

examples of needs, wants, and demands demonstrated by Diwan's customers. They are willing to pay for this experience, which includes not just buying a book, but enjoying a well-designed space, attending cultural events, and participating in intellectual activities. Specialized cultural products: Diwan's customers also demand specialized items such as rare CDs or DVDs, and they are willing to pay for products that enhance their intellectual and cultural life, like artistic calendars, notebooks, and cultural guides. The Egyptian society needs diverse cultural sources that enable them to understand and absorb literature and culture more deeply. Desires and Customers need to have a variety of books to expand their knowledge and read high-quality content. Their desire to purchase products other than books such as multimedia (DVDs, CDs), gifts, and cultural services such as activities for children. Cultural experiences: Customers want more than just buying books—they seek unique experiences, like attending book clubs, author events, and cultural discussions. Prior to Diwan's establishment, many customers in Egypt struggled to access a wide range of books, especially in languages like English or specialized topics, which was a basic need for students, researchers, and professionals. Diwan also provides cultural activities like book signings and discussions, which fulfill their need for cultural expression and intellectual stimulation. Diwan has addressed customer demand by creating a user-friendly website to facilitate purchases, especially after closing unprofitable branches. 1.3.