**Key Points for PowerPoint Presentation**

**Introduction to the Laboratory**

* **Laboratory Name:** El Mahmal Medical Analysis Laboratory
* **Location:** Damietta, Harby Street, near specialized hospitals and various clinics
* **Licensing:** Licensed by the Ministry of Health
* **Services:** Conducts all types of medical tests at competitive prices
* **Distinction:** Accurate results, experienced staff, comfortable and private environment, home sample collection service

**Value Proposition**

* **Accuracy and Quality:** Reliable results at competitive prices
* **Convenience:** Home sample collection service, ability to compare current and previous test results
* **Communication:** Sending results via WhatsApp upon request, providing medical advice and recommendations

**SWOT Analysis**

**Strengths**

* **Specialized Medical Management:** Laboratory owners are medical analysis doctors
* **Result Accuracy:** High-quality work, professional sample collection team
* **Record Keeping:** Maintaining patient test history for future reference
* **Competitive Pricing:** More affordable than competitors
* **Effective Communication:** Providing private contact numbers, electronic result delivery

**Weaknesses**

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

**Opportunities**

* **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

**Threats**

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

**PEST Analysis**

**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, pilgrimage, and chronic illnesses

**Technological Factors**

* **Digital Transformation in the Region**
* **Rising Use of Social Media in Urban Areas**

**Target Audience Segmentation**

**Geographic Criteria**

* Damietta (Urban and Rural Areas)

**Demographic Criteria**

* **Age:** 20-65 years old
* **Gender:** Male and Female
* **Occupation:** Employees, business owners, housewives, job seekers
* **Social Class:** All income levels (low, middle, high)

**Behavioral Criteria**

* **Usage Rate:**
  + Occasional (doctor’s diagnosis request)
  + Frequent (for medical monitoring)
* **Benefits Sought:**
  + Accurate and fast results, reasonable prices, cleanliness, professionalism
  + Medical recommendations, home sample collection, electronic and printed results
  + Discounts for students and employees in unions and health insurance

**Psychographic Criteria**

* **Loyalty:** Customers prefer consistent, high-quality services
* **Purchase Readiness:** Willing to pay for reliable healthcare services
* **Lifestyle:**
  + Health-conscious individuals and families
  + Athletes undergoing regular check-ups
  + Concerned about cleanliness, professionalism, and accuracy

**Targeting Strategy**

**Primary Target Audience**

* **Chronic Disease Patients:** Hypertension, heart disease, diabetes, immune disorders, rheumatology, liver, kidney, cancer patients

**Secondary Target Audience**

* **Married People:**
  + Those with pregnancy-related concerns
  + Parents seeking child-friendly and painless sample collection

**Tertiary Target Audience**

* **Athletes and Health-Conscious Individuals:**
  + Regular check-ups for lipid profiles, vitamins, minerals

**Fourth Target Audience**

* **Young Job Seekers:**
  + Pre-employment medical tests for local and international jobs
* **Pre-Marriage Medical Tests**
* **Pilgrims and Travelers:**
  + Medical tests required before performing Hajj or Umrah