahmed	EGP 190,000	20%
menna mohamed	EGP 190,000	20%
Total Investment	EGP 950,000	100%

also we will take a loan from mayar's family :

loan

a loan was taken from eyad's family at a value of 192,000 egp for a period of 4 years , without any interest rate

Debt Service					
Repayment Period	Year1	Year2	Year4	Year4	
Loan 1					
Instalment	EGP 48,000	EGP 48,000	EGP 48,000	EGP 48,000	
Total Instalments	EGP 48,000	EGP 48,000	EGP 48,000	EGP 48,000	
Total	EGP 192,000				

2.9.3 marketing budget

Create Motion Graphic Video to use it in Social media platforms			EGP	2,000
Social media platforms				
	Reach	Estimated Cost Per Unit	Total Estimated Cost	
Facebook	500000	0.3	EGP	150,000
YouTube	100000	0.4	EGP	40,000
tiktok	300000	0.2	EGP	60,000
Total Advertising Costs	EGP			252,000

2.9.4 expected revenue

product		1	2	3	4	5	6	7	8	9	10	11	12
used books	Price	150	150	150	150	150	150	150	150	150	150	150	150
	Quantity	60	70	75	80	90	100	95	90	80	75	70	70
	Turnover	9,000	10,500	11,250	12,000	13,500	15,000	14,250	13,500	12,000	11,250	10,500	10,500
bags & Accessories	Price	800	800	800	800	800	800	800	800	800	800	800	800
	Quantity	30	40	50	60	70	77	73	66	65	60	55	55
	Turnover	24,000	32,000	40,000	48,000	56,000	61,600	58,400	52,800	52,000	48,000	44,000	44,000
School Supplies	Price	155	155	155	155	155	155	155	155	155	155	155	155
	Quantity	70	80	95	120	135	140	130	120	125	122	120	110
	Turnover	10,850	12,400	14,725	18,600	20,925	21,700	20,150	18,600	19,375	18,910	18,600	17,050
all product	Turnover	43,850	54,900	65,975	78,600	90,425	98,300	92,800	84,900	83,375	78,160	73,100	71,550

2.9.5 expected expenses

Services		1	2	3	4	5	6	7	8	9	10	11	12
Rent	Total costs	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Salaries	Total costs	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500
Hosting	Total costs	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750
loan	Total costs	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Internet Fees	Total costs	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125
Marketing	Total costs	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000
Total Expenses		50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375

2.6.6 Expected Profit Margin

Services		1	2	3	4	5	6	7	8	9	10	11	12
1. Total Sales	Turnover	43,850	54,900	65,975	78,600	90,425	98,300	92,800	84,900	83,375	78,160	73,100	71,550
2. (Total Expenses)	Total costs	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375
1-2 Profit before tax		(6,525)	4,525	15,600	28,225	40,050	47,925	42,425	34,525	33,000	27,785	22,725	21,175
(Income tax%)	22.50%	70,073											
Net Profit (after tax)		241,362											

2.6.7 Cash Flow Plan

Items	Pre-operation	1	2	3	4	5	6	7	8	9	10	11	12	Total
Cash Beginning of The Month		210,000	203,475	208,000	223,600	251,825	291,875	339,800	382,225	416,750	449,750	477,535	500,260	3,955,095
+loans	192,000	-	-	-	-	-	-	-	-	-	-	-	-	192,000
+Sales	-	43,850	54,900	65,975	78,600	90,425	98,300	92,800	84,900	83,375	78,160	73,100	71,550	915,935
Total Cash In	192,000	253,850	258,375	273,975	302,200	342,250	390,175	432,600	467,125	500,125	527,910	550,635	571,810	5,063,030
Investment	181,000	-	-	-	-	-	-	-	-	-	-	-	-	181,000
Rent	-	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
Salaries	-	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	17,500	210,000
Hosting	-	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	2,750	33,000
Loan	-	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
Internet Fees		1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	13,500
Marketing	-	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000	252,000
Total Cash Out	181,000	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	50,375	785,500
Cash at the end of the month	11,000	203,475	208,000	223,600	251,825	291,875	339,800	382,225	416,750	449,750	477,535	500,260	521,435	4,277,530

2.6.8 Opening Balance Sheet

Asset	Value	Liabilities & Owner's Equity	Value
Fixed Assets		Long-Term Liabilities	
Office Disks	EGP 20,000	Loans	EGP 192,000
Computers	EGP 50,000	Total Long-Term Liabilities	EGP 192,000
Printers	EGP 2,500	Capital	
Routers	EGP 1,500	Investment	EGP 391,000
Furniture	EGP 20,000		
motorcycle	EGP 87,000		
Total Fixed Assets	EGP 181,000		
Cash	EGP 402,000		
Total Current Assets	EGP 402,000		
Total Assets	EGP 583,000	Total Liabilities & Owner's Equity	EGP 583,000



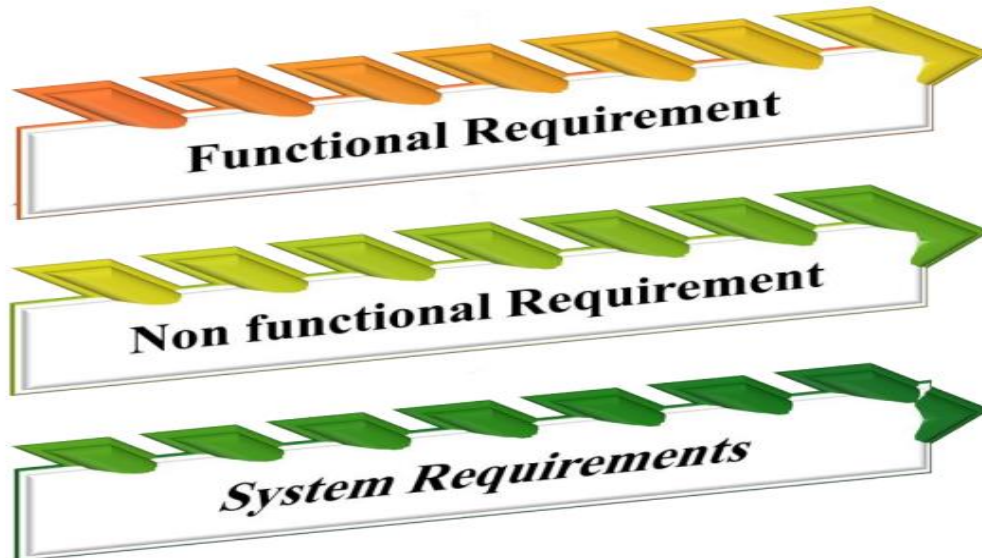
Chapter 3: Systems Analysis

3.1 introduction:

It is a process of collecting and interpreting facts, identifying the problems, and decomposition of a system into its components. System analysis is conducted for the purpose of studying a system or its parts to identify its objectives. It is a problem-solving technique that improves the system and ensures that all the components of the system work efficiently to accomplish their purpose. Analysis specifies what the system should do. During the analysis phase, the analyst determines the functional requirements for the new system.

This chapter begins by describing the analysis phase and its primary deliverable.

The system proposal ‘The analysis phase is so named because the term analysis refers to breaking a whole into its parts with the intent of understanding the parts nature, function, and interrelationships, In the analysis phase, the systems analyst works extensively with the business users of the new system to understand their needs from the new system.



3.2 Functional requirements:

Functional requirements are product features or functions that developers must implement to enable users to accomplish their tasks. So, it's important to make them clear both for the development team and the stakeholders. Generally, Functional requirements describe system behavior under specific conditions.

3.2.1 student:

- **Register:** Any new member must register to save his information on our database for preventing any complex or unexpected transaction and also to check the authorization of the registered person.
- **Login:** The user must enter his email and password to access the system.
- **Choosing the educational stage.**
- **Choosing subject.**

- **Buy books and school supplies:** online shopping one of our service parents can order the desired books and school supplies they want and track its status.
- **Pay by fawry:** using the payment code parents had known they complete the transaction of payment and upload the receipt.
- **Track the order status:** Buyer can know the status of his order whether its pending, in delivery or delivered .
- **choosing exams that match their need.**
- **Add books to his wish list**

3.2.2 Intermediate:

- **Check parents orders:** We check the user's request to deliver books to him.
- **Accept or reject payment:** The intermediate can review the payments and decide if the payment is valid or not.
- **Add /update / delete current books:** Intermediate manage category of books.
- **Block any user in web application:** Block the user who requests the order, and then when the order arrives to him, he refuses to receive it for no reasons, resulting in wasted time and effort for the representative.
- **upload exams and online quizzes to students**
- **check the wish list** for each student and send a notification to students when it is available

3.3 Non functional requirements:

1- Usability:

Our project aims to provide user_ friendly interface for parents and students the system will be designed with intuitive navigation, clear instructions and easy to understand features, ensuring a seamless user experience .

2- Reliability:

The web application will be developed with a focus on reliability. Robust error handling and data validation mechanisms will be implemented to ensure consistent and accurate functionality. We will conduct thorough testing to identify and rectify any potential issues, ensuring that the system operates reliably under various conditions.

3-Availability:

The web application will be designed for high availability, ensuring that it is accessible around the clock. We will implement robust server infrastructure, reliable hosting services, and efficient error handling mechanisms to minimize the probability of unavailability and provide continuous access to users.

4. Portability:

While the project primarily focuses on web-based functionality, we will ensure that the application is designed to be compatible with different web browsers and devices. This will enhance the portability of the system, allowing users to access it seamlessly from various platforms, including desktops, laptops, tablets, and mobile devices.

5-Performance:

The web application will be optimized for performance to ensure fast and responsive interactions. This includes minimizing page load times, efficient data processing, and utilizing appropriate caching techniques to enhance the overall speed and performance of the application.

6- Scalability:

The project will be built with scalability in mind to handle larger operational demands as the user base grows. The application architecture will be designed to accommodate increased user traffic and data volumes without compromising performance. This scalability will ensure a consistent level of service even during peak usage periods.

7-Authorization :

The project will incorporate secure user authentication and authorization mechanisms. Different user roles, will have appropriate access privileges and permissions within the system. This ensures that only authorized users can perform specific functions, maintaining the integrity and security of the application.

8- Authentication

The web application will employ robust authentication mechanisms to ensure the correct identification of users. This includes secure login processes, password encryption, and measures to prevent unauthorized access. User authentication will be enforced to maintain the security and privacy of the application.

9- Data confidentiality:

In the project, data confidentiality is a top priority. We will implement strong data encryption techniques, secure storage protocols, and access controls to protect sensitive user information. This will ensure that user data remains confidential and is not accessible to unauthorized parties.

2.6 system Requirements:

The configuration that the system must have for the hardware or software application to run smoothly and effectively. Ex operating system, network, laptop device, mobile device.



3.4.1 Software Requirements:

Using old browser versions may prevent you accessing our website and some site features may not function as expected. Note: browser supported on desktop maybe different from those supported on mobile. So it's preferred to use updated version of the browser to make features function as it is as well as stable internet connection to ensure that the orders are sent.

Updated version of browser

- Google Chrome (42-112)
- Microsoft Edge (14-109)
- Safari (10.1-16.3)
- Firefox (39-111)

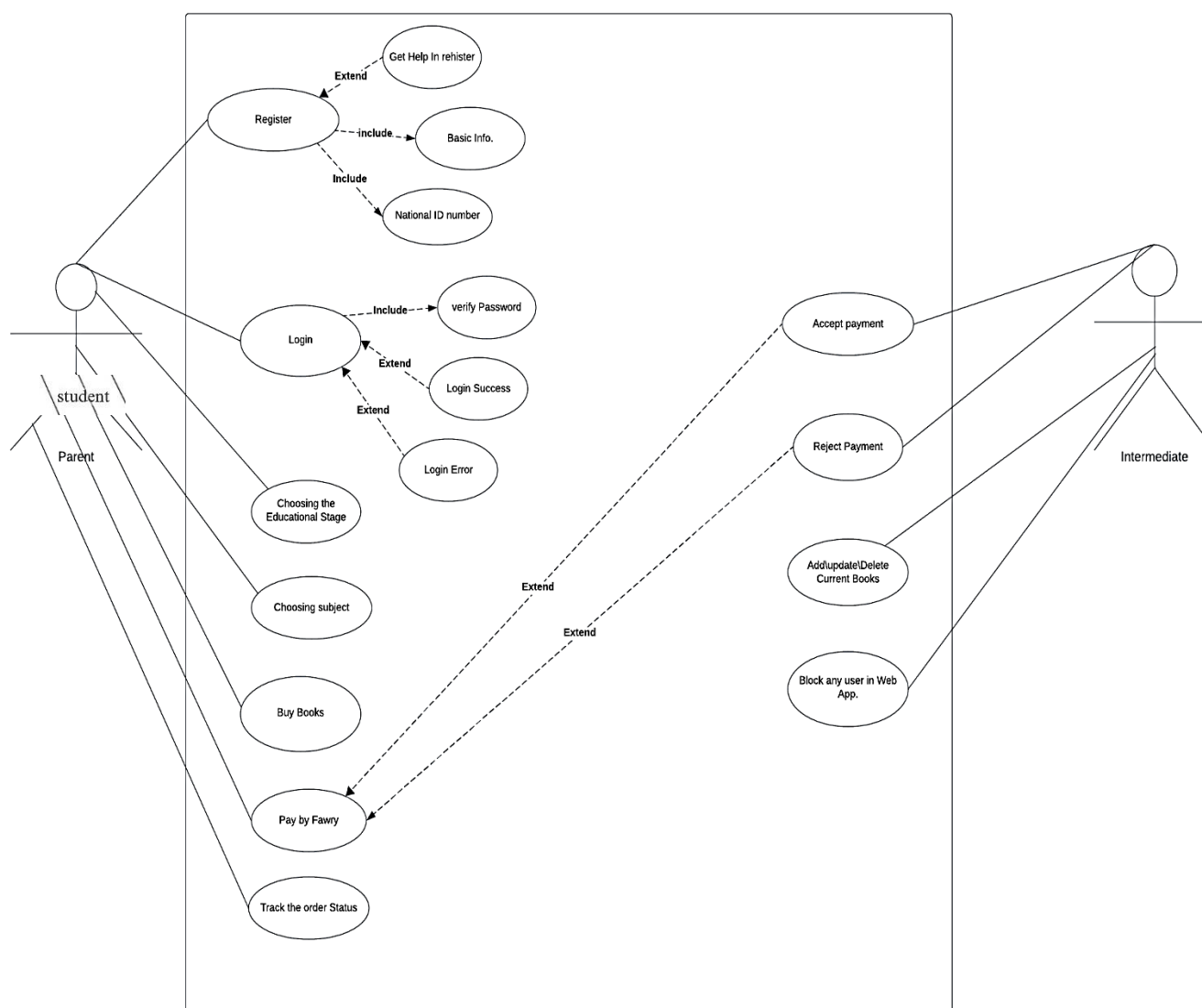
Operating system

- Windows (8-11)
- MAC OS (11-13)
- Android (10-14)
- IOS (10-14)

3.4.2 Hardware Requirements:

- Desktop computer (core i5-i7, 6gb ram, VGA card, 32-64bit)
- Mobile IOS or Android
- Internet connection (ADSL, at least 1MB)

3.5 Functional Requirements Use Cases

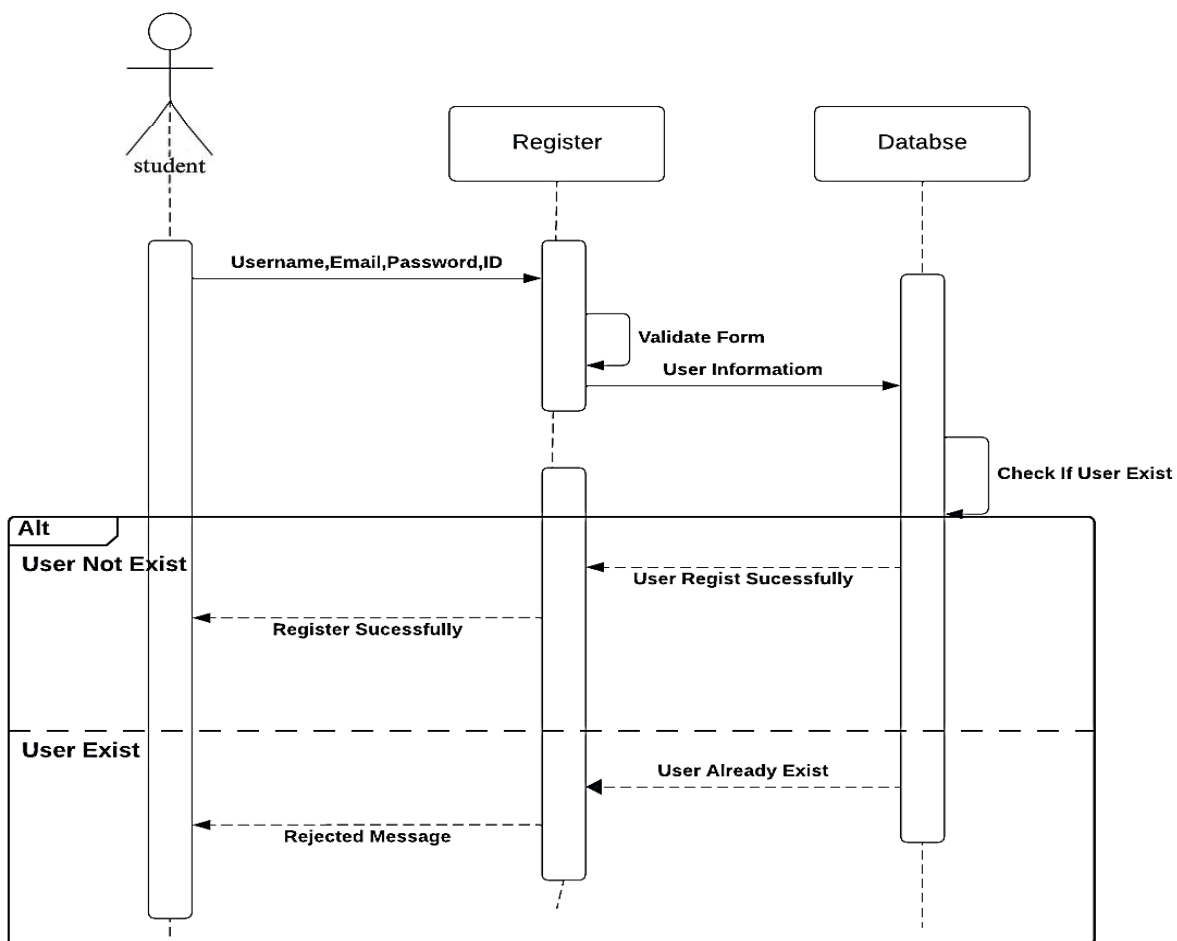


3.6 UML Sequence Diagrams

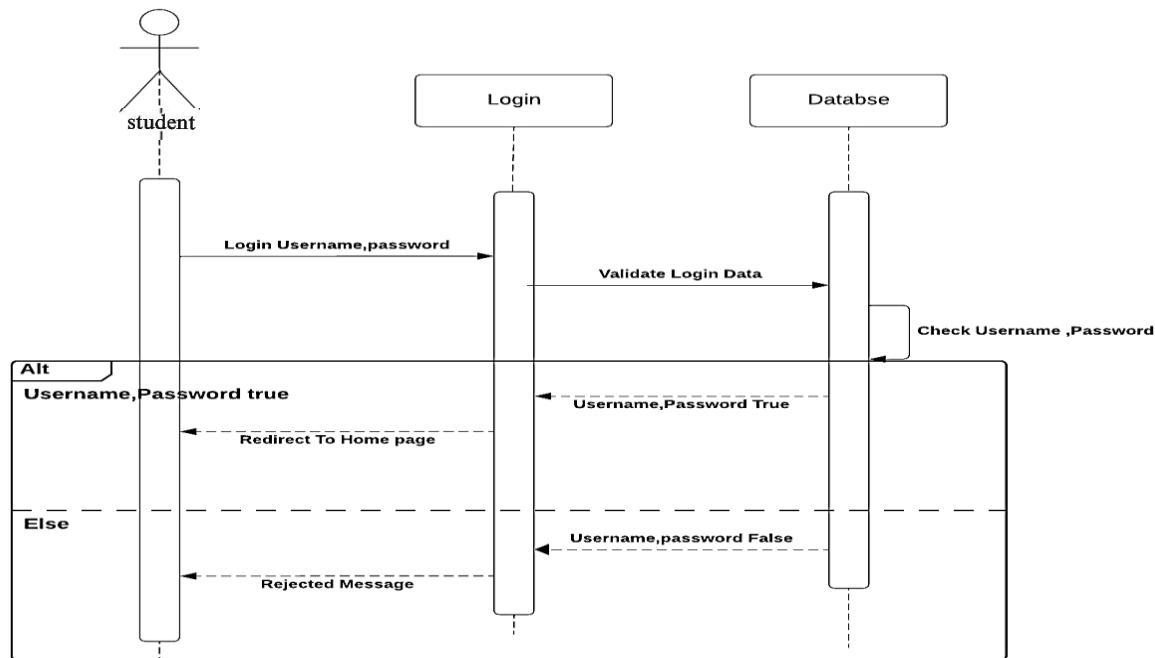
What is a Sequence Diagram?

UML Sequence Diagrams are interaction diagrams that detail how operations are carried out. They capture the interaction between objects in the context of a collaboration. Sequence Diagrams are time focus and they show the order of the interaction visually by using the vertical axis of the diagram to represent the time what messages are sent and when.

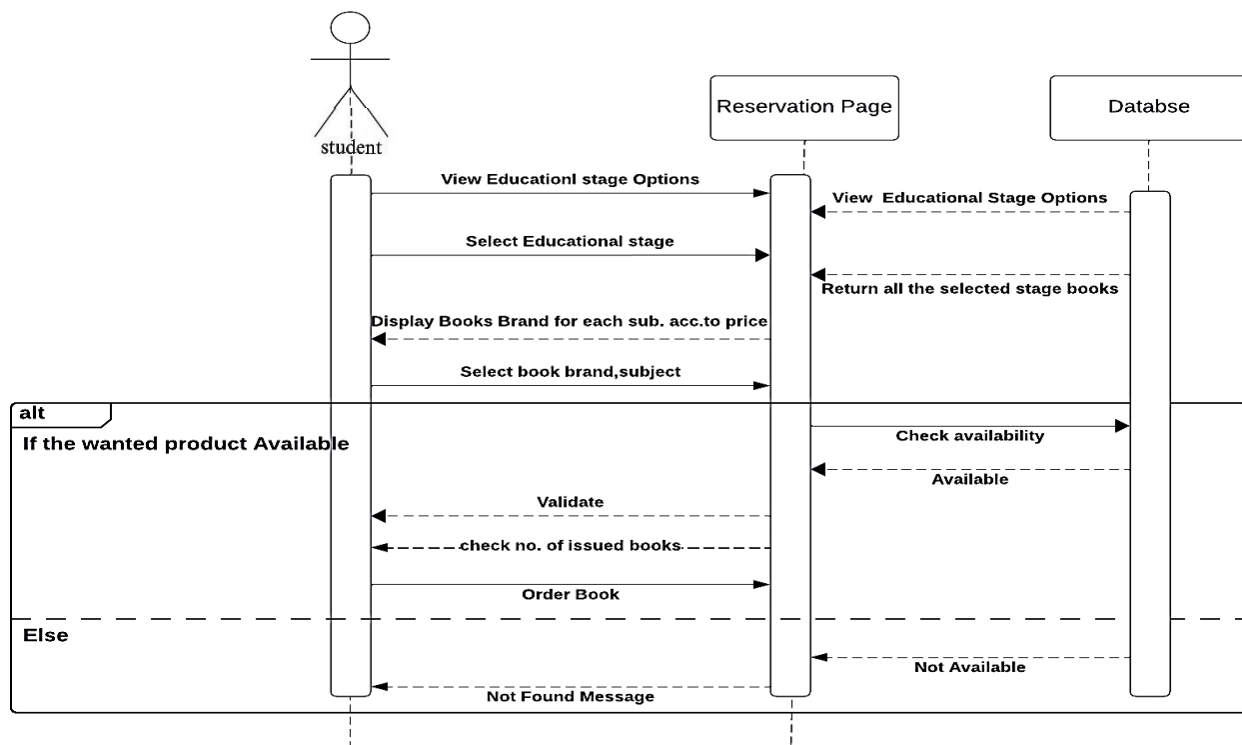
3.6.1 Register



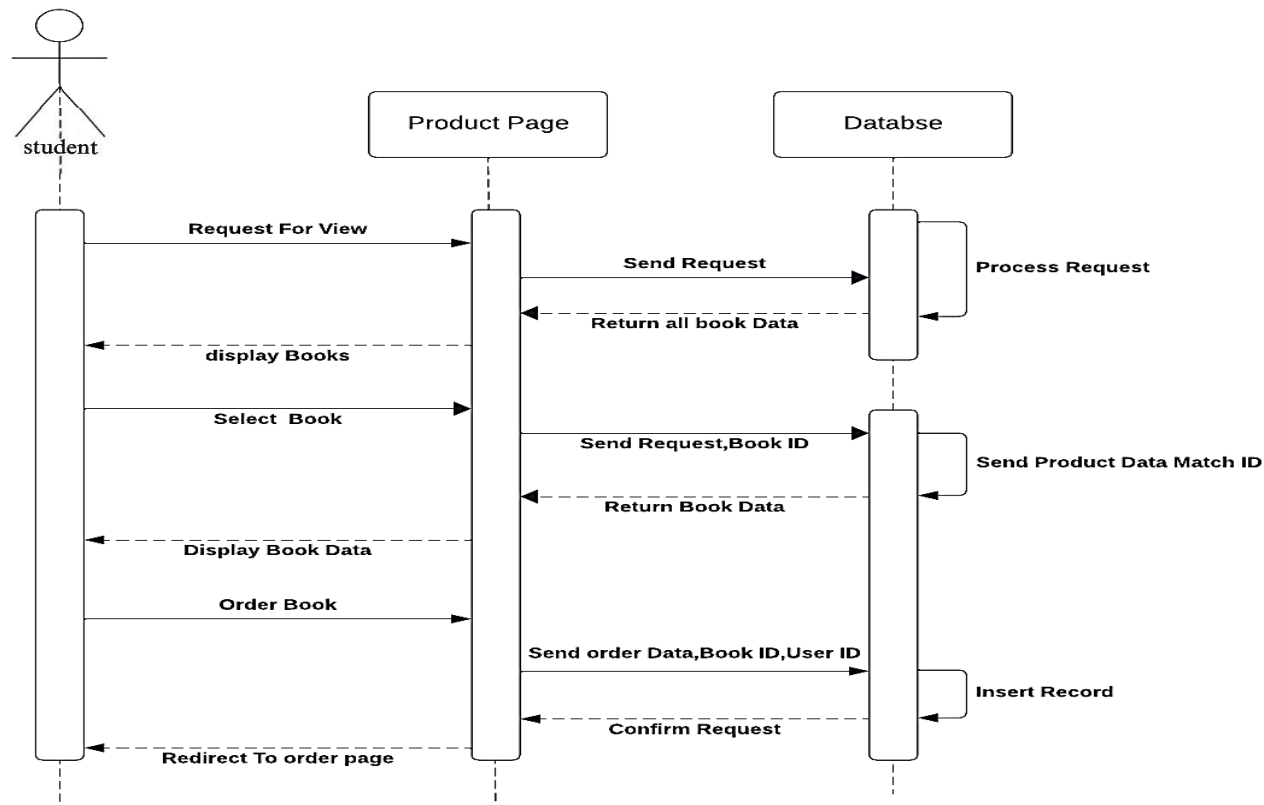
3.6.2 Login



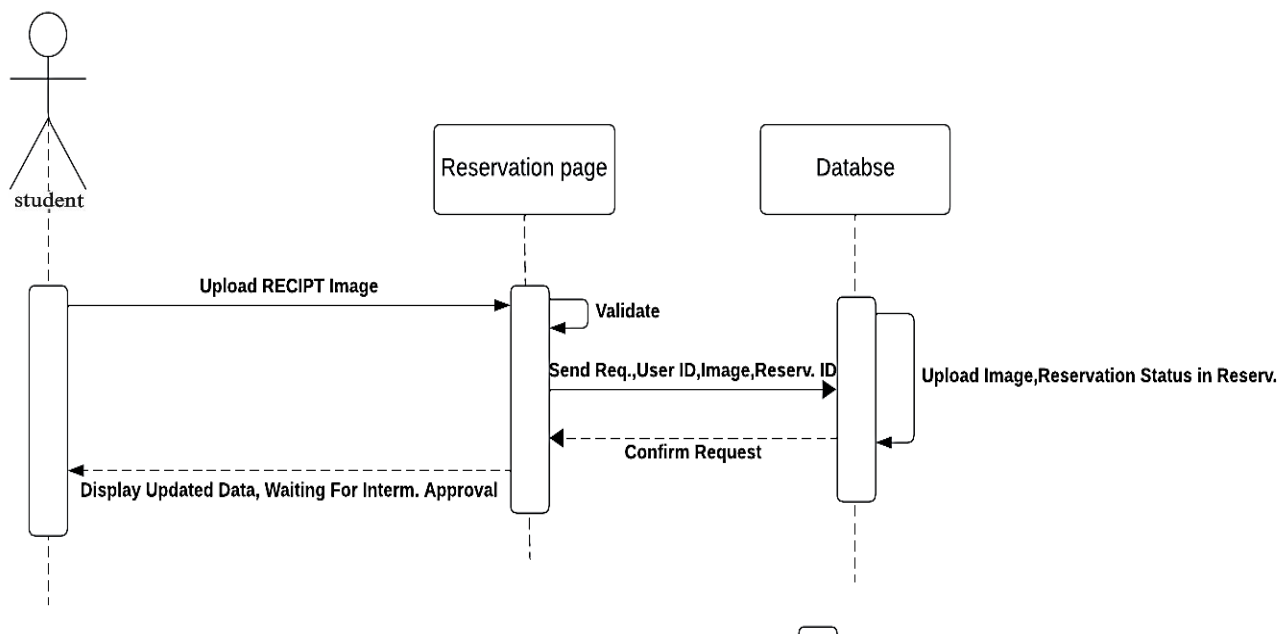
3.6.3 Choosing the Educational Stage & Subject



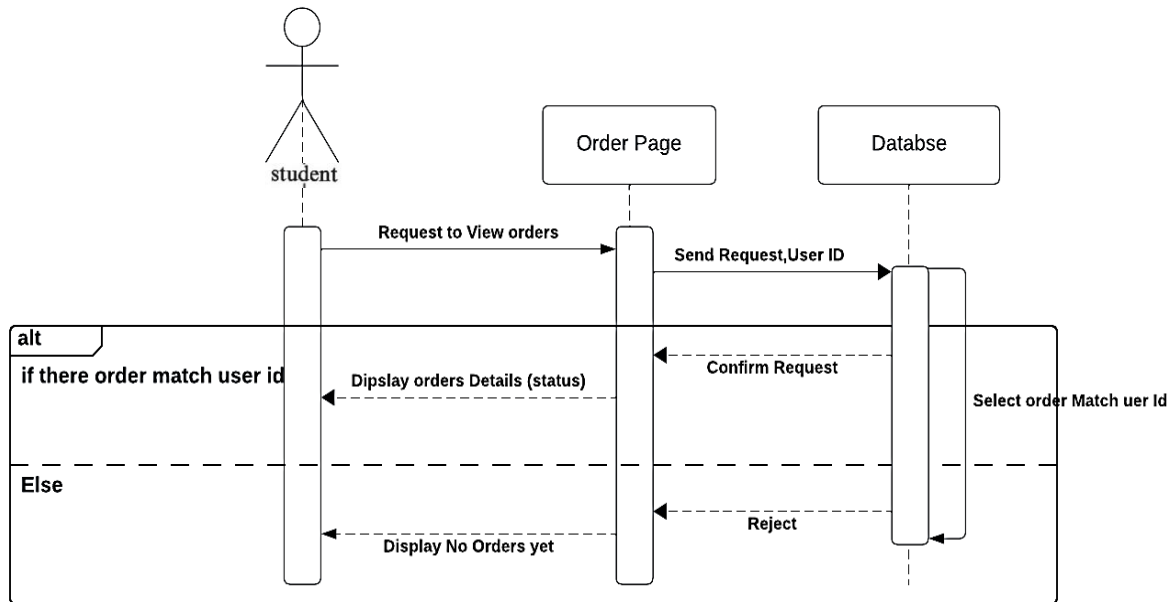
3.6.4 Buy Books



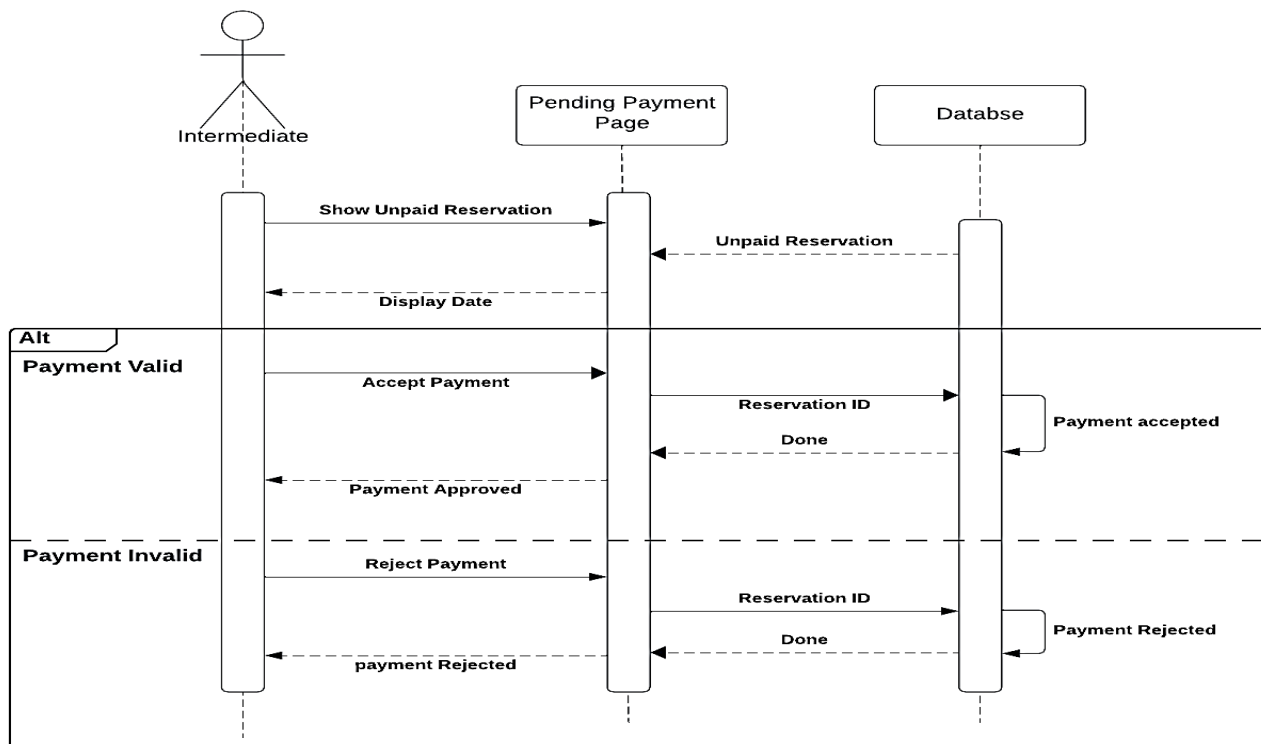
3.6.5 Pay by Fawry



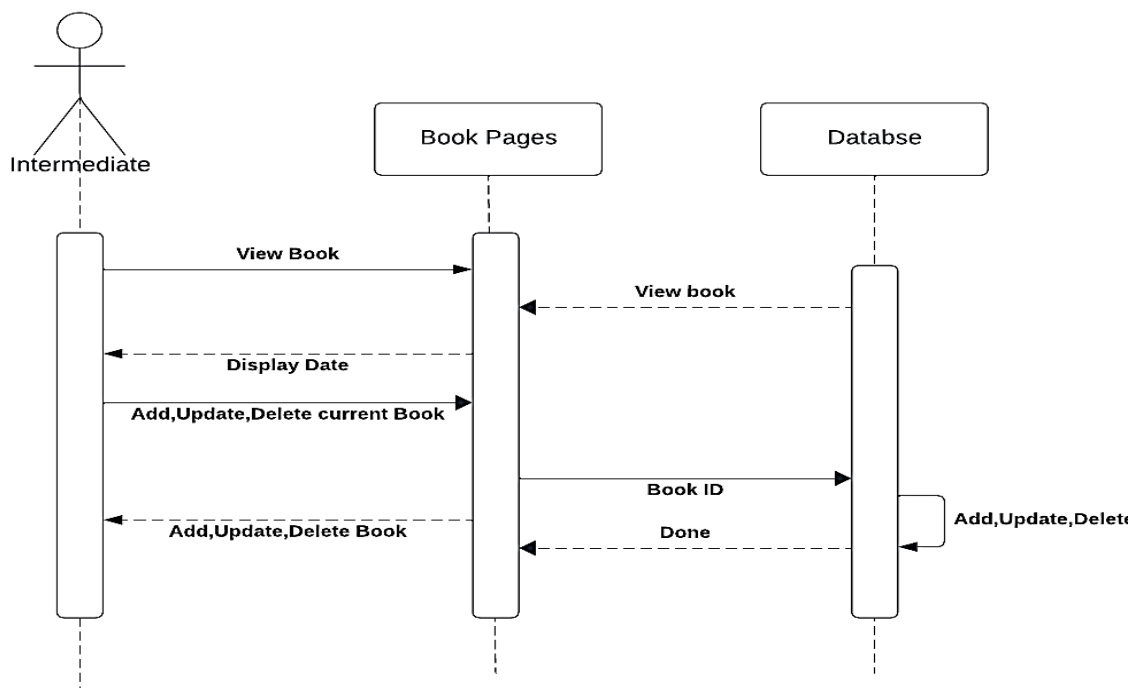
3.6.6 Track User's Order



3.6.7 Accept or Reject Payment



3.6.8 Add/Update and Delete Current Books



3.6.9 Block Any User

