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| 1–2 | | | | |  |  |  |  |
| **WHAT + HOW + WHO** | **WHAT do we do?** | |  | Selling antiques and artworks. | | | | |
| **HOW do we do it?** | |  | Connecting owners of art pieces and shops to customers by displaying pieces on the website. | | | | |
| **WHO do we serve?** | |  | - Shop owners.  - People who want to buy antiques and artworks. | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | |  | Wasting time and effort by searching for a specific piece of art. | | | | |
| **DEFINE SOLUTION PROVIDED** | |  | Save time and effort by displaying art pieces on the website. | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** | |  | Pricing based on cost. | | | | |
| **INCOME STREAMS** | |  | - Membership.  - Selling commission.  - Advertisements on the page. | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  | - Soical media.  - Local events. | | | | |
| **REFERRAL GENERATION STRATEGY** | |  | - Gold Member.  - Discount on commission percentage for selling the piece lump sum or auction.  - Cancellation of auction entry fees. | | | | |
| **COMPETITION** | **TOP COMPETITORS** | |  | - Mosaic Land for Oriental Antiques - Madaba.  - Al Afghani shop for oriental antiques - Amman. | | | | |
| **OUR COMPETITIVE ADVANTAGE** | |  | - Certified and trusted parts.  - Diversity of delivery methods.  - The ability to review the product from all exhibitions without moving.  - The presence of an advisory service and a quick response during auctions process. | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | |  | - Repeated customer entry to the site. | | | | |
| **SUCCESS MILESTONE MARKER 2** | |  | - Increase the number of membership.  - Access to a specific number of buying and selling through the site. | | | | |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** | | | | | | |
| **STRENGTHS ( + )** | | | |  |  | **WEAKNESSES ( – )** | |
| Authenticated and approved by the Ministry of Tourism and Antiquities | | | |  |  | New website | |
| Giving discounts | | | |  |  | Lack of products and scarcity | |
| Discount of membership to shops to display their products | | | |  |  | Gain the trust of customers | |
|  | | | |  |  |  | |
|  | **EXTERNAL FACTORS** | | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
| Open a special section for Artworks in sand | | | |  |  | New competitors appear in the market | |
| Open a special section for Handmade masterpieces | | | |  |  | Weak demand for tourism in some months of the year | |
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