

# AL-MA'MAL LAB

Accuracy Worth Trusting





**we would like to express my sincere gratitude and appreciation to dear Instructor [SARA MEKLED](#) for all the knowledge, support, and motivation you have given us .**

**You were more than just a Instructor , you were a true inspiration .**

**You planted confidence in us and pushed us to go beyond our limits and grow.**

**Thank you for your dedication, patience, and great efforts. Your words and guidance will stay with us always .**

# AL-MA'MAL LAB

Accuracy Worth Trusting

## our services

- Accurate results
- experienced staff
- home sample collection service
- comfortable and private environment

## Contact Us

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 Location: Damietta  
Harby Street



# BUSINESS MODEL CANVAS

01 Value proposition

Key activities

05

02 Customer segmentation

Key resources

06

03 Customer relation

Key parteners

07

04 Channels

Cost Structure

08

Revenue Stream

09

# Business Model Canvas

## Key Partners

- Medical Suppliers
- collaboration with other laboratories
- Transport Services

## Key Activities

- Providing: premium service, (home sampling), medical advices
- Maintaining/calibrating equipment regularly
- Training staff
- Digital marketing and engagement

## Key Resources

- Physical Location :lab
- Human Resources: Qualified lab technicians, experienced clinical pathologists
- financial resources
- Advanced equipment, chemicals
- Ministry of health licence

## Value Propositions

- All types of medical lab tests
- Accurate results, High quality , Expert team
- utilizing advanced equipments
- Home sampling collection services
- Trust worthy advise
- Digital payment methods
- Comfortable , private environment
- Competitive price

## Cost Structure

- Operational Costs: Rent, lab equipment maintenance, reagents, printed papers and envelopes
- Staff Salaries
- The Ministry of Health and Population contract includes the incinerator, waste, taxes, water, electricity, and lighting.
- Transport Services as home sampling vehicles
- Marketing: Digital ads, print materials, and community outreach

## Customer Relationship

- Maintain a file for each customer to track their progress effectively.
- Loyalty Program,
- Discounts for repeated customers or bundled tests , promo codes
- Follow-up calls/emails

## Channels

- Physical Location: On El Harby Street, Damietta
- Digital marketing : (Social media platform: facebook, Instagram,), Email marketing, mobile marketing
- Direct communication via phone, whats app, flyers

## Revenue Stream

- Medical laboratory Test Fees: Direct payments from patients
- Premium Services: Home sample collection.

## Customer Segments

- 1ry target audience: Males, females aged 25-65 With chronic disease
- 2ry target audience: Males, females aged 25-50 with pregnancy related issues or have kids with chronic disease or need to do lab tests for check up
- 3ry target audience: Males, females aged 40 - 65 Who take care about their health and needs frequent check up Obese patients aged from 24- 50 who is Following nutrition diet and do regular lab tests

# SWOT ANALYSIS OVERVIEW





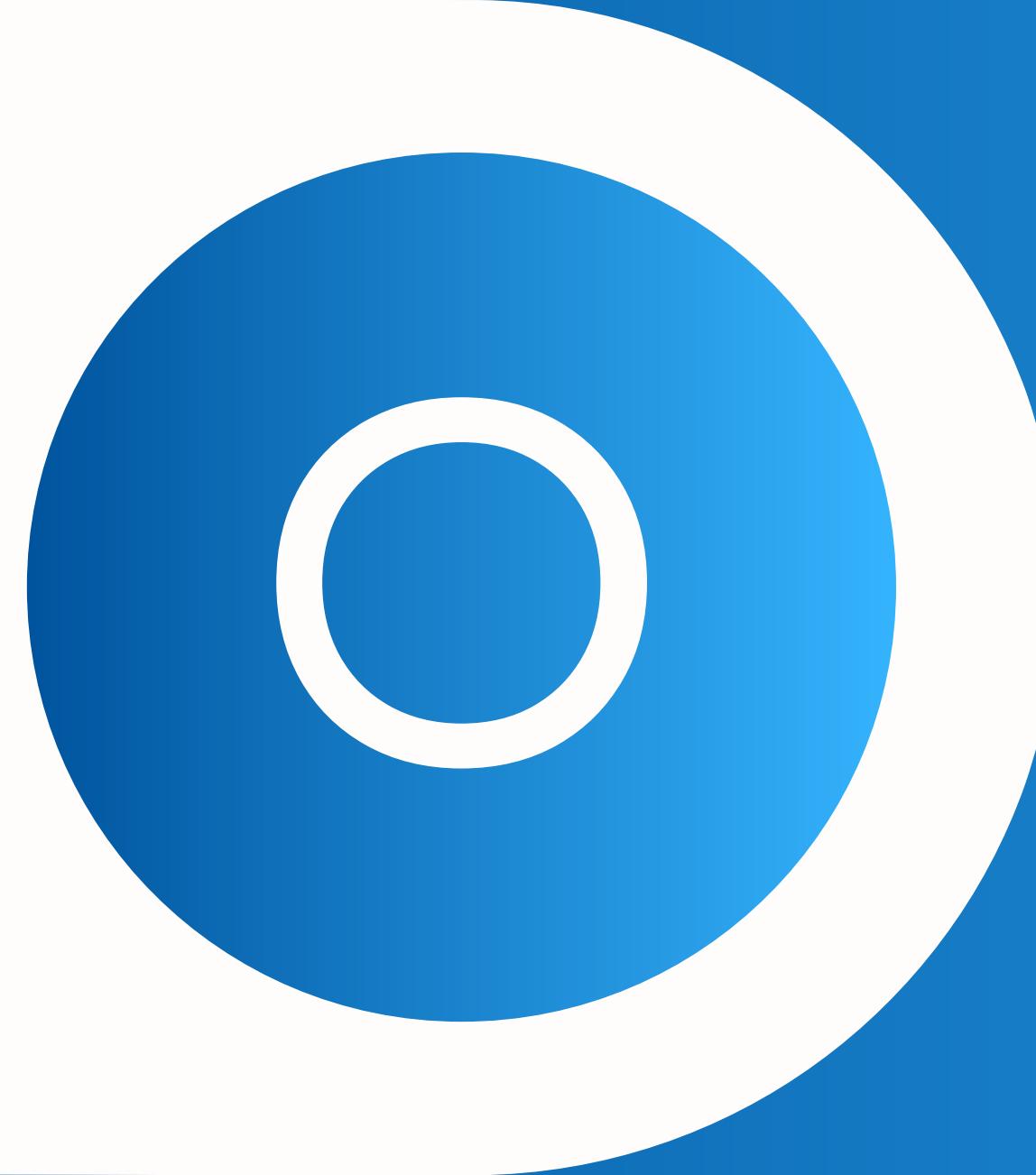
## ● Strength Points

- **Specialized Medical Management:** Laboratory owners are highly experienced medical analysis doctors who employ highly experienced laboratory technicians
- **Result Accuracy:** High-quality work, professional sample collection team
- **Record Keeping:** Maintaining patient test history for future reference
- **Competitive Pricing:** More affordable than competitors with maintaining high quality
- **Effective Communication:** Providing private contact numbers, electronic result delivery
- comfortable and private environment, home sample collection service



## ● Weaknesses Points

- **Weak Digital Presence: Lack of active social media pages**
- **No Contracts with Insurance Providers or Unions**
- **Competitors Closer to the Main Hospital**



## ● Opportunities Points

- **Leveraging Doctor Expertise:** Offering consultations and medical advice
- **Competitive Pricing:** Attracting more customers than competitors
- **Establishing Partnerships with:** Charities, companies, health insurance providers
- **Building Trust:** Explaining test result delays to ensure accuracy
- **Pre-analysis preparation inquiries and Consultations about test results**
- Increase our presence digitally by activating facebook page and create instagram page



## ● Threats Points

- Competitors Have Strong Social Media Presence
- Competitors Are Contracted with Nearby Doctors and Insurance Providers
- Increasing Cost of Chemicals

# PEST Analysis

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## Political Factors

- Licensing and Regulations: Must comply with Ministry of Health regulations
- Taxation: Digital advertising platforms are taxed
- Government Support: Facilitating accreditation and training for healthcare providers

## Economic Factors

- Inflation and Weakened Purchasing Power: Customers seek discounts and lower prices
- Rising Operational Costs: Due to continuous increases in chemical prices

## Social Factors

- Diverse Social Classes: From workers to business owners
- Increasing Health Awareness: Especially among families and chronic disease patients
- Growing Demand for Medical Tests: Due to marriage, and chronic illnesses

## Technological Factors

- Digital Transformation in the Region
- The Growing Use of Social Media

# COMPETITOR ANALYSIS

City lab, Invitro lab, Dr sarah gohr lab,  
Nour elhayah lab



# Key Metrics facebook



## Nour Elhayah

24k Followers,  
25k Likes  
**Posting Frequency:**  
Regular every  
week 1 post or video  
**Engagement:**  
Normal comments  
(3-4)  
likes(3:4)  
share:(10:20,paid 200  
share

## City lab

26k Followers,  
27k Likes  
**Posting Frequency:**  
not Regular  
1 post/week or post  
every 2 days  
**Engagement:**  
Normal comments  
(3-4)  
like(5:10)  
share:12

## INvetro lab

3.2k Followers  
3.5k Likes  
**Posting Frequency:**  
not regular 1 or not  
/week  
**Engagement:**  
normal Comments  
(3-4)  
Shares: 2:3  
paid post(200 like  
300 comment)

## DRsarrah johar

12k Followers,  
12k Likes  
**Posting Frequency:**  
Regular 2/week  
**Engagement:**  
Comments:  
2-3 (normal),  
paid post(300)  
likes :(30:40)  
paid(150)  
Shares: (2:3)

# Content Strategy



## Nour Elhayah

**Focus:** Offers, Medical Analysis Course ,educational General Health Information (كل يوم معلومة طبية)

**Tone:** Informative, Supportive, Compassionate with a Focus on Health

**Media:** Utilizes posts ,image,video

**Advertising:** now not Running ads

## City lab

**Focus:** Offers, Educational (الوقاية في)، معلومات وتحليل يطمئن من سيناري لاب )، Packages, Discounts, Follow-up Card

**Tone:** professionalism and friendliness , which encourages customers to benefit from the services.

**Media:** Utilizes posts, stories, and reels

**Advertising:** Running ads

## INvetro lab

**Focus:** Offers ,Greetings.

**Tone:** Motivational marketing and human communication to deliver an attractive offer.

**Media:** text and static images (no videos mentioned).

**Advertising:** Not currently running ads.

## DRsarrah johar

**Focus:** Greetings, Educational content , Union offers ,Branch announcements , Charity day.

**Tone:** Friendly and informal  
**Media:** Posts , videos but(Weak and unattractive).

**Advertising:** Not currently running ads, but has made paid ads

# Strengths

## Nour Elhayah

- Active on Facebook with regular posting
- Offers, discounts (Unions, Families)
- Uses a Package and Discount System
- Provides online booking
- Quick response on WhatsApp
- Consistent branding (colors, logo background)

## City lab

- Home visit service
- results can be delivered via WhatsApp.
- instant payment available.
- have many branches.
- Established partnerships with many clinics .
- Active participation in events and global awareness days.
- Website presence.
- Packages, Discounts, and a Follow-up Card

## INvetro lab

- Actively participates in local events.
- Has partnerships with clinics through events.
- Uses WhatsApp for communication.
- Utilizes offers and motivational marketing.
- Has multiple branches in Damietta.

## DRsarrah johar

- Regular posting on face book
- Organizes a charity day under the lab's supervision with a specialized doctor periodically.
- Collaborates with most unions and offers a 30% discount.
- Provides home sample collection .
- WhatsApp results delivery.
- Has 3 branches in Damietta.



# Weakness:

## Nour Elhayah

- Lack of focus on lab advantages (other than discounts).
- Video content could be improved.
- Limited presence only Facebook.

## City lab

- Content doesn't focus on the lab's benefits for the customer.
- Weak visuals, overcrowded with text.
- don't reply on their Facebook page.

## INvetro lab

- Lack of video content.
- **visuals are weak and unattractive.**
- No focus on the benefits lab provides to customers.
- Slow response rate on communication channels
- No website presence

## DRsarrah johar

- Posts and visuals are described as weak and unattractive.
- **Videos are limited.**
- Posts lack focus on the lab's benefits and services..
- Slow response time.



*also we studying big  
Competitor  
Alborg , Al Mokhtabar  
Labs and Take advantage of*



Focus on consistent, high-quality content that resonates with your local audience. Encourage engagement through questions, polls, and interactive posts. Attractive Designs

Ensure our branding is consistent across all online and offline materials. Invest in good quality visuals for your social media posts and any printed materials.

Multiple Communication Channels WhatsApp and phone lines. adding a Facebook Messenger

Focus on building strong relationships with client ,local doctors and clinics for referrals and collaborations.

# BUYER PERSONNA





## Ebrahim El said

### Background & Demographics

**Age :** 60

**location:** damietta

**Gender:** male

**Education :** intermediate education

**Profession:** merchant

**Marital Status :** married

**Income :** 8000

**children :** 3 married

### Goals/Aspiration

- Needs medical lab :
- with high accurate and reliable results to monitor diabetes progression and adjust treatment accordingly, respect customers and care about them, provide trusted advices and simple explanation of results
- Needs regular reminders for necessary tests.
- Prefers the laboratory to offer special discounts for recurring customers and their families.

### Personality Traits

Does not like trying new things and when he tries a service and likes it, he becomes fully loyal to it.

#### Values & Beliefs

Values his health and cares deeply about his family.

#### Lifestyle

Spends more time with his family.

### Challenges/Pain Points

Can not understand laboratory results.

Forgets the periodic times for his medical tests for monitoring his condition(diabetes, cardiac, hypertensive)

doesn't like going out frequently.  
Cannot tolerate long waiting times

Concerned about overpriced or unreliable lab services

### Behavioural Information

**Buying Behavior:** Makes decisions based on the value for service and his level of need for it.

**Product Usage:** Needs to perform tests every six months, including routine tests and kidney function analysis.

**Technology Usage:** WhatsApp, Facebook.

### Motivations & Influences

**Motivators:** his desire to monitor his health and the health of his family.

**Influences:** (friends, family)

**Media Consumption:** Preferred media channels (facebook, whatsapp).



## Nadia Ahmed

### Background & Demographics

**Age :**65

**location:**damietta

**Gender:** female

**Education:** bachelor of engineer

**Profession:** retired

**Marital Status :** widowed

**Income:** 7000

**children :** 4 married

### Goals/Aspiration

- Maintain her health and undergo regular medical tests for her chronic diseases( auto immune disease) in trusted lab, accurate results, professional team
- Rely on home services for convenience espiceally in cold weather and to avoid transportation issues
- Lab sends her results on whatsapp and gives her advice

### Personality Traits

Prefers routine and relies on previously tried services

Seeks comfort and personal care in medical services

Prefers dealing with service providers who respect her privacy and treat her kindly

#### Values & Beliefs

Values comfort and personal attention

Prefers reputable and trustworthy medical services

#### Lifestyle

Spends most of her time at home, especially in winter and enjoys watching religious and social TV programs

### Challenges/Pain Points

- Difficulty moving around due to respiratory allergies as she is asthmatic and beside that she dosent like going out in cold weather
- Rely on her children and they are always busy in their work and life so she wants home services

### Motivations & Influences

**Motivators:** Her Convenience and the ability to get tests done at home.

Reduce visits to hospitals and medical centers as much as possible. Her fear from disease complication

### Behavioural Information

**Buying Behavior:** Prefers medical services that come to her home

Relies on doctors' recommendations or friends' experiences when choosing labs

Willing to pay extra for comfort and excellent customer service

**Product Usage:** Needs regular lab tests to monitor chronic conditions

**Technology Usage:** mobile, whatsapp. facebook

**Influences:** Doctors' recommendations, Friends and family experiences, reviews, the lab's reputation and service quality

**Media Consumption:** Television, WhatsApp and Facebook



## Mariam Aly

### Background & Demographics

Age :28

location:damietta

Gender: female

Education: bachelor of  
pharmacy

Profession: medical rep

Marital Status : single

Income: 10000

children : 0

### Goals/Aspiration

- looking for a lab that opens early in the morning
- A lab that offers a regular follow-up system
- Obtaining accurate results for thyroid hormones.
- Providing affordable prices and special offers on thyroid-related packages.
- Easy and fast access to test results.
- Looking for a clean, organized, and user-friendly place with an understanding staff.
- No waiting or crowding during sample collection.

### Personality Traits

- Organized ,prefer read and fully understand her condition before making any decisions.
- Health-conscious and anxious
- Loyal to trusted brands

#### Values & Beliefs:

- Believes that regular follow-ups and tests are key to effective treatment.
- education and awareness are essential parts of managing her health.

#### Lifestyle:

- Cares about healthy nutrition
- Uses the internet as her primary source for medical information.
- Visits the lab at least once every 2-3 months.
- Prefers quick and convenient solutions, such as home sample collection and receiving results online.

### Challenges/Pain Points

- The opening time of laboratories
- high cost of tests, especially with frequent repetition.
- Forgetting the scheduled date for regular tests.
- Fatigue from frequent visits to the lab.
- Dealing with crowded and disorganized places.
- Delays in receiving test results.

### Motivations & Influences

#### social Media:

- Follows laboratory pages on Facebook and Instagram to learn about offers, customer reviews, and medical advice.

#### Doctor's or Nutritionist's Recommendation:

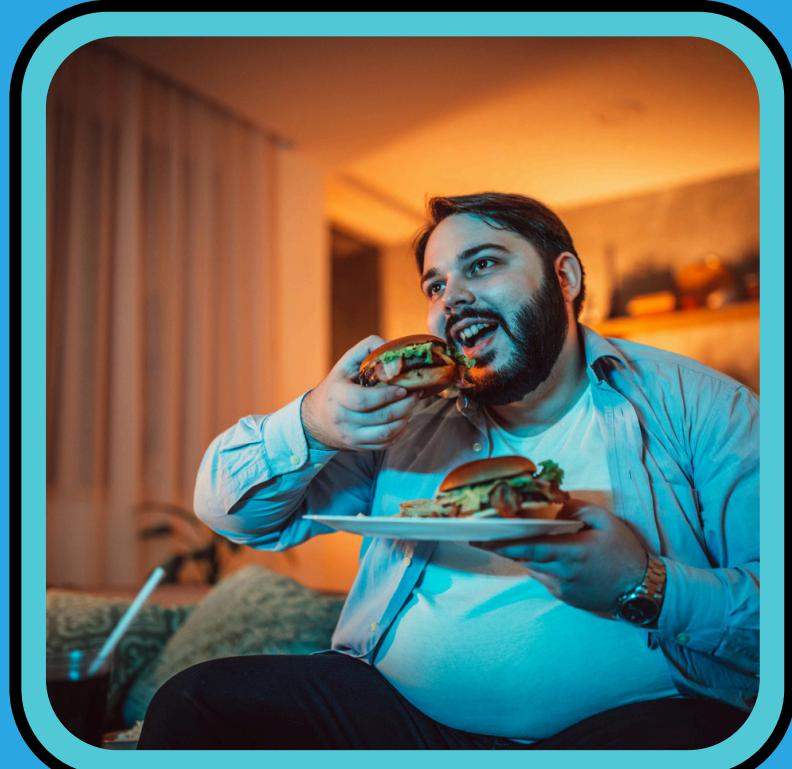
- The client relies heavily on the doctor's recommendation, especially for precise or specialized tests.

#### Experiences of Friends and Family:

- Relies on recommendations and experiences shared by friends and family

### Behavioural Information

- Compares prices and services.
- Asks friends or in medical Facebook groups.
- Looks for real reviews and experiences.
- Follows medical accounts on Facebook and Instagram that provide awareness, reviews, or explanations of test results.
- Follow-up Behavior:
  - Prefers to follow up every 3 months.
  - Sometimes forgets test dates, so values reminder services via SMS or WhatsApp.



## Mr: Ahmed

### Background & Demographics

**Age :35**

**location:damietta**

**Gender: Male**

**Education: Bachelor of Arts and Education**

**Profession: Office Worker**

**Marital Status :married**

**Income :8000**

**Children:2**

### Goals/Aspiration

- Losing weight in a healthy way and monitoring the impact of the diet on his health.
- Ensuring that weight loss does not cause a deficiency in essential vitamins or minerals.
- Avoiding any health complications that may result from following a strict diet.
- Tracking medical tests to ensure the body's functions remain safe during weight loss.

### Personality Traits

Believes in the importance of change to achieve good health.

Prefers sustainable healthy solutions.

#### Values & Beliefs

Seeks reliable information from doctors and specialists before making any health-related decisions.

Prefers laboratories that provide consultations and simplified explanations of test results.

#### Lifestyle

refers staying at home after work and spends most of his time with his family.

Looks for convenient services such as healthy food delivery and home sample collection for medical tests.

### Challenges/Pain Points

- Not knowing the importance of certain tests that should be done during a diet.
  - Searching for a laboratory that offers reliable services at reasonable prices.
  - Lack of enough time to visit the lab due to work pressure.
- Fear of test results that may indicate unexpected health issues

### Motivations & Influences

#### Social Media:

Follows laboratory pages on Facebook and Instagram.

#### Search Engines:

Searches for the best nearby laboratories on Google.

#### Doctor or Nutritionist Advice:

Relies on doctors' recommendations for trusted laboratories.

#### Friends and Family Experiences:

Trusts the opinions of those who have previously undergone tests.

### Behavioural Information

- Prefers laboratories close to his home or workplace that provide fast and accurate results.
- Looks for laboratories that offer affordable test packages or special offers.
- Prefers laboratories that provide home sample collection services.
- Prefers laboratories that offer electronic delivery of test results



## Mrs.Nora

### Background & Demographics

Age :30

location:damietta

Gender:female

Education:University Graduate

/ Profession:Employee

Homemaker

Marital Status:Married

Income:Middle to Upper  
Middle Class

Childern:First-time mother or  
has previous children

### Goals/Aspiration

- Regularly conducting periodic tests  
Identify potential health issues early through regular medical tests
- Optimize time management between work, family, and medical checkups.
- Stay within budget while ensuring high-quality healthcare services.
- Gain access to convenient at-home testing services

### Personality Traits

Balanced; enjoys social interactions but prefers privacy in medical matters.

Risk Tolerance: Cautious, prioritizes accuracy and reliability over convenience.

Decision-Making Style: Research-driven; seeks recommendations from doctors and trusted sources.

#### Values & Beliefs

Health and safety come first, both for herself and her baby.Prefers accuracy and quality in medical testing over low cost.Believes in scientific and medical advancements for pregnancy care.

#### Lifestyle

Regularly follows pregnancy and parenting pages,bolgs,Engages in prenatal yoga or light exercise

### Challenges/Pain Points

- fast and accurate result with digital access.
- High costs of comprehensive pregnancy test packages
- Difficulty in keeping up with frequent checkups due to work or household responsibilities
- Long waiting times at medical labs
- Anxiety about test results and the impact on the baby.

### Motivations & Influences

Doctor's recommendations for periodic testing.

Desire for reassurance about the baby's health.

Fear of complications or undetected issues.

Recommendations from other mothers.

Online reviews and testimonials about lab services.

#### Media Consumption:

Pregnancy blogs, health podcasts, and medical news.

Social media groups for expecting mothers.

YouTube videos on pregnancy wellness and nutrition.

### Behavioural Information

Buying Behavior: Prefers recommended and highly-rated medical labs.

Product Usage: long pregnancy period and after checkup

Technology Usage: facebook, whatsapp



## Omar Osama

### Background & Demographics

**Age :**40

**location:**damietta

**Gender:** male

**Education:** Bachelor's degree in Engineering

**Profession:** Petroleum Engineer

**Marital Status:** married

**Income:** 20000

**Children:** 3

### Goals/Aspiration

- Looks for a reliable lab that provides accurate and fast results for his father and runs by experienced doctors who offer professional medical advice.
- Prefers convenient services like home sample collection and digital result delivery and digital payment like vodafone cash and instapay
- Wants clear, easy-to-understand explanations of test results.
- Ensures his father's health by arranging regular medical tests.

### Personality Traits

Prefers quick, direct solutions that save time and effort.

Feels a duty to care for his father but struggles with time constraints due to work.

Doesn't trust services easily and prefers recommendations and reviews before making a decision.

#### Values & Beliefs

Prioritizes his family and his father's well-being and seeks the best possible care with minimal hassle.

#### Lifestyle

Spends long hours at work, go to the gym. Tech-Savvy & Digital Consumer

### Challenges/Pain Points

- His demanding job leaves little time to accompany his father for medical tests.
- Worries about his father's health and seeks trustworthy, efficient service.
- Struggles to understand some medical terminologies in test reports.

### Motivations & Influences

**Motivators:** Wants the best care for his father with minimal efforts.

**Influences:** doctor recommendations, friends, family, reviews

**Media Consumption:** Preferred media channels face book, youtube, medical websites for senior healthcare insights

### Behavioural Information

**Buying Behavior:** Prefers labs recommended by doctors and friends. online Prefers digital payments

**Product Usage:** Requires regular tests for his father, including diabetes, thyroid, kidney and liver function, and heart screenings.

**Technology Usage:** mobile, whatsapp, facebook.



## Reem khaled

### Background & Demographics

Age :35

location: damietta

Gender: female

Education:bcs.commerce

Profession: house wife

Marital Status: married

Income of her husband: 7000

Childern: 1 has 10 years old and diagnosed recently with diabetes, he likes chocolate and obese

### Goals/Aspiration

- Finding a healthcare provider experienced in handling children's blood samples.
- Seeking affordable healthcare services for her child, including discounted prices for lab tests.
- Finding a facility that offers a full range of child-specific health tests (e.g., lipid profile, blood count, HA1C).
- Ensuring accurate, reliable test results for her child's health and monitoring their condition over time.
- Comparing current test results with previous ones for better health monitoring.

### Challenges/Pain Points

- Lack of specialized places for drawing blood samples from children.
- High costs of specialized tests and examinations.
- Concern about the accuracy of results or the reliability of laboratories.
- Difficulty in comparing current test results with previous ones.

### Motivations & Influences

Motivators: Her desire to ensure her child's health and provide the best possible healthcare for him.

Influences:

She is influenced by her family's and friends' opinions, personal experiences, and reviews she reads online, especially on social media.

Media Consumption:

Preferred media channels (whatsapp, facebook, Instagram)

### Behavioural Information

Consulting friends and family: Relies on the opinions of close ones before making a purchase decision or paying for a service.

Checking reviews on Facebook: Reads reviews and comments on Facebook to get feedback and opinions from others.

Ensuring quality: Prefers to confirm the quality of the service or product before paying, based on others' experiences.

Attraction to special offers: May be drawn to offers or discounts that provide healthcare services at affordable prices.

Product Usage:

She needs to perform tests for her child every 6 months, along with monitoring any other tests related to his health condition.

Technology Usage:

She uses WhatsApp primarily, along with Facebook, Instagram, and YouTube.

### Personality Traits

Responsible, Caring about her child's health, Detail-oriented and practical, Ambitious, Seeks reassurance and peace of mind

### Values & Beliefs

Child's health comes first, affordable healthcare, importance of health knowledge, trust in experts, and emotional reassurance through reliable care.

### Lifestyle

She focuses on caring for her family, keeps up with the latest medical information, strives for a balance between her personal life and caring for her child, and pays attention to health and proper nutrition.