

Internal Analysis

1. Product Analysis:

The internal analysis of the product includes two parts:

1. Product Overview:

App Name: Bastet.

Purpose: A translation app that bridges **Ancient Egyptian Hieroglyphics**, **Arabic**, and **English**.

Unique Feature: Allows users to **speak in Egyptian hieroglyphics** by combining transliteration with determinatives.

Target Audience: Language enthusiasts and history lovers interested in Egyptian culture.

Key Features:

Transliteration:

- Helps users pronounce Egyptian words in both English and Arabic.
- Bridges the ancient language with modern tongues.

Determinatives:

- Unique hieroglyphs added after each word to clarify its meaning.
- Make reading and understanding hieroglyphics easier and more accurate.

Detail Page:

Provides an in-depth view of each word, including:

- The hieroglyph itself.
- Gardiner's signs for reference.
- Translations in **English** and **Arabic**.
- Original references.

Designed to help users study or research the language.

Design Elements:

Font: Noto Sans is used for the app and website.

Logo & Icons:

- The logo represents **Bastet**, the ancient Egyptian goddess associated with protection, symbolized by a **cat silhouette against a sun disk**.
- Icons are designed specifically for hieroglyph translation, emphasizing the app's focus on ancient Egyptian texts.

Platform Development:

- The platform is being developed to make translations between **ancient Egyptian hieroglyphs**, **Arabic**, and **English** accessible and user-friendly.

- It is a **non-profit project** aimed at connecting people through the Egyptian language.

App and Website Screens:

App Screens:

- Includes features like **Onboarding**, **Translation**, and **Detail Page**.
- Contains references to **Gardiner's signs** (e.g., D21, D38, A45, Z1) and sources like the **Middle Egyptian dictionary**.

Website Screens:

- Features a Welcome page, Translation page, and Detail page.
- Includes **audio** and **video** elements to enhance user experience.
- Introductory video available to explain the app's functionality.

Team:

- The team is described as having a **unique role** in the industry, focusing on global data and network training.
- They are excited to continue developing the platform and making it accessible to everyone interested in Egyptian history.

Additional Notes:

- The app is available on **Google Play**.
- The project emphasizes **user-friendliness** and accessibility for those interested in Egyptian history and language.

Problems with the application:

- Lack of pronunciation of words: The application lacks the pronunciation feature, which limits its effectiveness in teaching the language.

2. Analyzing the content of the application owner on social media:

Strengths:

- **Unique content:** Teaching the ancient Egyptian language is a specialized and rare field, which reduces competition and attracts an audience interested in history and culture.
- **Multi-platform:** The teacher has a presence on more than one platform (Facebook, YouTube, app), which increases the chances of reaching the audience.
- **Translation application:** The application provides a translation service from Arabic to hieroglyphics, a feature that may be useful for students and researchers.
- **Academic expertise:** The teacher has a deep knowledge of the ancient Egyptian language, which adds credibility to the content he provides.

Weaknesses:

- **Weak interaction on platforms:** The interaction on the Facebook page and YouTube channel is low, which means that the content does not reach a large number of followers.

- **Irregularity in publishing content:** The content is irregular in publishing, which affects the interaction and loyalty of followers.
 - **Low subscriptions on YouTube:** The number of subscribers to the channel is low, limiting the content's spread.
 - **Lack of Facebook group:** A Facebook group can be a great way to build an interactive community around educational content, but it currently does not exist.
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2. Marketing Team Analysis:

The team comprises five members with diverse skill sets:

1. **Mohamed Erfan (Team Leader):** Background in business administration with academic experience in marketing, startup management, campaign management, data analysis, and social media marketing strategies. *Strength: Strong theoretical foundation and leadership potential.*
2. **Hagar Salah:** Focused on SEO, possessing knowledge of keyword research, content optimization, link building, and platform-specific SEO strategies. *Strength: Specialized SEO expertise.*
3. **Amaro Anwar:** Experienced Media Buyer from an advertising company, specializing in advertising and advertising analysis. *Strength: Practical advertising experience and campaign planning skills.*
4. **Mohamed Ibrahim:** Media student skilled in social media account creation and management, and video editing using Adobe Premiere. *Strength: Practical social media management and content creation skills.*
5. **Fatma Azzam:** Responsible for visual content creation, translating marketing ideas into engaging designs for social media. *Strength: Visual design and branding expertise.*

Challenges:

- **Unclear Roles and Responsibilities:** The lack of clearly defined roles and responsibilities is a significant challenge. This ambiguity likely contributes to inconsistent content production and potential duplication of effort or gaps in coverage.
 - **Limited Social Media Marketing and Audience Engagement Expertise:** While some team members have related skills, there appears to be limited *practical* expertise in developing and executing comprehensive social media marketing strategies, specifically focusing on audience engagement. This deficiency impacts the team's ability to effectively build a strong online presence and achieve marketing objectives.
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3. Financial Resources Analysis:

This project can be a strong addition to the team's professional portfolio, especially if it achieves good results. Since the work is voluntary, the team will not receive any direct financial return from the project. However, the client will cover all advertising and marketing activity expenses, which means the team will not incur any additional financial burdens.

From the client's side, they will bear all costs related to advertising and marketing activities, meaning they assume the financial risks if the desired results are not achieved. This balance in responsibility allows the team to focus on delivering the best possible performance without worrying about financial costs, while the client receives specialized marketing services without direct payment.

4. Other Resource Analysis:

Available:

Hardware:

- Laptops for the team.
- Cameras or smartphones to record visual content.

Strengths:

- Adequate hardware to produce content and develop the app.
- Able to work remotely if there is no office.

Weaknesses:

- Hardware may be limited (e.g. low-quality cameras).
 - Lack of a dedicated workspace may impact productivity
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