**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 (internal medicine, cardiology, gynecology, orthopedics, rheumatology, immunology, oncology, and pediatrics)
* **Licensing:** Licensed by the Ministry of Health
* **Services:** **Distinction:** Accurate results, experienced staff, comfortable and private environment, home sample collection service

**Value:** Accuracy Worth Trusting

**Value proposition:**

* Conducts all types of medical tests at competitive prices
* **Accuracy and Quality:** Reliable results at competitive prices
* **Convenience:** Home sample collection service, ability to compare current and previous test results, different payment methods
* **Communication:** Sending results via WhatsApp upon request, providing medical advice and recommendation

**unique selling point setup:** "Pre-analysis preparation inquiries" and Consultations about test results"

**SWOT Analysis**

**Strengths**

* **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**

* **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
* **Pre-analysis preparation inquiries and Consultations about test results**

**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**
* **The Growing Use of Social Media**
* **Online Result**

**Target Audience Segmentation**

**Geographic Criteria**

* Damietta (Urban and Rural Areas)

**Demographic Criteria**

* **Age:** 20-70 years old
* **Gender:** Male and Female
* **Occupation:** Employees, business owners, housewives, job seekers, retired
* **Social Class:** All income levels (low, middle)
* **Socio-economic:** Facebook, Instagram, whatsapp
* **Group:** single, married, parents looking for labs for them or their children, patients with chronic disease

**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,digital and printed results
  + "Pre-analysis preparation inquiries" and Consultations about test results"
  + **Loyalty:** Customers prefer consistent, high-quality services
  + **Purchase Readiness:** Willing to pay for reliable healthcare services
* **Psychographic Criteria**

**Personality**

* **Seeking Clarity and Reassurance**
* **Need for Trust**
* **Professionalism**
* **Clear Communication**
* **Privacy**

**Lifestyle:**

* + Health-conscious individuals and families
  + 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,obesity

**Secondary Target Audience**

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

**Tertiary Target Audience**

* people who care about check up for them selfs or their parents