

# Business Model Canvas

## Key Partners

- Medical Suppliers
- Insurance Companies
- collaboration with other laboratories
- public relations and networking
- Transport Services

## Key Activities

- Providing: Reliable results, premium service, medical advices
- Maintaining/calibrating equipment egularly
- 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
- Acurate results,High quality , Expert team
- utilizing advanced equipments
- Home sampling collection services
- Trust worthy advise
- Digital payment methods
- Comfortable , private environment
- Competitive price

## Customer Relationship

- Trust worthy advise
- Loyalty Program, Discounts for repeat 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, tiktok), E mail marketing, mobile marketing
- Direct communication via phone, whats app, flyers
- Collaborations with nearby hospitals and clinics.

## Customer Segments

- **1ry target audience:**  
Males, females aged 25-65  
With chronich disease  
Obese patients aged from 24- 50  
who is Following nutrition diet and do regular lab tests
- **2ry target audience:**  
Males, females aged 25-50  
with pregnancy related issues  
or have kids with chronich disease  
or need to do lab tests for check up
- **3ry target audience:**  
Males, females aged 40 - 60  
Who take care about their health and needs frequent check up

## Cost Structure

- Operational Costs: Rent, lab equipment maintenance, reagents, printed papers and envelopes
- Staff Salaries
- Compliance: Licenses, certifications, and quality control
- Transport Services as home sampling vehicles
- Marketing: Digital ads, print materials, and community outreach

## Revenue Stream

- Medical laboratory Test Fees: Direct payments from patients
- Premium Services: Home sample collection, urgent test fees.
- Agreements with hospitals/clinics /local charities and insurance providers