



**MARKET RESEARCH
SERVICES**

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Who are we?



Our Vision

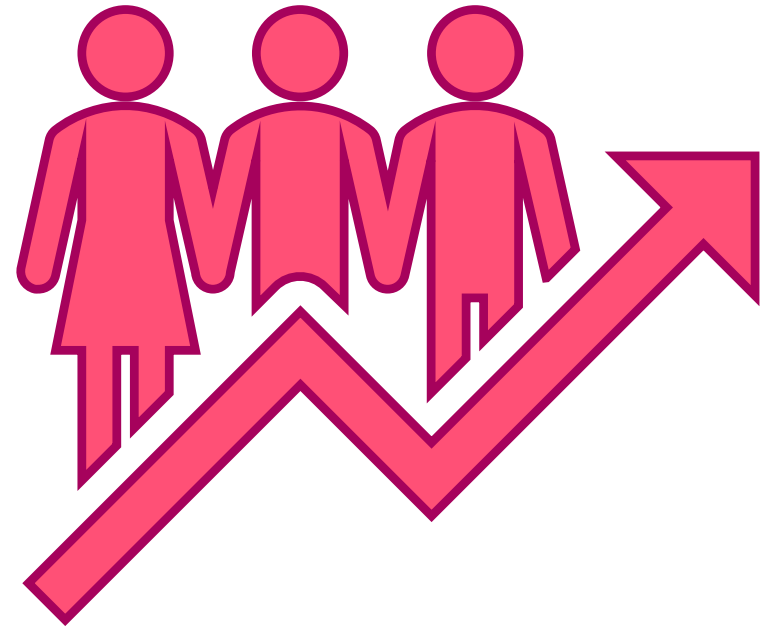


Our Mission

WHO ARE WE?

We are **the first market research agency** that **serves startups and SMEs**. The passion that drew us to this step was the market gap existing in this segment while earning research industry expertise , either due to their lack of affordability or due to their very special nature. In addition, this segment has lack of awareness of how market research can enlighten their path.

All of this has urged Unica to partner with key field agencies, key incubators, accelerators, VCs, marketing agencies, management consultancies, financial advisories, training academies & entrepreneurship events , locally, regionally and globally, offering the best combination of research practices in the industry, trainings and consultations that can enlighten startups' & SMEs' path





We aim to be the
**main market
research
consultancy** that
serves **startups
& SMEs globally**

MISSION

1

Enlightening Entrepreneurs',
Startups' & SMEs' path
globally

2

Partnering with incubators,
accelerators, venture studios
as well as management
consultancies, financial
advisories, marketing
agencies, training entities and
key events that serve startups
& SMEs globally

EXPERIENCE

1. Key Achievements

- Market Research Partner for Egypt's & GCC's Key Incubators, Accelerators, VCs, Marketing Agencies, Management Consultancies, Financial Advisories, Training Academies & Entrepreneurship Events supporting startups & SMEs.
- Market Research Provider & Consultant for EBRD' SMEs.
- Judging in Key Entrepreneurship Cycle Competitions & Pitching Events
- Community Sponsor for Qualiphi summit
- Starring in the Saudi podcast "Ryadiy Business" & in the Egyptian podcasts; "Purple", & "كلام ابتكاري"

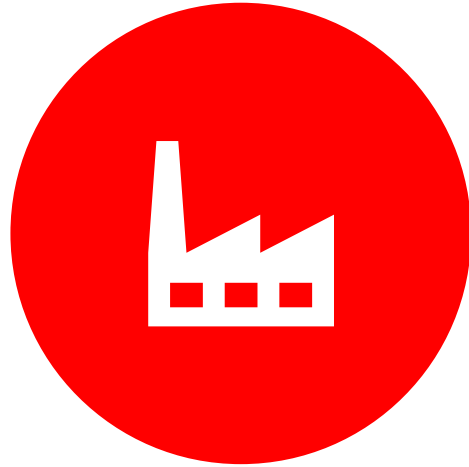
2. Coverage

- Across the Middle East, the US, the EU & Asia-Pacific

3. Reports, Articles and Papers

- "Expected Impact of Covid19 on Consumer Behavior & Businesses" Published by Idea space & BUE Business Incubator ([Covid-19 Article \(unicaresearch.com\)](https://unicaresearch.com/covid-19-article))
- <http://unicaresearch.com/my-blog/f/report-startups-ecosystem-insights-in-egypt>
- [Bridging the gap between startups/SMEs and supporting entities \(unicaresearch.com\)](https://unicaresearch.com/bridging-the-gap-between-startups-smes-and-supporting-entities)
- [unicaresearch.com طرق يمكن لأبحاث السوق دعم حاضنات ومسرعات الأعمال في الخليج \)](https://unicaresearch.com/طرق-يمكن-لأبحاث-السوق-دعم-حاضنات-ومسرعات-الأعمال-في-الخليج)

CLIENT EXAMPLES



INDUSTRIES



CLIENT SAMPLES

INDUSTRIES

Manufacturing

Financial
Services

Information &
Communication
Technology
(ICT)

Real Estate &
Hospitality

Social Research

Education

Strategies &
Policy Making

Health & Safety,
Quality & Food
Safety Services

Furniture

Medical

Media

Green Sectors

Retail

Logistics

Infrastructure &
Technology

Business Process
Outsourcing

Thermos

IOT Consumer
Electronics



CATEGORIES OF SERVICES OFFERED



Direct Market Research Service
Provision



Sessions & Workshops



1:1 Consultancy

DIRECT MARKET RESEARCH SERVICE



CATEGORIES OFFERED



EXPERIENCE

CATEGORIES OF DIRECT MARKET RESEARCH SERVICE OFFERED

MARKET ASSESSMENT

- **Context/ PESTEL Analysis**

- Effect of Political, Economic, Environmental, Technological, Social Demographic & Legal Fluctuations on the market.

- **Market Analysis**

- Market Size Determination
- Is the Industry growing or declining?

- **Competitive Analysis**

- Market Players
- Market Shares
- Competitors' Offerings & Pricing

- **Consumer/Customer Analysis/Needs Assessment**

- Awareness, Perception & Usage of Market Players
- What are the most important factors for the target market when selecting a product/service?
- Unmet Needs & Expectations
- Satisfaction Areas from the current supply vs. those unmet needs and expectations

- **Value Chain Analysis:**

- Identify the different types of trade channels; which one is the main one
- Identify the drivers of traders for buying

- **Company Analysis (SWOT Analysis)**

CATEGORIES OF DIRECT MARKET RESEARCH SERVICE OFFERED

Brand Health Study

- Tracking of:
 - **Brand Equity score**
 - **Marketing programs quality/Post Campaign Evaluation**
 - **Share of markets**
- Comprehensive analysis of **brand value, positioning, market drivers, gaps & opportunity**

Marketing Communication Strategy

- Identifying the **optimum messages** to **communicate** with by:
 - Evaluating the **perception/ view** of the target market
 - **Pre-Campaign Evaluation Assessment**
- Identifying the **key communication channels** for reaching the target market

Concept Validation Test

- Evaluation of the **target market acceptance** regarding various **expected services/products (While they're still in the concept phase, i.e., not a product yet) before being offered**
- Providing the **optimum pricing scenario** for the services/products expected to be offered.

Customer Satisfaction

- **Evaluate** customers **touch points**, through professional evaluation system for:
 - Offered **Product/Service Quality**
 - **Customer Service & Logistics**
- Utilize the data gathered to **identify gaps** to provide the optimum customer experience

CATEGORIES OF DIRECT MARKET RESEARCH SERVICE OFFERED

Taste Test

- Evaluation of the **target market acceptance** regarding **products' new taste** before being launched
- Providing the **optimum pricing scenario** for the products' new taste expected to be offered.

Package Test

- Evaluation of the **target market acceptance** regarding **products' package** before being launched
 - Evaluating the **perception/view** of the target market
 - Identifying its impact on **brand value & positioning**

Product Test

- Evaluation of the **target market acceptance** regarding various **services/products** before being offered
- Providing the **optimum pricing scenario** for the services/products expected to be offered.

Mystery Shopping

- **Evaluate** customers **touch points**, through professional evaluation system **compared to the supposed system** for:
 - Offered Product/Service Quality
 - Customer Service & Logistics
 - Utilize the data gathered to **identify gaps** to provide the optimum customer experience/system

Objective of Each Service:

Service	Objective
Horizon Scanning	<ul style="list-style-type: none">• involve a wide group of people in futures thinking• gather a data bank of ideas about trends and events shaping the future

Objective of Each Service:

Service	Objective
Driver Mapping	<ul style="list-style-type: none">• identify drivers shaping the future• Identify which drivers are most important for the future of the business/market• distinguish between certain and uncertain outcomes resulting from the action of drivers
Axes of Uncertainty	<ul style="list-style-type: none">• characterize the nature of the critical uncertainties facing the business position in the future• agree which critical uncertainties are most important• create a meaningful and focused scenario matrix

Objective of Each Service:

Service	Objective
Scenarios	<ul style="list-style-type: none">• explore different ways that the business strategy/vision might develop in the future• consider how key actors – government, businesses, citizens, competitors – might behave under different conditions• identify the key requirements of the business strategy/vision under different external conditions
Visioning	<ul style="list-style-type: none">• focus groups on what a successful outcome looks like• agree what the current reality is and what needs to be done to deliver success• set out and prioritize the steps required to achieve the vision
SWOT Analysis	<ul style="list-style-type: none">• identify what needs to be done to capture and build on opportunities• identify what needs to be done to mitigate threats• identify internal priorities and challenges

Objective of Each Service:

Service	Objective
Business Strategy/Vision Stress-testing	<ul style="list-style-type: none">• explore how different scenarios might affect strategic objectives• identify which objectives are robust across the full range of scenarios and which will need to be modified if conditions change in the future
Back casting	<ul style="list-style-type: none">• identify what needs to change between the present and the preferred future• build a timeline that sets out the key changes• determine and address the key internal and external factors that might affect the timing or scale of change
Road mapping	<ul style="list-style-type: none">• build a holistic picture of the different elements in a project and how they combine over time• deepen understanding of the connections and relationships between different elements

Objective of Each Service:

Service	Objective
Futures Literacy Lab	<ul style="list-style-type: none">• create awareness & behavioral change in perceiving an innovative topic through creating futures literacy on the future impact this topic could have• Building futures capacity building for strategy team so that they can build a strategy that's resilient to external shocks and emerging signals & trends.

MARKET RESEARCH EXAMPLES

Economic & Financial
Evaluation for Resort
Investment at Half Moon
Bay in KSA

Market Study on
Contactless Dining Apps
in the US, GCC, EU &
Egypt

Market Study on E-
commerce Business in the
UAE

Brand Health Study for a
Thermos Brand in KSA

Competitive Analysis for
Application/Marketplace
for Photographers in the
Arab Region

Satisfaction Study for
Saudi Gov Employees
on the Vacation Holiday

Market Study on IOT
Consumer Electronics in
MENA Region (Ear
Buds- Smart Scale-
Smart Homes- Smart
Watch)

MARKET RESEARCH EXAMPLES

Market Study & Concept
Test on Tilapia Fishery
(Growers & B2B
Customers) in Egypt

Behavioral Determinants
of Stakeholders' Attitude
on the Willingness to Pay
Value of the Cultural
Heritage for
Architectural Buildings.

Market Study on Health
& Safety, Quality & Food
Safety Services
(Consultation, Training,
Outsourcing, Field
Inspections) in Egypt

Marketing
Communication
Research for Furniture
Category in Egypt

Market Study for Real
Estate Resort in Sedi
Heneish in Egypt

Market Study for Hotel
Development Services
Market in Egypt

Market Study & Product
Test for an I-note
Product in Egypt

Market Study on Healthy
& Organic Supermarkets
in Egypt

Cullet & Glass recycling
Market Study in Egypt

Market Study & Concept Test
for Biochar in Egypt

Brand Health Research for a
Player in Technology &
Infrastructure, Retail &
Distribution, Business Process
Outsourcing, Fintech,
Manufacturing, Hospitality,
Logistics
(Shareholders, B2B, B2C)

U&A, Product Test & Marketing
Communication Strategy for a
Fintech Payment product in
Egypt on Micro & Small
Businesses

MARKET RESEARCH EXAMPLES

Market Study on
Professional
Development Services
Market in Egypt (B2B &
B2C)

Market Study on Training
Platforms Market in
Egypt (B2B)

Brand Health Study for a
Hospital in Egypt

Brand Health Study for a
Food Mobile Application
in Egypt

U&A, Product Test &
Marketing Communication
Strategy for a Fintech Wallet
in Egypt on Students

U&A, Product Test &
Marketing
Communication Strategy
for a Fintech Wallet in
Egypt on End-
Consumers

U&A, Product Test &
Marketing
Communication Strategy
for a Fintech Wallet in
Egypt on freelancers &
Social Media Sellers

U&A, Product Test &
Marketing
Communication Strategy
for a Fintech Wallet in
Egypt on Micro & Small
Businesses

U&A for a Fintech Wallet
in Egypt on Corporates

Climate Smart
Technologies Mapping
Market Study in Egypt

SESSIONS & WORKSHOPS

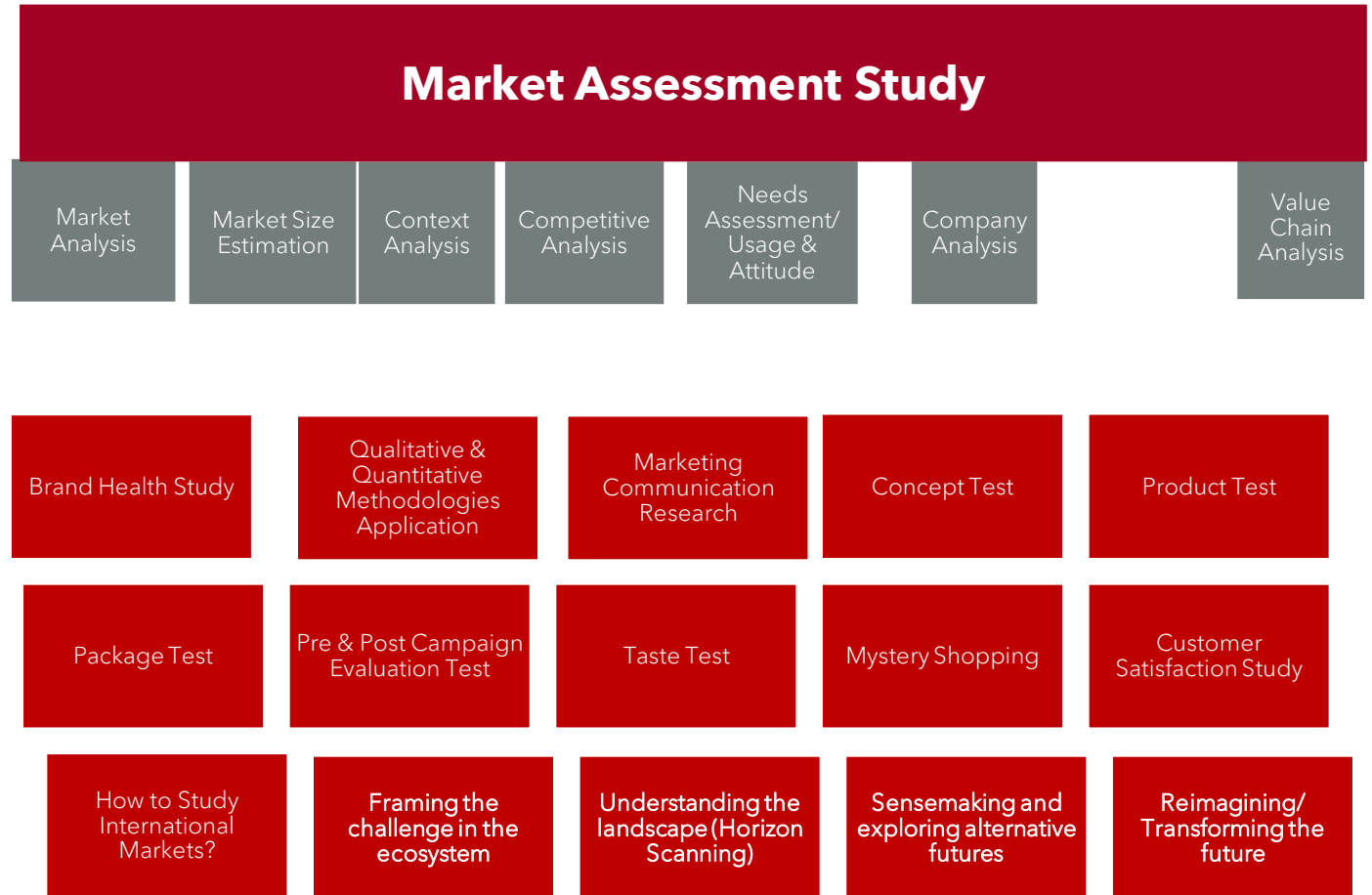
- Categories offered
- Experience



CATEGORIES OF SESSIONS & WORKSHOPS OFFERED

Session/Workshop Content:

- What's meant by the study?
- When do businesses need it?
- How can it benefit businesses?
- How to conduct this study?
- Case Studies



SESSIONS & WORKSHOPS EXPERIENCE

EXAMPLES



<p>"How can Market Research Support Startups? Snapshot on Market Assessment & Concept Test Studies"</p> <p>"How can Market Research Support Startups? Snapshot on Brand Health Study"</p> <p>"How can Market Research Support Startups? Snapshot on Needs Assessment Study"</p>	<p>Riseup Summit Event Startup Land Summit Techne Summit Egypt Entrepreneurship Summit Startup Grind Climathon Hackathon</p>
<p>Market Research Career Advising Session</p>	<p>Qualiphi Summit</p>
<p>"Market Size Estimation Tools"</p>	<p>Rally Competition- Arab Academy Entrepreneurship Center</p>
<p>"How can Market Research support Startups?"</p> <p>"Introduction to Market Research- Market Assessment Study- Brand Health Study- Marketing Communication Research- Concept Test- Package Test- Product Test- Needs Assessment- Market Size Estimation- Qualitative Module- Quantitative Module"</p>	<ul style="list-style-type: none"> • Itqan Academy • BUE Business Incubator • Ideaspac • EBNI Incubator • Etisal NGO • Gen Egypt • The Collective Hub • Masar Masr Online Platform • Om Habiba Foundation • Zedny • Etisal Assiut • Ventitude

SESSIONS & WORKSHOPS EXPERIENCE EXAMPLES

"How can Market Research support Startups?"

"Introduction to Market Research- Market Assessment Study- Brand Health Study- Marketing Communication Research- Concept Test- Package Test- Product Test- Needs Assessment- Market Size Estimation- Qualitative Module- Quantitative Module"

"How to study the International Market?"

- Eyouth
- Nubiavest
- YouthWaveMENA
- Success Hunters
- Mint EG Bank
- Hult Prize Foundation
- Xproject
- Galaxy & Tankeen Academies
- Fekretak Sherketak
- Talk Startup Community
- TIEC
- Oasis
- Helwan Uni Biocluster Incubator
- Enltaq
- Ecosys= & Nile University
- Nilepreneurs
- Xproject
- Enactus
- Faculty of Masscom of Cairo Uni
- Misk Entrepreneurship
- Arweqah
- Train

1:1 CONSULTANCY

1:1 CONSULTANCY EXPERIENCE EXAMPLES



"To-Go-Market Strategy" "Brand Health Study" "Marketing Communication Strategy" "Concept Test"	Riseup Summit Event Startup Land Summit Hackathon SDGs 2030 Hult Prize Atta Digital Hackathon Hack The Climate Hackathon Techne Summit Helwan Biocluster Incubator
Needs Assessment Concept Test Market Size Estimation Brand Health Marketing Communication Strategy Market Assessment Product Test	<ul style="list-style-type: none">• BUE Business Incubator• EBNI Incubator• Etisal NGO• Gen Egypt• StartEgypt• Etisal Assiut• Mint EG Bank• Divine Touch Production• Oasis• Ecosys+ & Nile University• X-Project• Enactus• Entlaq• Madoum• Arweqah
Career Mentorship	Build Your Future Summit



Sample of Our Clients' Feedback

Feedback on our Training with Misk Entrepreneurship



Amna Alhamawi • 1st

MSc Tourism, Hospitality, and Event Management

1w • 🌐

Today, I attended an interesting informative virtual session about Market Research for Startups hosted by Misk Foundation.

The founder of Unica Research Engy Abdelwahab speaks about the important role of market research and how it can attain innovation across a wide range of ventures.
#innovation #misk #marketing





Budoor Abdullah • 1st

Sale Specialist | Graphic Designer | Content Writer

1w • Edited •

Feedback on
our Training
with Misk
Entrepreneurship

Have you ever contemplated the reasons behind the success of leading corporations in the market? It boils down to a combination of continuous innovation and development, coupled with a keen understanding of competitors' strategies, strengths, and weaknesses. In today's fiercely competitive landscape, companies vie for supremacy through the introduction of novel innovations, while the failure to adapt often leads to obscurity.

Consider Nokia and BlackBerry, once trailblazers in the market. Despite their initial revolutionary impact, their failure to anticipate the evolving landscape of development and innovation ultimately led to their withdrawal. A lack of market awareness often emerges as a primary factor in such setbacks.

Driving market evolution and comprehension lies in the realm of marketing research. It serves as the cornerstone for understanding market dynamics, customer needs, and requirements. Furthermore, it plays a pivotal role in the success of desired advertising campaigns.

The webinar provided invaluable insights into market research and innovation. Thank you [Engy Abdelwahab](#) for such an enriching experience.



Misk Entrepreneurship

34,607 followers

1w • Edited •

انضم لورشة العمل الافتراضية للتعرف على أهمية تحليل ودراسة السوق وكيف يمكنها أن تولد الابتكار من خلال مجموعة من الأدوات والاستراتيجيات التي... see more

[See translation](#)

Innovation Begins with Insight - Webinar • 2 pages



المفاتيح الرئيسية
للابتكار



أهمية تحليل ودراسة السوق لشركات الناشئة
لاكتشاف اتجاهات السوق وفهم احتياجات العملاء وتحديد فرص الابتكار.

سجل الآن

مقدم الورشة:

أجي عبدالوهاب "مؤسس ورئيس شركة ناشئة متخصصة"

30 يناير | 9-11 مساءً | العربية | حقوق الطرقي



HULT
PRIZE

This Certificate Recognizes the Contribution of

Engy Abd el wahab.

as a Mentor at

Hult Prize at Cairo University.

25-3-2022

Lori van Dam
Chief Executive Officer
Hult Prize Foundation

Hamdi Ben Elmi
Senior Director of Programs
Hult Prize Foundation

WHAT OUR CLIENTS SAY...

“

First of all I really do appreciate your effort and time in being supportive and reachable (that is something that makes your business stand out and have a special trait than others). Your knowledge was amazing concerning all the questions I asked, your business was able to answer them all, the date I received and how it was presented was very impressive and organized. Punctuality in your time shows how professional and determined your business is.

So thank you so much for your time and patience with me, it was a pleasure working with you and we will definitely do business again together 🍷



MOHAMED AHMED

*“Promising Entrepreneur
in the Photography Market”*

UNICA



Hello Ms Abdelwahab. I was just in the StartUp Grind event with you and Soha El Baklawy. I wanted to reach out and thank you for the session. I am new to a small business and we are in the process of expanding. We also work a lot with SMEs, so this was a very useful insight into their mindset :)



7:37 PM

I am an attendee from start up Land virtual summit 2020
Really great session, thanks for your effort.

SEPTEMBER 10, 2020

hi engy 14:38

I have just received some analytics from eventtus regarding riseup from home

14:38

your session is among the top 10 :)

14:38



Type a message



Aya Ahmed Sola...

Mahmoud Moh...

Mahmoud Samy...

Samah Abdullah...



Recording...



02:23:48

Chat

From Areeg Samy to Everyone:

It depends

Customer service

From Noha El-Maamoun-Crafty to Everyone:

Thanks a lot it was very informative and useful ♥

From mohamed ashraf tawfik- Phamital to Everyone:

thank you very much for this amazing session hope to have like this session again

From Riham Hassan to Everyone:

انتو بتحسوا لهم الضرايب يعني ؟ ولا بتعملوا ايه ؟

From amir Hamed to Everyone:

more thanks

From Abeer Abdelkhalik (HADES) to Everyone:

Thank you Engy ☺

From Samah Abdullah (WMS) to Everyone:

thank youu soo much ya engyy

From ahmed khaled - [maashro3y] to Everyone:

تعليقات على ورشة العمل التي عقدناها في دورة حضانة الشركات الناشئة في Eyoutheegypt والمعهد المصري للخدمات المصرفية.

To: Everyone ▾

File



Type message here...

Certificate | ECOSYS+ | Booster Program

External

Inbox x



Ali Tarek Abo Elyazid <alitarek@nu.edu.eg>

to me, Duaa, Dalia ▾

Wed, Jun 14, 12:24 PM



Dear Engy,

Hope my email finds you well,

We wanted to express our sincere appreciation for your exceptional delivery & expertise sharing on "**Idea Validation**" & "**Learn How to Do a Market Research?**" in the ECOSYS+ | Booster Program. Your dedication & passion were evident, and the feedback from participants has been positive.

Attached to this email, you will find an electronic certificate of recognition for your valuable contribution. The hardcopy certificate is available at Nile University, anytime you are available at the university feel free to pick up your certificate from the team

Thank you once again for your exceptional work. We look forward to collaborating with you on future projects. Should any opportunities arise, we will keep you informed.

If you have any inquiries, Don't hesitate to contact us.

Best Regards,



**From our
Recognition at
#Success_Hunter**



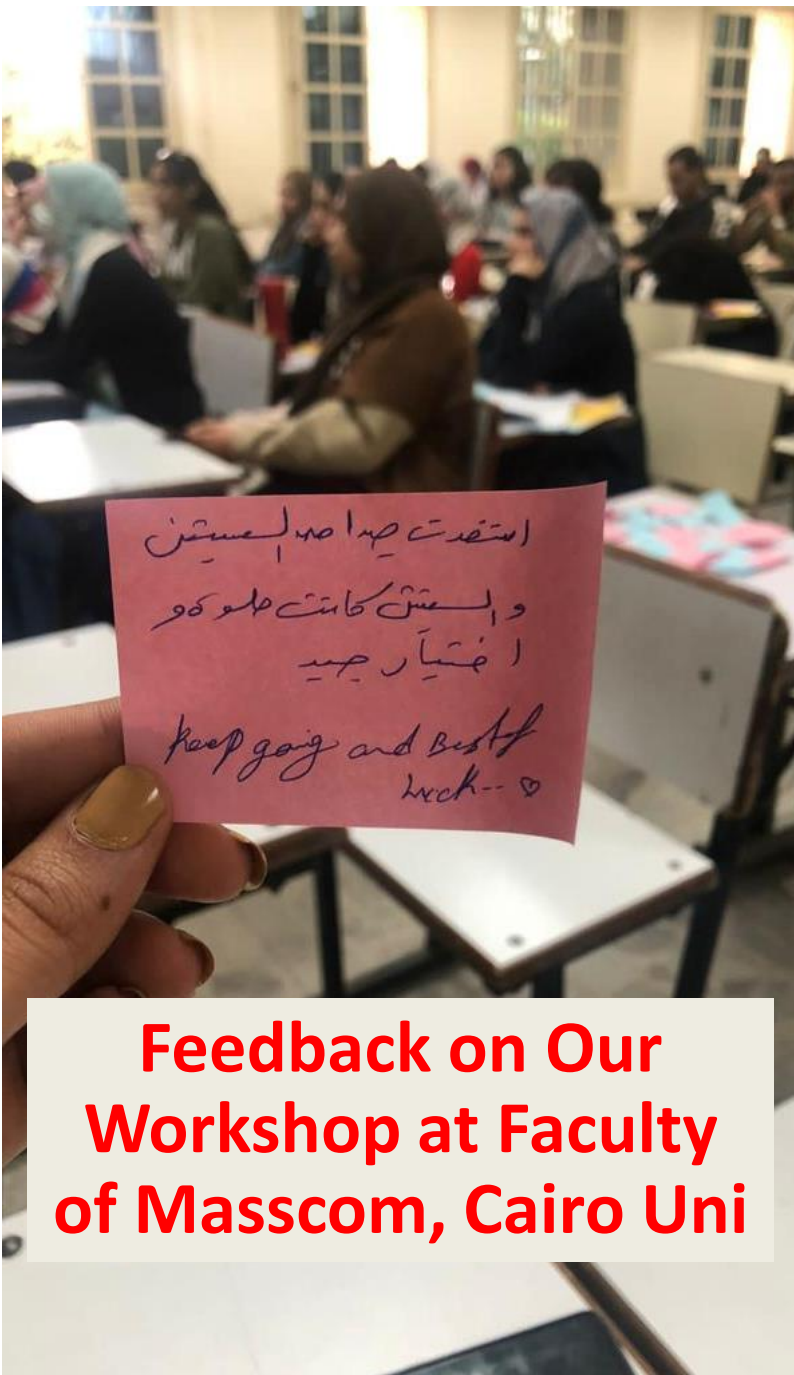
**From our
Recognition at
#X_Project**



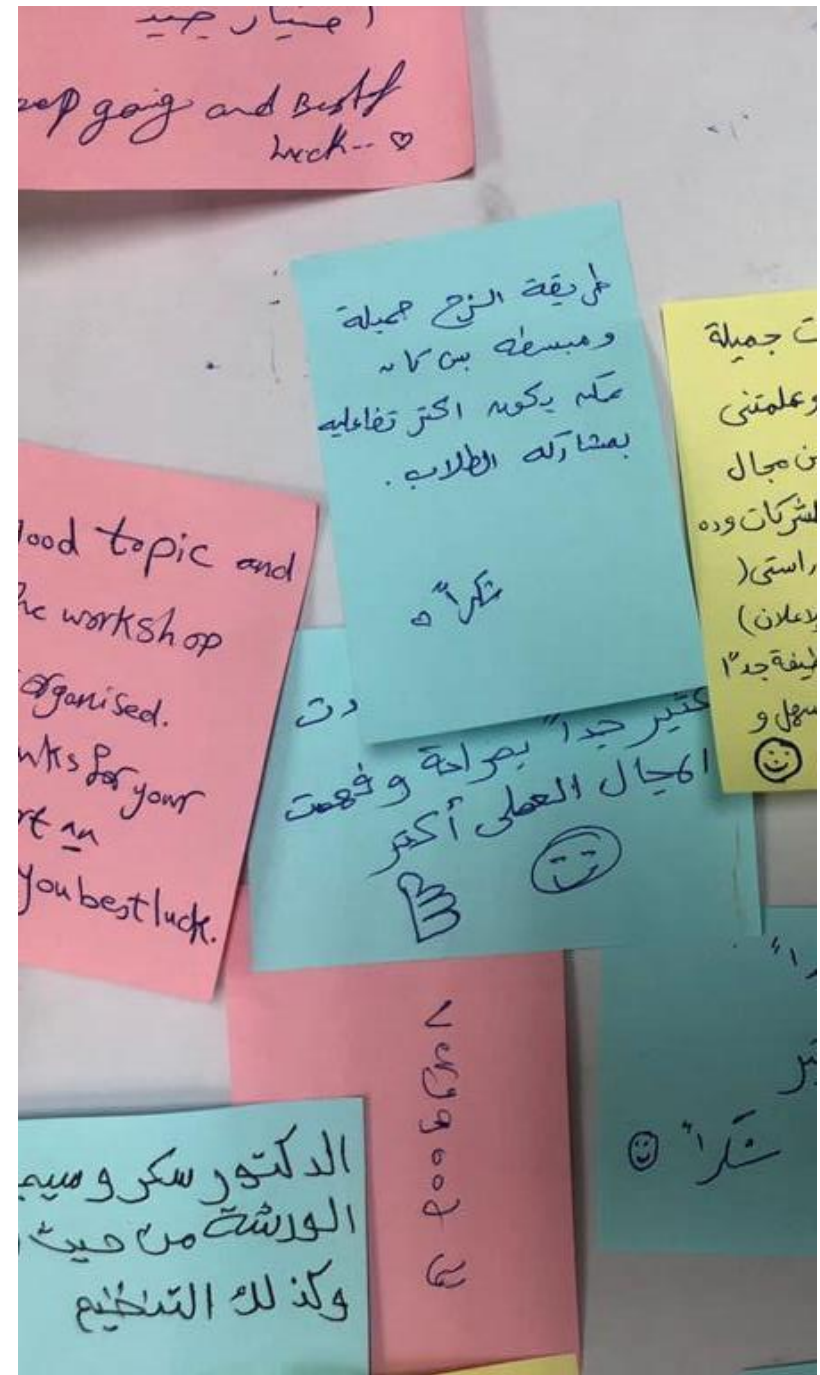
Feedback on Our Workshop at Faculty of Masscom, Cairo Uni

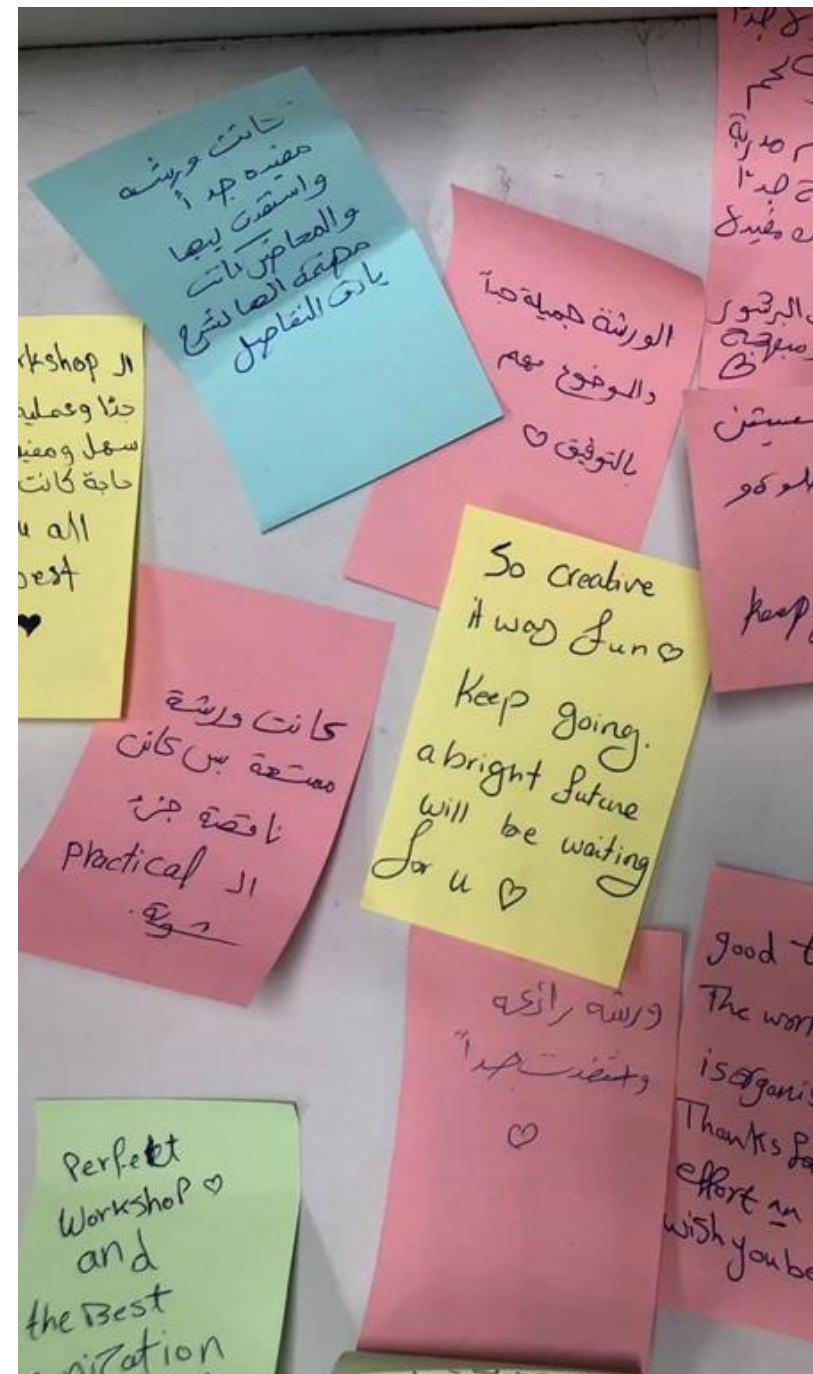
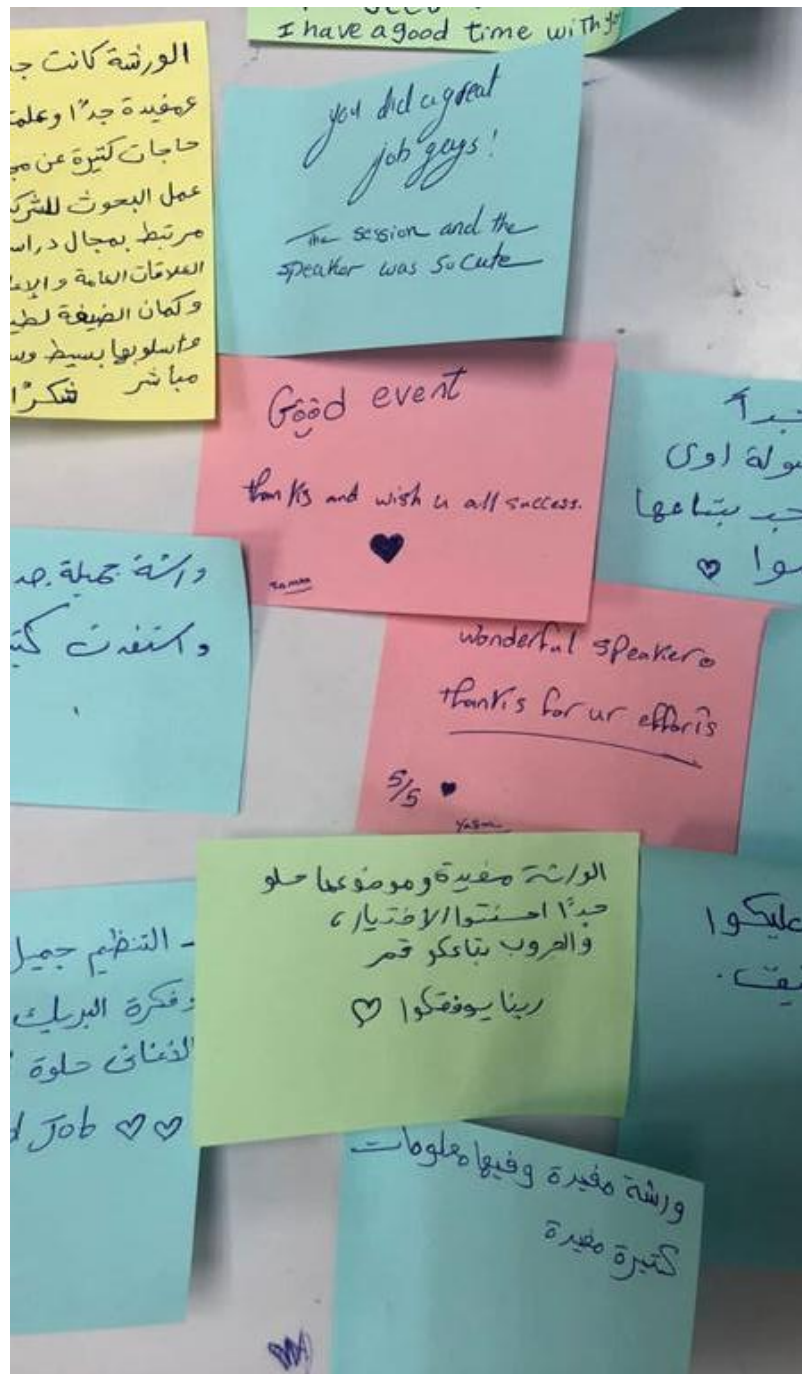
الورشة كانت جميلة
عميقة جدًا وعلمتني
حاجات كثيرة عن مجال
عمل البحوث للشركات وده
مرتبط بمجال دراستي
العلاقات العامة والإعلان
وكم إن الضيفة لطيفة جدًا
عأسلوبها بسيط وسهل و
مباشر
شكرًا 😊

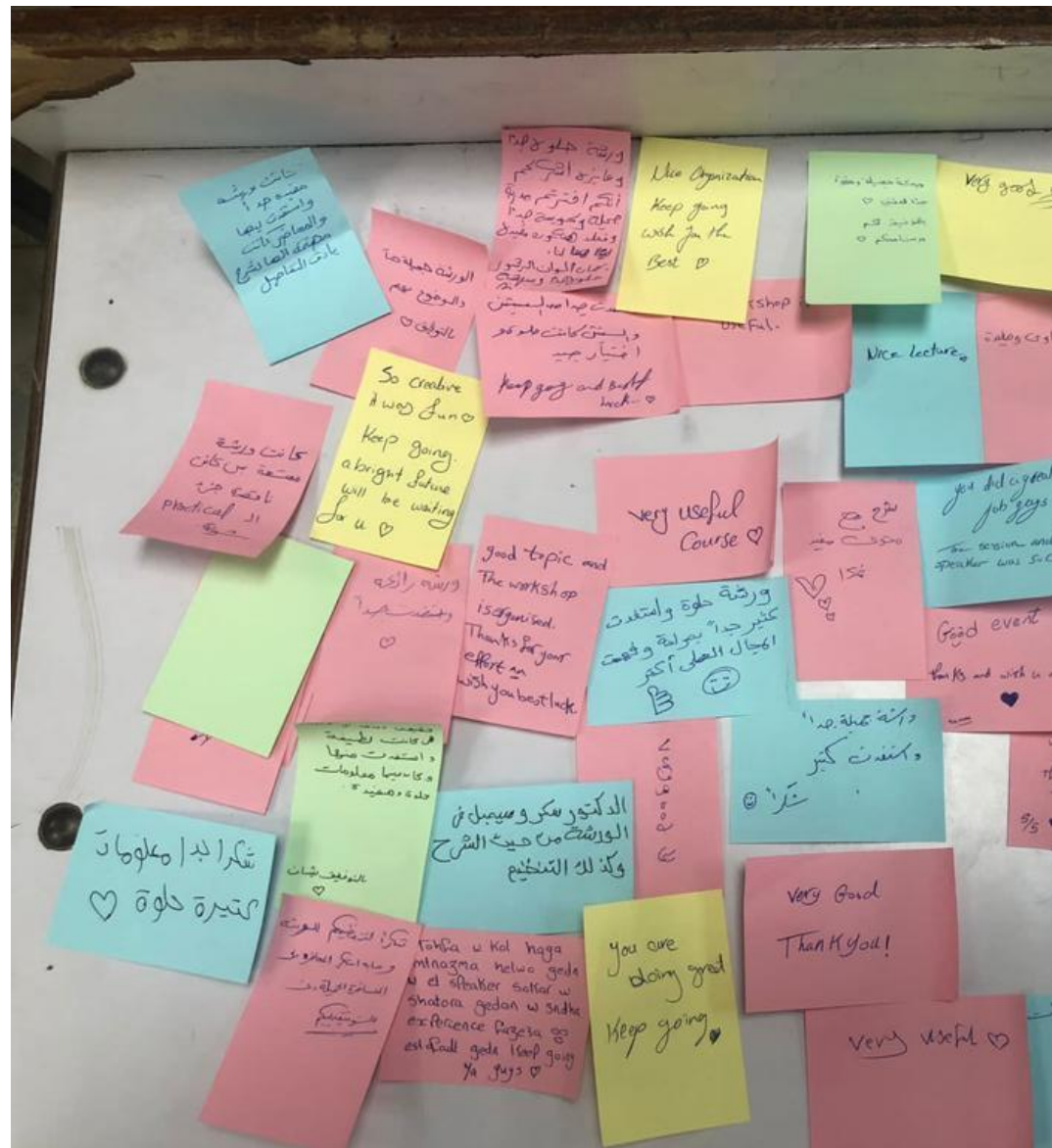
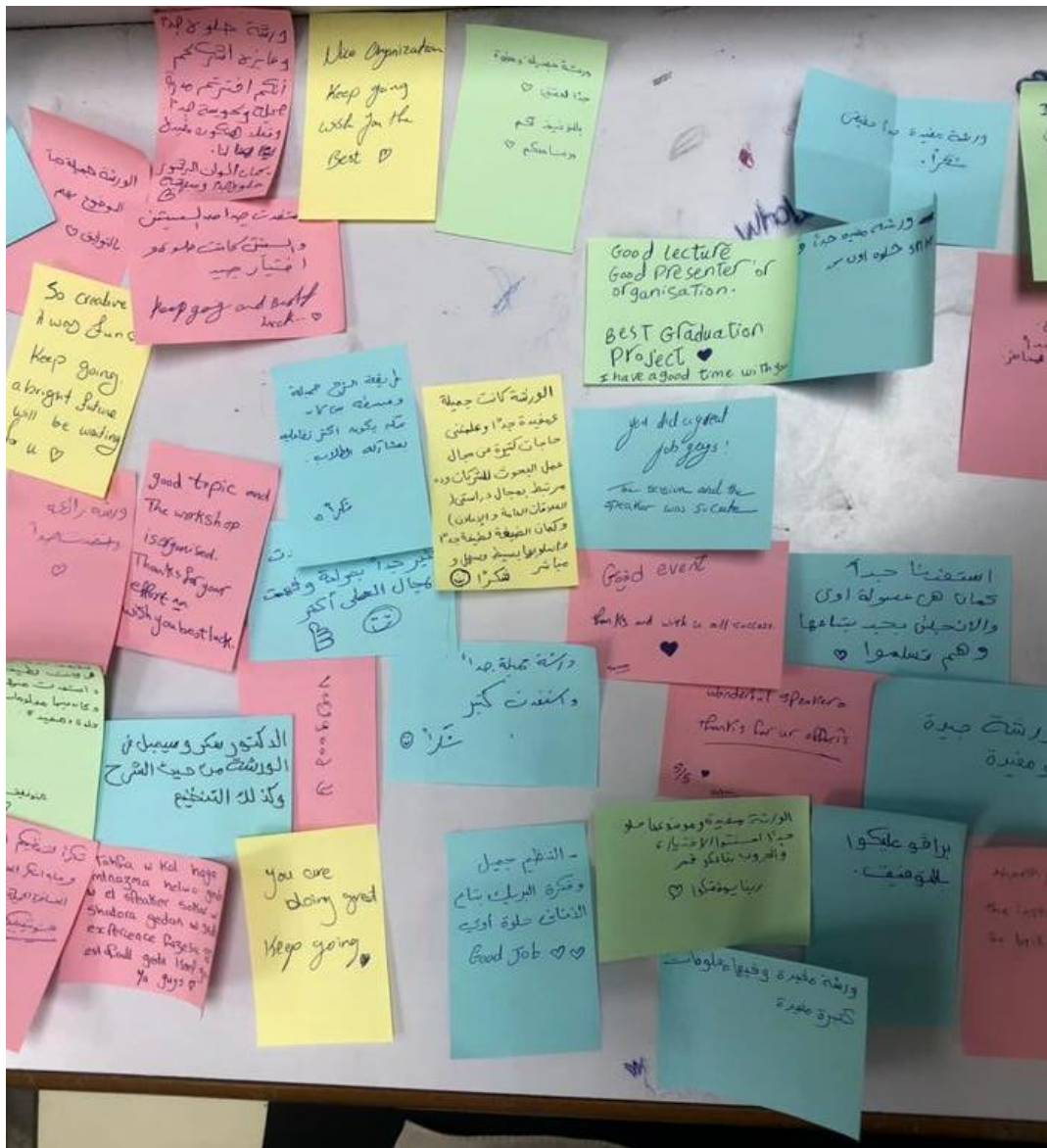
المحاضرة منتظمة
ومفيدة وبيها معلومات
مهمة جدًا لا يخرج التوي
وأساسيات رندتيك
لاستحوذوا ضيف من
المحاضرين سهل
الانغماس
شكرًا للمشروع
التحريج على التقييم
وإينا معًا لولا



Feedback on Our Workshop at Faculty of Masscom, Cairo Uni







Reflections: I learned more from my journey about technology
I loved the inventors game
I learnt that I need to start using water smartly

Farida Hany



The program helped me put clear plans to pursue my career plan. I learned about the emerging technologies to fight climate change, and new professions related to economics, which gave me insight into the skills I need to develop.

Mayar Mohamed Gaber

Participant

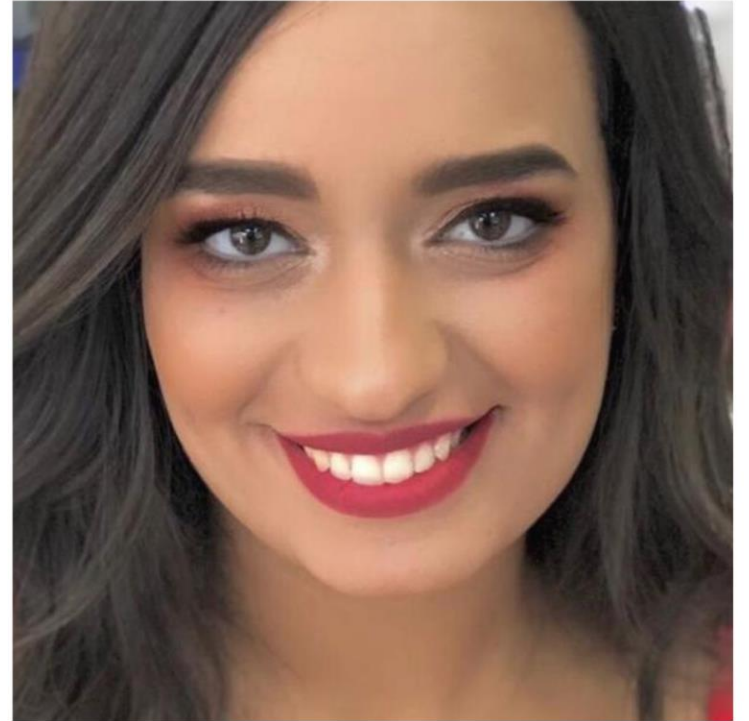
Future Fit Accelerator Program



ABOUT THE FOUNDER

ABOUT THE FOUNDER

- Key Experiences
- Clients
- Projects Sample



Key Achievements

Head of Exploration at UNDP Accelerator Lab

10 Years of Experience Across the US, the EU, the Arab Region & Africa

Had the honor of co-working on updating Egypt's 2030 Sustainable Development Strategy.

Developed Exports strategy that aims at making Egypt a top exporter in Tomato Concentrate Industry

Co-working on designing a Portfolio Approach for Sustainable Tourism Strategy in Egypt

Co-working on UNDP Egypt CPD sensemaking.

Weekly Signals Mapping for UNDP Egypt CO

Leading on Designing Futures Big Data Platform for UNDP Egypt (Egypt's Horizon Scanner)

Double MA in Law and Economics from Hamburg and Cairo Universities and BS in Economics and Statistics from Cairo University - English Section

Blogs, Articles & Papers

SDGS Good Implementation Practices: MSMEDA Microfinance Projects & Rowad 2030

The Effect of Banks Competition on SMEs in Egypt: Empirical Evidence

The Effect of Competition on Economic Growth in Egypt

How 'Climate-Smart' Crops Could Prove A Lifeline for Vulnerable Smallholders on The Nile Delta

Scoping out the needs of Egypt's smallholders and the future wanted to be seen by 2050

Battling Climate Change with Climate Smart Crops in Egypt

From Mass to "NEAT": Reshaping Agrotourism in Egypt for Sustainable Development

Bridging the Gender Gap in Egypt's Green Energy Sector: A Path to Sustainable Development

UNDP Accelerator Labs and Egyptian Food Bank Partner to Empower Women in Agriculture

Delta Small Farmers: From Present Challenges to a Resilient Future

Empowering Egyptian Women in the Green Energy Sector: A Vision for 2050

Speeches, Events, Presentations & Awards

- Partaking in 'Challenges & Way Forward to Promote Local & Foreign Investment in Egypt" Committee in the National Dialogue Forum of Egypt
- The Egyptian Case Study of Constitution- Making; with Best Egyptian Presenter Award from a Tunisian Seminar in Sousse
- The Institutional Framework of Refugees in Egypt; with Letter of Appreciation from Hamburg University
- Letter of Appreciation from UNESCO & UNDP Indonesia's Accelerator Lab for being Future Thinking Facilitator at "Future of Disasters Knowledge for Youth in 2045" Futures Literacy Lab.

COP27 Side Events:

- "Climate Smart Crops: A Lifeline to the Future
- "Transformative Financing"

COP28 Side Events:

- "Role of Fintech In Empowering Private Sector of Agriculture, Energy & Sustainable Tourism" Panel Discussion
- "The Opportunity of Agrotourism: Reimagining Egypt in 2050" Panel Discussion
- "Reimagining Future of Women in Green Sectors" Panel Discussion & Workshop
- "How can VR Experience & Futures Literacy change Youth's awareness & behavior on resources?" Workshop

Riyadh COP16 Side Event:

- "Reimagining the Future of Agrifood in Africa; Snapshot on Urban Farming, Cross-African Agrotourism & Fishery Tourism, Role of Cinema in Creating Community Awareness" Panel Discussion

Dubai Future Forum:

- "Reimagining Future of Egyptian Women in Green Sectors" Keynote Speech
- "Co-harnessing the future: How can we harness Gen AI for Foresight?"

CLIENTS & PARTNERS SAMPLE



PROJECTS SAMPLE



PROJECTS SAMPLE



PROJECTS SAMPLE



**GET IN
CONTACT**

**Engy
Abdelwahab**

CEO & Founder

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<http://unicaresearch.com>

Address: 25 Naguib El-Rehany St., Downtown, Cairo

THANKYOU

THANKS FOR YOUR TIME WE LOOK FORWARD TO HEARING
FROM YOU

