



UNIQUE



Team 1
Instructor : Safy Eldin Ahmed



TEAM REPORT



Names	Task	Presentation Topic
Mohamed Galal	Competitor analysis - Presentation	Competitor analysis
Areej Ali	Swot (weakness) - Value Proposition	Intro - Value Proposition
Shimaa Ali	SWOT (Threat) - marketing mix (product - promotion - people - price)	Swot (strength - weakness)
Amira Hesham	Swot (strength) - marketing mix (Place - process - physical evidence)	7Ps marketing mix
Lamyaa Mohamed	Introduction - Objective	Objective - segmentation
Mona Ehab	SWOT (Opportunities) - segmentation	SWOT (Opportunities - Threat)