

Group Members

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Region / Specific Country

Egypt, North Africa

Indigenous fashion product, that comes from that region / country

Usekh / Wesekh Collar

Geography, Climate, and Natural Resources

Egypt is known for their pyramids, Sahara Desert and The Nile River (Wahidie, 2022). New Mexico and Texas merging into one state would be similar to what the size of Egypt would look like (Metz, 1990). With about 1,001,449 square kilometers of land in total (Metz, 1990). Egypt does not conform to common geographic features such as rivers and mountains. Remarkable straight lines are the common boundaries in Egypt. The longest straight line is shared with Sudan, consisting of 1,273 kilometers (Coutsoukis, 1990). Land boundaries are also shared with Israel, Libya, Sudan and the Gaza Strip (Coutsoukis, 1990).

According to Macdonald (2022), Egypt has an arid desert climate which could mean that days can tend to be both hot and sunny. As Hamed, Nashwan & Shahid (2022) mentions, Egypt is environmentally one of the most fragile regions of the world because of it being a hyper-arid country. Macdonald states in her article “Weather in Egypt: Climate, Seasons, and Average Monthly Temperature”, that since Egypt is located in the northern hemisphere, its seasons could resemble those of Europe and North America with the winter being in the months of November through January, and the summer being in the months of June and August. Macdonald (2022) found that June, July, and August are the hottest months within the Egyptian capital, Cairo. Macdonald (2022) also recommends that loose clothing made with natural fibers (cotton or linen), should be highly recommended to visitors who chose to travel to Cairo around that time. The weather in Spring usually consists of days being typically warm, but strong winds come along with the season which creates sandstorms (Macdonald, 2022) which can be dangerous. Hamed, Nashwan & Shahid (2022) also state another concerning factor in Egypt’s weather which is that it has become a hot spot for climatic extremes and aridity change in the global warming context. Since there was an unavailability of a detailed and reliable climate zonation map, there was an interference to climate studies in Egypt (Hamed, Nashwan & Shahid (2022). A study would later reveal that Egypt’s identifiable climate zones could be recognized when the land area was classified into nine zones using the image analysis technique Hamed, Nashwan & Shahid (2022).

According to (Rafie, 2020), Egypt is known for the quality and reputation regarding cotton in the fashion world. Some natural resources consist of petroleum, phosphate and natural gas (Pike, n.d). The Nile delta possesses most of the natural gasses, located offshore from the Mediterranean sea (Younes, 2015). The Nile River serves as one of the most essential resources in Egypt. The Nile is not only accessible to gas but also serves as the main source of water (Younes, 2015). The country has more than 65,201 billion cubic feet of natural gas, stated by the Egyptian government (Kiprop, 2019). The most important natural gas field is the Zohr gas Field which is situated within the Mediterranean (Lempriere, 2018). Egypt also deposits large amounts of petroleum. The Petroleum oil reserve in Egypt is considered as the sixth largest on the African continent (Lempriere, 2018).

Inter-relationships among country and its regional countries

The size of Egypt's population, along with its geographical position, provides imports of foods, materials, and services into the country. It also allows extensive political influence across Northern Africa, and the Middle East. Certain places in Egypt like Cairo for example, have been a link to Arabian culture and commerce, for as long as the 8th century. Some of Cairo's religious institutions are social, and cultural landmarks around the Middle East.

Egypt's economy relies on subjects such as foreign markets, tourism, agriculture, natural gas and imports. The country's foreign policy is an essential component of its general state policy (Hussein, 2021). Egypt's diplomacy also maintains strong relationships. Strengthening friendly relations, as well as building more relationships, enables Egypt to exercise influence and pursue its national interest all over the globe (Hussein, 2021). Egypt's relations range from the Middle East, Africa, Europe, Asia and the US. "Other factors that justified the importance of good relations with Egypt to the United States, namely keeping Egypt in the Western camp and maintaining peace between Egypt and Israel, are now part of a bygone era" (Ottaway, 2022). Egypt's relationship with The United States for example, is good, but unbalanced. The pandemic, as well as different presidents and leaders, are some of the reasons. The unbalanced relationship also derives from Egypt's inability to provide for the U.S, but relying heavily on the U.S's financial support.

There are many reasons besides money, as to why Egypt developed so many inter-relationships. Egypt not only wants money, but expansion, and more exposure. According to Hussein, Egypt wants to establish joint businesses and investments, support future development projects, promote trade, and help solve the issue of African debt (Hussein, 2021). In Europe, Egypt wants European economic and social support for the country's development, as well as economic and political stability (Hussein, 2021). Like Europe, Egypt wants a peaceful alliance with the US, for social and economic support.

In conclusion, Egypt is a country that promotes peaceful relations. It's a country that works against terrorism, and promotes balanced relationships with all countries, to ensure the fulfillment of Egypt's foreign-policy goals. Egypt promotes economic resources through foreign investment, tourism and trade. The government is in favor of democracy, and advocates human rights and transparency (Hussein, 2021).

Method of Entry and Cultural/Economic Geography and Political Risk and Stages of Retail

According to (Jewelry In Ancient Egypt, 2018) the *cultural geography* representation of the usekh / wesekh is a form of ancient Egyptian jewelry due to it being the indispensable ornament for the gods, royalty and the elite to be properly attired. Owning a usekh / wesekh collar meant that you were distinguishably honored within your kingdom and its people (Moroney, n.d.). Egyptian royalty were not the only ones that owned a usekh/wesekh collar, the collar's secondary purpose was used as a funerary art. Some usekh / wesekh were made of flowers which were symbols of rebirth. The cultural symbolism behind it being a funerary art was to help the dead be reborn into the afterlife (Moroney, n.d.). The funerary art usekh / wesekh were designed differently compared to the Egyptian royalty usekh / wesekh which were made with better quality materials ranging from gold and various gemstones.

According to (Reshaping Egypt's Economic Geography, 2014), the *economic geography* in Egypt is all over the place. In Egypt the wage caps seem to be high. Some regions are doing preferably better than others. Some regions that are doing well right now are Greater Cairo and Lower Egypt (Reshaping Egypt's Economic Geography, 2014). There is a proposal that wants more integration and moving around the industrial areas. Once that is done *the economical geography could* possibly go into a steady pace (Reshaping Egypt's Economic Geography, 2014). Egypt needs to try and open up more to the public. On the other hand, that might be hard because Egypt is definitely divided in three different areas: Upper and Lower Egypt, the urban areas, and the remaining land. If businesses would spread out and be open to more trading internationally business would be better (Guergues, 2021).

Export is one *method of market entry* used by Egypt (Sternquist, B.1998).. Egypt's jewelry export is one of the country's most important sources of revenue (Sternquist, B.1998). Egypt's gold and jewelry exports have increased dramatically in 2020, creating enormous money for the government. According to (Egypt's Faltering Hope of Production and Export of Gold,2022) gold output increased when mining restrictions were changed two years ago, clearing the path for greater investments in this valuable resource. This rise in gold extraction and export was anticipated as a result of the Mineral Resources Law No. 198 revisions implemented in 2018. The modified law has decreased the costs levied on gold investors, attracting several foreign countries focused on exporting jewelry and gold from Egypt (Sternquist, B.1998).

The *political risk* of exporting gold and jewelry out of Egypt creates tension between Egypt's economic system and the global economic system. Egypt's gold mines are now in shambles, with gold mines being auctioned off to the highest bidders both locally and internationally. According to (Egypt's Faltering Hope of Production and Export of Gold,2022) it is important to note that the returns on gold investments in Egypt, as well as the returns on output shared with international and domestic investors, are relatively marginal and unlikely to cover a major amount of Egypt's anticipated budget. Many indicators on paper indicate that these goals will fail and it will be impossible to rely on gold exports, on investments, or joint production with corporations, to meet any profitable margins in the long term.

According to (The Changing Tides of Jewelry Trends in Egypt, 2022) Egyptian jewelry has slowly been *introduced* into modern fashion. Wearing Egyptian jewelry has a lengthy history dating back thousands of years, when Pharaohs and royalty themselves adorned such taste. According to (Rafik,2022) "For 10 years now Jude Benhalim Jewelry has introduced unique designs and interchangeable styles across jewelry categories." Along with the tradition of adding gold, silver, and other precious stones to Egyptian jewelry, many other enterprises now created new designs. When making modern Egyptian jewelry, several factors are considered, such as domestic fashion trends alongside worldwide fashion trends, also including the traditions of the jewelry. During COVID-19, Egyptian jewelry was widely sought after; the export market for jewelry retained its worth, allowing the market to be opened to new competitors.

Given that the pieces were produced in accordance with popular trends, many individuals throughout the world sought modern pieces of Egyptian jewelry. Market *growth* began to accelerate, allowing new rivals to thrive in a variety of settings. According to (Rafik, 2022) "Clients favored fine-luxury, even when sold at a distance, proving that Egyptian brands were on track to embrace e-commerce, customization and experimentation". Allowing the market to quickly expand online, and allowing many different enterprises to convey their innovative concepts to a wider audience. With the market expanding online, profit margins continued to soar.

According to (Rafik, 2022) "Ever since COVID-19 emerged, bigger jewelry pieces have become trendy because during quarantine, people started to look for jewelry that will show well through screens, since everything

became digitized.” The *maturity* rate for Egyptian jewelry soared, and profit margins from online sales were abnormally high. Because of how easily available commodities were, the online market dominated over brick and mortar. Customers may explore and examine many types of jewelry from the convenience of their own homes. Many companies experienced success with COVID-19 as a result of their e-sales advertising and a large surge of domestic and foreign clients.

Population & Demographics

According to the World Population Review, Egypt has a population of about 102 million people, and its population is expected to double by 2078. A national family planning program was initiated in 1964, and had succeeded in lowering the birth rate by the 1990s (Holt, 2022). World Population Review states that Egypt’s fertility rate is about 3.3 births per woman which is above the population replacement rate of 2.1 births per woman. Egypt is the third most populous country in Africa and the most inhabited in the northernmost region of the continent, and as of 2021, the country was expected to have over 102 million individuals living in it (Galal, 2021). There has also been concern of a rapid increase in population which could pose a threat to the economy of Egypt where one-third of the people would live below the poverty line and the unemployment rate would be around 10% (World Population Review, 2022). According to Holt (2022), most of Egypt’s people live along the banks of the Nile River, and more than two-fifths of the population lives in urban areas.

Technology

Technology can have a great impact on retail and ecommerce. According to (Legters, 2022), the point of sale has evolved with new ways to pay with additional services. Many retail businesses have latched on to opportunities that offer new services which can provide credit and payment by installment options. Online shopping accounts for around 19.6 percent of global retail sales, and is forecasted to grow to a quarter of total global retail sales by 2025; although people enjoy shopping online, mobile commerce has surged ahead with a transaction value exceeding 52% of all e-commerce spend (Legters, 2022). The physical and digital worlds of shopping have merged. For items such as laptops and specialized equipment, customers are likely to research the specifics of potential purchases and

review customer feedback online before heading into a store to assess the items physically (Knox, 2022). Although, there are many customers who would probably expect the same experience they would have in a store as they would online with easy browsing, minimal delay, and frictionless payment. This was seen during the COVID-19 pandemic with many companies offering contactless deliveries or curbside pickups. The pandemic has thus made a huge impact on retail with the use of technology. At that time, customers began to seek companies that were more convenient to them which were mostly online such as Amazon. The COVID-19 pandemic taught U.S retailers that the retailer with the best convenience-driven technology wins (Verdon, 2022).

Culture

National Holidays

Every country has its own special holidays, where its citizens celebrate or remember specific events that happened in their country, or events their country was involved in. The National holidays of Egypt are shown below:

Egyptian Public Holidays 2022

Date	Holiday
6-7 Jan Thu-Fri	Coptic Christmas
25-27 Jan Thu	Revolution Day (in lieu)
24 Apr Sun	Coptic Easter Sunday
24 Apr Sun	Sinai Liberation Day
25 Apr Mon	Sham El Nessim
1 May Sun	Labour Day
2 May Mon	End of Ramadan
3 May Tue	End of Ramadan 2
4 May Wed	End of Ramadan 3
5 May Thu	End of Ramadan 4
30 Jun Thu	Revolution Day
8 Jul Fri	Arafat Day
9 Jul Sat	Eid-el-Kibr
10 Jul Sun	Eid-el-Kibr
11 Jul Mon	Eid-el-Kibr
12 Jul Tue	Eid-el-Kibr
13 Jul Wed	Eid-el-Kibr
14 Jul Thu	Eid-el-Kibr
23 Jul Sat	Revolution Day
30 Jul Sat	El Hijra
06 Oct Thu	Armed Forces Day
08 Oct Sat	Al-Mouled Al-Nabawy

Egypt is a *multicultural* (Sterquist, 2007) country that carries many cultures, and beliefs. The most common religions/cultures in Egypt, are the Coptic and Muslim religions. National public holidays are celebrated by the entire population, throughout Egypt. There are four Islamic holidays, and two Christian holidays. Some holidays are religious, and some are secular. Some are fixed like Christmas for example, and some are movable like Ramadan.

The National day of Egypt is on July 23, which coincides with the annual celebration of The Egyptian revolution of 1952, when the Kingdom of Egypt fell, and Modern Egypt rose.

Coptic Christmas Day

Date: January 6-7, 2022

Day of the week: Friday

While the vast majority of the world celebrates Christmas on December 25th, Egypt celebrates Coptic Christmas Day on January 7th, as it is recognized, as the day Jesus Christ was born. This is because Coptic Christians, follows the Coptic calendar, which is ancient Egypt's solar calendar (Trip, 2022). Coptic Christmas, like Christmas around the world, is a fixed, religious holiday.

When celebrating Christmas, Egyptians get really festive. They indulge in *conspicuous consumption* (Sterquist, 2007) for their homes, and families. Towns are decorated with bright lights and Christmas themed decorations. On Christmas Eve, they attend evening mass, then return to their homes, to feast on Egyptian traditional foods like "Fattah" and roast turkey. On Christmas Day, families and close friends exchange gifts, and for the rest of the day, loved ones spend time together, drinking tea, eating Khak, chocolates, and other sweets (Birtles, 2020).

Coptic Easter Day

Date: April 24, 2022

Day of the week: Sunday

Coptic Easter Day started on the 24th of April, but Coptic Egyptians celebrate a day prior. Like Coptic Christmas, Easter is also a major religious holiday. Easter unlike Christmas is a movable holiday, meaning the days fluctuate. Easter may be the 24th in 2022, but next year the holiday may be on another day.

Before Easter, Coptic Egyptians will fast for forty days. Copts and their loved ones will sing hymns, and read psalms from the Coptic Bible, the day prior. On Easter Day, they will end their forty day fast, and have lavish banquets. Copts will feast on fattah, as well as meat and fish (Trip, 2022).

El Hijira

Date: July 30-31, 2022

Day of the week: Thursday

El Hijira (Awal Muharram, Islamic New Year) marks the first day of Muharram, which is in the lunar Islam calendar. It's a movable, non-major religious holiday. It's more of a cultural holiday for Muslim people. It's a nice affair, where Islamic Egyptians sing and dance throughout the country. Like other Egyptian holidays, people practice gratitude, spend time with loved ones, while exchanging cards and gifts, and reflect on Muhammad's journey (Martins, 2022).

Cultural Behavior

Egyptians are very polite and respectful people, who value proper etiquette, gift giving and modesty. Egyptians take religion very seriously and disrespect to someone's faith whether Christianity or Islam, is not tolerated. Disrespecting someone's cooking, lack of giving material possessions, and dressing immodest, are also intolerable. Fortunately Egyptians are very relaxed, and strict punctuality isn't commonly practiced, but should still be respected.

Basic etiquette in Egypt starts with how a citizen, or a visitor greets another. Greetings always occur before any social interactions. Example, a person joining a group should greet everyone within that group. When offered a compliment, it is important for the receiver of the comment, to offer one back.

Dressing modestly is highly valued in Egypt (Fenech, 2017). Presentation matters, meaning gaudy or outfits too revealing, shows disrespect to oneself and others around. Egyptian women, and foreign women, are expected to dress conservative, with little skin exposed. Being a Muslim and a Coptic country, some women choose to cover their hair, due to their religion, environment, or for fashion (Luscombe, 2017). Places such as El Suit (The Market), mosques, and churches are some places where people decide on suitable and unsuitable clothing. In tourist spots, upper class areas, and suburban areas, women are allowed to dress a bit more freely, without constant attention. In the United States, women can dress in crop tops, shorts, mini dresses, because people have the freedom to do whatever they want, and not feel out of place.

Besides clothing, family values are another major cultural difference between the US and Egypt. In the states family is not valued, the way Egyptians value family. Example, marriage. In the US, families have their own lane,

and don't have a say in much. Some families do, but many don't. In Egypt, the entire family is involved in the marriage and knows everything. Unlike American families, the spouse's families are entitled to know everything about their son/daughter (in-law), without concern of their feelings. In Egypt if one wants to divorce, approval has to come from both families, and if one goes against what the family says, it brings shame and dishonor among the individual(s) (Scroope, 2017).

If invited to an Egyptian's home, gift giving should be taken into consideration, as the offering shows gratitude. Gifts should be given or received with two hands, or the right hand (Scroope, 2017). Do not open a gift, once it's been received. Avoid flowers, as they are appropriate for weddings and funerals. Gift giving to the host's children is also a great welcoming gesture. Quality chocolates, and sweets are a great gift to provide, unless the guardian says no.

When visiting Egypt for an event for example, the visitor, whether citizen or a foreigner, should wait for the host(ess) to indicate a reserved seat (Fenech, 2017). Egyptians cook lavish dinners when awaiting guests, so a visitor should always wait for the host to serve them. When served food, compliment the food, don't question it. Questioning the serving shows skepticism, and lack of trust. Speaking of compliments, always leave a small amount of food on the plate after eating. Leaving little food on the plate "serves as a compliment to the host for providing so well" (Scroope, 2017). Alcohol is normally not offered, nor consumed with foods. If an Egyptian does not consume alcohol, do not offer to them. Don't offer, nor eat pork, in a Muslim home. Avoid eating food with the left hand, as it is reserved for personal hygiene (Fenech, 2017).

Economy

During Covid, Egypt was one of the few emerging market countries that experienced a positive growth rate in 2020 (Allard, 2021). Egypt is among the few emerging markets that maintained positive GDP growth in 2019-20 and 2020-21 (Allard, 2021). The fast actions taken by Egyptian authority has helped the economy. Egyptian

authorities concentrated on both the health and social impact of the pandemic all while safeguarding economic stability and debt sustainability (Allard, 2021). The reason for a successful game plan during a worldwide pandemic was because of the \$8 billion which was provided by the IMF for financial support. The financial support plan was a two-pronged plan to help Egypt address the financing needs that resulted from the pandemic (Allard, 2021).

Land

In the early 1970's, significant results revolving the production of Petroleums were achieved in Egypt (Zeidan, 2022). According to (Zeidan, 2022) In 1974, Abū Māḍī became the first Egyptian gas field to begin production. The well-known Nile River also acts as a source of hydroelectric energy (Zeidan, 2022). The rapid growth of population and growing needs for energy has pushed the Egyptian government to construct additional thermal plants. These thermal plants are supported by the country's immense deposit of natural gas (Zeidan, 2022). These thermal plants generate some four-fifths of the country's electricity today.

Capital

The Egyptian Pound, abbreviated EGP, is the official currency of the Arab Republic of Egypt (Hayes, 2022). The symbol of the Egyptian pound is E£ (Hayes, 2022). An Egyptian pound is worth roughly around \$0.51 American dollars. Another known name for the Egyptian pound is the *Baku*, or pack, for 1,000 EGP notes. The overall health of the economy in Egypt heavily relies on agriculture, petroleum, and tourism (Hayes, 2022). Most of Egypt's economy is now controlled by Egypt's military (Sayigh, 2019). The Egyptian military helps provide civilian markets with affordable goods, such as food which raises revenue for the state treasury (Sayigh, 2019). The relationship between both the Egyptian military and Egypt's infrastructure can be observed over the decades.

Entrepreneurship in Egypt

It has been known that Egypt has the fastest-growing entrepreneurship ecosystem in the MENA region (Al-Mashat, 2021). The overall numbers of capital firms have been increasing which allows many startup companies to expand. This increase indicates that there is a growing interest in entrepreneurship in Egypt (Al-Mashat, 2021).

According to reports by the Global Entrepreneurship Monitor, launched by The American University in Cairo School of Business in 2018, 76% of Egyptians perceive entrepreneurship as their ideal career choice (Al-Mashat, 2021). As famous architect Zaha Hadid once said: the world is not a rectangle, design is unique, design is creative, design is different (Al-Mashat, 2021).

Labor and Employment

Labor Laws in Egypt

Labor Laws in Egypt are very liberal. The Constitution protects the rights of employees. Protections include minimum wage and a prohibition on forced labor. The Unified Labor Law, for instance, protects children under 12 years of age from any training (Azzam, 2019). Egypt's current minimum wage for the public sector stands at an average of 174 USD per month for every worker (MinimumWage.org, 2022). Organized labor, with authority for collective bargaining, disputes resolution, and strike action is supplemented by dialogue by the Ministry of Labor and Social Policy. The country aims to formalize national urban employment through improved labor contracts, social security registration, pension insurance, and worker protections. The constitution covers employee rights and other benefits like days off and reduced work hours.

Employment in Egypt

The majority of the population is employed in the service sector and members of the public sector. One in five workers are underemployed, and there is a large informal economy that employs a significant amount of people (Assaad et al., 2020). Employers must provide employees with fifteen days of annual leave. Certain industries such

as transportation and agriculture are governed by separate laws enforced by the minister of labor and employment. For instance, stores open from 09:00 to 23:00, but the law requires that stores close at 19:00 (Bakri, 2022). The work week is only eight to ten hours as required by law, with workers receiving fifteen hours of rest per week. Work on Sundays or any other public holiday is allowed if requested by the employer or union. More than 50 percent of workers are classified as semi- or unorganized sector workers (Soliman, 2022). Workers also have the right to a minimum wage, overtime pay, sick leave, paid vacation days, and other benefits. The government regulates labor and employment laws, providing for the allowed minimum wage and respect for fundamental human rights.

Barriers of trade in the workforce

Barriers to trade affect the workers in Egypt. Egypt outlawed their companies to hire more than 10 percent of foreigners in the workplace (Egypt - Trade Barriers, 2022) Foreigners are also prohibited from certain jobs simply as tourist guides . Women are affected more from tariffs because they are less likely to get hired. As a women in Egypt you're also most likely going to be paid less than a man (Zaki, C. (n.d.) . Especially If you're a foreigner. In Egypt private sectors rather hire men. Some jobs that are effected the most are computer and tech jobs. Egypt states that they want about 60 percent of their top-level management would be legally an Egyptian within three years of the start-up date (Egypt - Trade Barriers | Privacy Shield, n.d.). Private sectors Egypt is also apart of the World Trade Organization and there isn't a difference between investors. Foreign investors in the oil , gas and real estate make up their own ventures (2021 Investment Climate statements: Egypt, 2021). Therefore the tariffs may fluctuate from different sectors.

Egyptian Work Culture

In Egyptian *cultural barriers* are displayed throughout various statuses of employment. Some examples of *cultural barriers* would include correct formal greetings to one another. “When addressing your Egyptian counterparts for the first time, you should use their title followed by their surname until invited to do otherwise. Titles are a sign of stature and are viewed with pride; therefore, it is important to use them.”(Today Translations,

2022) Employment culture is extremely important when it comes to building a relationship between the employer and employee that helps maintain high working standards and work culture. Work culture is a combination of attitudes, beliefs, and actions that constitute the standard atmosphere in a workplace. In Egypt, maintaining relationships is considered more important than completing tasks. "Important values for Egyptians are family and kinship. Nepotism is considered a positive in Egypt and you'll often find several members of the same family at high levels within the same company." (Walentynowicz,2016) Egypt's work culture relates with employees to feel like they belong to and adhere to their group. Also allowing their employees to express personal choices, having employees embracing this type of work culture maintains long-lasting dependable connections. "Egyptian workers don't climb the ladder. They find their place on the ladder and protect it. To fortify his place, a worker may withhold important information from co-workers, or avoid teaching them vital skills." (Klasne,2004) In Egyptian workplaces culture is highly respected, employees must demonstrate correct business etiquette to continue thriving in such environments. " Since Egyptians judge people on appearances, wear good quality conservative clothes and present yourself well at all times. Egyptians believe direct eye contact is a sign of honesty and sincerity, so be prepared for disconcertingly intense stares." (Commisceo Global Consulting,2020) The approach of employees of higher rank dress at work and at business meetings exemplifies *conspicuous consumption* across Egyptian workplace culture. "Since Egyptians judge people on appearances, wear good quality conservative clothes and present yourself well at all times." (Commisceo Global Consulting,2020)

Holidays Related to the Workforce

Egyptian holidays are important for Egyptian companies, many Egyptian holidays are either considered extremely religious or significant due to its value to history. For example the National Day of Egypt is celebrated on July 23 which coincides with the annual celebration of the Egyptian revolution of 1952 when the modern republic of Egypt was declared, ending the period of the Kingdom of Egypt.(Humphreys A, 2002). On this significant day,

many companies follow similar regulations their government follows, which allows workers to have an extended rest period. Religious holidays are integrated into Egyptian work culture because of how Egyptian society embraces religion solemnly. One example would be Ramadan, Ramadan is an Islamic holy month, the dates of which change each year according to the Islamic calendar. The fundamental Ramadan tradition is fasting, which requires Muslims to refrain from eating and drinking between sunrise and sundown. (Britannica, T. Editors of Encyclopedia, 2022) For a religious holiday like Ramadan, companies must follow Egyptian labor laws and provide shorter work hours. “Public sector employees' work days are shorter by about three hours during Ramadan. They are allowed to arrive for work an hour later than usual – at 9am – and to leave work at 2pm instead of 4pm.” (Kamal Tabikha, 2022) Many companies have different PTO (Paid time off) options for employees, for "vacation leaves" employees are provided 21 days of paid annual leave per year if they have been employed for at least 6 consecutive months. According to (Lockon Global Compliance 2022) another PTO option would be "casual leave" “where employees are entitled to up to six days off from work per year and are not required to state a reason for taking the leave.” Holidays in the workforce are significant to Egyptians since it allows Egyptians to celebrate their vast cultural history and traditions.

Fibers and Apparel Production

Gold is found in many places in Egypt. It is often found in the desert, near the ancient ruins of mines and temples. It is also found in the Nile River. Gold is a very soft metal. It is often mixed with other metals to make it harder (Botros, 2015). Gold is also mixed with mercury to make it easier to work with. Gold is found in two main ways. The first is panning. This is where people look for gold in rivers and streams. They use a special pan to swirl the water and dirt around. The gold sinks to the bottom of the pan and the other materials float to the top. The second way to find gold is through mining (Botros, 2015). This is where people dig into the ground to find gold. Often, gold is found in quartz rocks. These rocks are crushed and the gold is taken out. Once the gold is found, it is often made into jewelry or coins.

When gold is converted into necklaces and jewelry, it goes through a process called gilding. This involves covering the gold with a thin layer of another metal, usually silver or copper. The gold is then polished to a high shine (Hassaan, 2016). Gilding was a popular technique in ancient Egypt and was used to create beautiful and lavish jewelry. Wealthy Egyptians would often wear gilded jewelry as a way to flaunt their wealth and show their power (Hassaan, 2016). Currently, gilding is still used to create beautiful and luxurious jewelry. It is a popular choice for those who want to add a bit of sparkle and shine to their outfit (Mohamed & Abd Elradi, 2014). Real gold jewelry is made of solid gold, while costume jewelry is usually made of plated gold or gold-filled. Solid gold is more valuable and durable than either of these other types of gold jewelry. Costume jewelry is often less expensive than real gold jewelry, but it is also more likely to tarnish and wear out over time (Mohamed & Abd Elradi, 2014). Real gold jewelry will last a lifetime if it is properly cared for. Gold jewelry is popular for a number of reasons. It is beautiful and luxurious, and it can be passed down from generation to generation.

Distribution & Consumption

Jamil Almalakii is a Cairo based, high end, luxury jewelry brand which specializes in luxurious gold and gem encrusted jewelry. The jewelry made here is well constructed, and beautifully crafted, and personalized, depending on our customer's taste. Our jewelry ranges from rings, earrings, necklaces, bracelets, headpieces, and anklets. These beautifully crafted pieces are versatile. They can be worn to dinner parties, lunch dates, religious events, and holidays such as Coptic Christmas, and Ramadan or a normal day at work. It's the customers choice, we just enjoy crafting for them. All of our pieces are quite popular, but our Wesekh/Usekh is a very popular statement piece. Whether made golden, or golden, encrusted with beautiful gems, such as rubies, the Wesekh/Usekh is one of Jamil Almalakii's top sellers.

Jamil Almalakii targets high status, high income earning women and men, living in upper class areas, seeking beautifully crafted and long lasting, luxury jewelry. Our customer profiles are men and women who are believers, and achievers. We want men and women, 20-45 to feel expensive and luxurious in our jewelry. Our store is located in the mega-mall Citystars Heliopolis. Located in Downtown Cairo, Citystars Heliopolis is an ultra-sleek shopping destination that features more than 750 stores, including international names like Hackett London, Hugo boss, and Versace (Macdonald, 2021). It's a safe and fashionable mall, so it will attract many, from luxury seeking people, to upperclassmen, and tourists. Jamil Almalakii Unique selling proposition (USP), is the innovation in our pieces, the creativity and quality in our designs, and finely crafted jewelry pieces adorned with precious stones.

At Jamil Almalakii, we use marketing strategies like Promotions, advertising, packaging and customer service to sell to current consumers, while attracting new ones. Since we are a luxury company, packaging is very important as consumers value attractive packaging, regardless of the price of the product. Customer service is another important strategy, as it represents our connection with our customers, and their loyalty towards us. Email subscriptions, and follow ups, as well as polite and proper online and in person communications, helps us build and keep good relationships with our customers. Jamil Almalakii does not have sales, as it limits the value of our product, but we do create holiday campaigns, as well as carry limited edition items. Our campaigns and pieces are seen on social media outlets such as Facebook, Instagram, and LinkedIn ads, as well as in digital Magazines, like Vogue and Harper's Bazaar.

Jamil Almalakii, relies predominantly on the Middle Eastern, North African and U.S market. This brand sells to both East and West African countries, alike and other countries within Asia and Europe. Our company ships internationally, but most of our distribution, sales, profit and revenue are accumulated in the Middle East, Egypt and The United States. We distribute through shipping channels such as DHL Global Forwarding, FedEx Express, USPS Express, and USPS Priority from our online store.

Import/Export

The Ministry of Trade and Industry administered Resolution No.43 of 2016 that foreign factories must be registered with the General Organization for Export and Import Control (Nessim, 2022). According to Youssry Saleh & Partners, import is strictly regulated by the Egyptian government permitting Egyptian nationals only and fully owned and managed Egyptian companies to import into Egypt. They suggest that companies and individuals that seek to import into Egypt for the purpose of trade should register with the Register of Importers. As for import restrictions, Egypt's government has encouraged free trade by active participation in the General Agreement on Tariffs and Trade (Australian Trade and Investment Commission, 2022). This is also an opportunity for one's company to receive some form of licensing. Youssry Saleh Law Firm states that by Egyptian Law, import of goods and/or products requires an Importation License. These licenses are granted to Egyptian nationals, partnerships where all partners are Egyptian nationals, or companies where all shareholders are Egyptian nationals (Partners, 2016).

10 Contemporary and Ancient Egyptian Facts

1. Egyptian pyramids were not built by slaves, by laborers, who were fed and treated well.
2. Mount Sinai, located in the Sinai Peninsula, is the mountain Moses climbed, to receive the 10 commandments, in the holy bible. The mountain is sacred in both Christian and Islamic religions. This site stands at 2,285 meters (7,497 feet) high.
3. Contemporary Egyptian predominately in Christianity and Islam, but Ancient Egyptians were polytheistic. They believed in more than one god, including gods from other civilizations, and countries.
4. Toothpaste and tooth powder was created by the Ancient Egyptians.
5. Cairo is the largest African, and Middle Eastern city. The city is approximately 500 square km. An estimated population of 22 million, Cairo is one of the most populated cities in the world.
6. The most popular sport in Egypt is soccer (football).
7. The Pyramids of Giza are not the biggest pyramids of the world. The biggest pyramid in the world is located in Mexico. The Great Pyramid of Cholula, a man made pyramid, measures 450m by 450m at its base, resulting in it being twice as big as one pyramid in Egypt.

8. Facebook is very popular in Egypt. There are approximately five million Facebook users in Egypt, more than any other Middle Eastern country.
9. Social media accounts with more than 5000 followers, are subject to the country's media laws, and can be monitored by authorities, and must be licensed by the government.
10. The 365 day calendar, that is divided into 12 months, was invented in Egypt.

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