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## Ancient Egypt

### Pyramid of Djoser Public Relations Plan

#### *Situation Analysis*

The great pharaoh Djoser has requires a new monument to be built for him that will house his body and belongings on his journey to the afterlife. Pharaoh has selected his trusted high priest and chancellor Imhotep to design and coordinating the building of the structure. For several hundreds of years, the mastaba tomb had always been the standard for the pharaohs after death; however, because of the abundance of resources and manpower, it is possible to show Pharaoh's power through his tomb.

#### *Objectives*

The objectives are to build a massive structure that reflects the power and majesty of both Pharaoh Djoser and the high priest Imhotep. This new structure will be a replica of the royal palace. Imhotep has been made project leader for this assignment and has been given the task of amassing the resources and manpower for this great undertaking. The goal is to finish within Pharaoh's lifetime and should only roughly take 30 years to finish.

#### *Strategy*

As project leader Imhotep will acquire laborers for building the structure. Imhotep will create a mock-up of the proposed structure. The focus of the structure is not only to house Pharaoh Djoser, but to display the Pharaoh's power and to create a symbol of the royal crown that will a testament to the mortuary cult.

### *Tactics*

Imhotep will acquire as many as 20,000 laborers over the span of 30 years to begin building the structure. This new structure will take much more time, resources and effort than any other tomb before it. Imhotep has drawn up a preliminary mock-up of the proposed structure and building has already begun on the base. Because of the abundance of resources at his disposal, he has asked Imhotep to increase the size of the structure. In response to this, Imhotep has chosen to symbolically add “steps” to the structure by placing 6 mastaba tombs on top each other, which each tomb decreasing in size as they go up. This is to symbolize the crown and is a reflection of the pyramids that have been erected across the provinces. There will be no mistaking that this is Pharaoh Djoser’s tomb.

### *Action*

Work on the pyramid has begun with Imhotep’s speedy acquisition of the necessary resources for creating this massive monument. As the years progress, the final details of the plan will be sorted. The base will be similar to the other mastaba tombs, but will reach higher in an attempt to ensure that our Pharaoh can easily ascend to the North Star when he reaches the afterlife.