The Laboratory for Medical Analysis (El Mahmal) is located in the city of Damietta on Harby Street, a vital street that houses the Specialized Hospital, the Oncology Institute, and the Gastroenterology Hospital. It is also surrounded by clinics with various specialty, such as internal medicine, cardiology, gynecology, orthopedics, rheumatology, immunology, oncology, and pediatrics. Additionally, there are several other laboratories nearby.

The lab is licensed by the Ministry of Health and employs highly experienced laboratory technicians who are skilled in their field and in dealing with clients. The lab is distinguished by a comfortable atmosphere, good lighting, and the privacy of sample collection. It is situated on the first upper floor and also offers outside sample collecting service. The laboratory provides a full range of medical tests.

**Value:** Accuracy Worth Trusting

**Value Proposition:**  
We provide all types of medical tests at the best prices, ensuring high-quality, accurate results. Sample collection is performed by experts, and we offer trustworthy advice and recommendations. We also provide the convenience of comparing current tests results with the previous ones and offer home sample collection services.

**SWOT analysis:**

**Strengths:**  
The laboratory owners are medical analysis doctors, which allows them to perform all types of tests, unlike chemists and science graduates who are limited to specific types of tests. They are distinguished by the accuracy of their results, the quality of their work, and the expertise of their staff in sample collection. The lab maintains a history of previous tests for clients, provides advice and recommendations, and offers competitive prices. They are also known for their honesty and integrity, send results on whatsapp if customer request that, gives their private numbers to customers if they request, their prices better than their competitors

**Weaknesses:**  
They have only social media pages not active from 3years and are not contracted with unions, health insurance providers, or nearby doctors as their competitors, some competitors are more near to the main hospital in their street.

**Opportunities:**  
Leveraging the presence of the lab's doctor-owners to meet with patients, provide advice, and build strong relationships. Their prices are more competitive than those of their competitors, and they have the capability to perform all types of medical tests. There is also an opportunity to establish contracts with charitable organizations, health insurance providers, and companies. Additionally, explaining the reason for any delays in test results—such as the need for accurate results in the best interest of the patient—can help foster trust and understanding.

**Threats:**  
The neighboring laboratories have had active social media pages for years and are contracted with nearby doctors or unions. Additionally, there is the challenge of increasing chemical prices every month.

**PEST analysis**

**Political:**

The laboratory must be licensed by the Ministry of Health and comply with the laws regulating the advertisement of medical services. Additionally, taxes are imposed on digital advertising channels, and there is a trend toward applying value-added tax (VAT) on these platforms.

The Egyptian government provides support to medical laboratories through collaboration between the public and private sectors, offering educational and training resources for healthcare providers, and facilitating accreditation procedures through GAHAR (General Authority for Healthcare Accreditation and Regulation).

**Economic:**

Due to inflation and resource shortages, purchasing power has weakened, leading people to constantly search for the best prices and discounts. This has also resulted in a continuous increase in the prices of chemicals used in the laboratory.

**Social:**

There is a variation in social classes, ranging from craftsmen and workers to employees and businesspeople. These groups can be divided into those who value healthcare and the importance of medical tests, and those who need greater awareness about the significance of monitoring their health and diseases through medical examinations.

The rate of marriage and family formation is high, which increases the demand for many medical tests. Additionally, a significant number of people perform Hajj and Umrah, leading to a rise in demand for certain medical tests but performed im governmental labs. Furthermore, some chronic diseases are prevalent, requiring regular follow-up through specific medical tests.

The percentage of the population under 15 years old is 27.96%.

The percentage of the population aged 15 to 64 is 64.44%.

The percentage of the population aged 65 and above is 4.3%.

The percentage of males is 54.89%.

The percentage of females is 45.11%.

**Technological:**

The governorate is striving to promote digital culture among residents, enhance the use of technology, and improve technological infrastructure. There is also a continuous increase in the use of social media platforms, particularly in urban areas.

**Target audience segmentation**

| Geographic | Demographic | Behavioural | Psychograhic |
| --- | --- | --- | --- |
| Dammietta, urban, rural regions | **Age:** 20-65  Gender: male, female  **Occupation:** employee, craftsmen , workers housewife, who searching for jobs  **Socio-economic:** Facebook, Instagram, whatsapp, tiktok, youtube  **Group:** single, married, parents looking for labs for them or their children, patients with chronic disease as:  ( diabetic, hypertensive cardiac, thyroid, immune disorder, hepatic, renal)  **Income level:** low, mid, classes | **Rate of usage:** occasionally: according to doctor request for diagnosis  Frequently:  For monitoring  **Benefit soughts:** looking for accurate and rapid results, reasonable price, cleanliness and professionalism durig sample collection with no pain, analytical information for the results and any recommendation, ability of sampling at home, sending results on their number, email, ready for printing, discount syndicates and health insurance discount for students and employee, availability of all medical lab tests they want in the same place  **Loyalty status:**  Loyal as they can to consistent and valuable services  **Readiness to purcash:**  Ready to buy for their health | **Personality:** theylike who care about them and advise them, need privacy during sampling, want clean and cozy place, care about quality during sampling, storage, and performing the test, ensuring the right name of patient on the right sample  **Lifestyle:**  Take care about their health and their familes health,  Athletes  **Attitude:** loyalety due to the value and benefits they would have, recommend the service to other friends, lab should be licensed by the ministry of health |

**Targeting:**

**1ry target audience :**

Patients with chronic disease (hypertensive, cardiac, diabetic, immune disorder, rheumatology, hepatic, renal, cancer)

**2ry target audience:**

Married people who have pregnancy related problems or have children and like to take care about their health if they have chronic disease or just for check up or if they are sportives and need specific medical tests before their champions and know how to treat children friendly and sampling with no pain.

**3ry target audience:**

Obese person who is following a diet and undergoing regular tests with a nutritionist. Atheletes and healthy people who like to check up and take care about their their lipid profile , vitamins, minerals