**Case Study: Launching and Marketing a Mobile App for Hajj and Umrah Pilgrims**

**Background**

The Hajj and Umrah pilgrimages are significant events in the Islamic calendar, with millions of pilgrims traveling to Mecca and Medina in Saudi Arabia every year. Pilgrims often face challenges such as navigating the crowded holy sites, finding accommodation, and accessing important services during their trip.

A team of Saudi entrepreneurs saw an opportunity to develop a mobile app that would help pilgrims navigate these challenges and enhance their overall experience. They developed an app called "HajjGuide" that provides a range of services, including:

* Maps and navigation to help pilgrims find their way around the holy sites
* Information on accommodation options and availability
* Access to important services such as healthcare and transportation
* A guide to the rituals and practices of Hajj and Umrah
* Real-time updates and notifications about important events and announcements

**Objectives**

The objectives of the case study are to discuss and analyze the launching and marketing strategies for HajjGuide. The students will be required to think critically about the following aspects:

1. Market research and analysis
2. Competitive analysis
3. Target audience identification
4. Marketing mix (4Ps)
5. Launch strategy
6. Post-launch evaluation and improvement

**Case Study Questions**

1. Conduct market research to identify the target audience for HajjGuide. Who are the potential users, and what are their needs and preferences?
2. Analyze the competitive landscape for mobile apps targeting Hajj and Umrah pilgrims. Who are the key players, and what are their strengths and weaknesses?
3. Define the unique value proposition of HajjGuide. What sets it apart from other apps in the market?
4. Identify the marketing mix (4Ps) for HajjGuide. What are the product, price, promotion, and place strategies?
5. Develop a launch strategy for HajjGuide. What channels will you use to reach your target audience, and what is the timeline for the launch?
6. Evaluate the launch and post-launch performance of HajjGuide. What metrics will you use to measure success, and what improvements can be made to the app and its marketing strategies?