

# ***MASK MEDICAL MARKETING PLAN***

*mask medical supplier*





# Business Model Canvas



## KEY PARTNERS

Suppliers: Multiple suppliers providing a variety of gloves medical for doctor, chef's, buyer bulk, barber {Wassam, Arq, Flitpro}

Social Media Platforms  
Facebook, Instagram

## KEY ACTIVITIES

- Finding the best suppliers to ensure high-quality gloves.
- Maintaining sufficient stock in all sizes and colors.
- Coordinating with shipping companies for nationwide delivery
- Running paid ad campaigns on Facebook and Instagram.

## Key Metrics

- CTR
- CPA
- Customer Reviews
- Customer Retention Rate
- AOV Average Order Value

## Unique Value Proposition

- Competitive Pricing
- Product Variety
- Reliable and Fast Delivery

## CUSTOMER RELATIONSHIPS

- Social Media Engagement
- Customer Support
- Dealing in place

## Channels

- Facebook
- Instagram

## Customer Segments

- Bulk Buyers : The primary target market for "Mask Medical" due to its focus on affordable pricing, availability quantities, and good quality.
- Doctors: Strong, comfortable, and sterile medical gloves to protect them from infection.
- Chefs: Gloves protect food from contamination, are comfortable and do not tear easily.

## Cost Structure

Product Costs  
Marketing Costs  
Human Capital Costs

## Revenue Streams

Product Sales  
online sales

# **Content:**



## **Brief :**

Project Overview  
Objective

## **Market analysis:**

Microenvironment  
Macroenvironment  
CUSTOMER ANALYSIS  
COMPETITORS ANALYSIS  
SWOT ANALYSIS

## **Objectives:**

**5'S**

## **STRATEGY**

: STP  
PERSONA

## **TACTICS:**

THE 4 PS  
CHANNELS  
POSTING FRECUANCY  
CONTENT TYPE  
TONE OF VOICE  
CONTENT CALENDER



# **Brief :**

## **Overview**

“Mask medical” is a page provide medical supplies such as masks, injections and more specialise in gloves selling offline and online and the Shipping to all governorates.

## **Objective**

We aim to provide high-quality and reliable medical supplies to healthcare professionals, institutions, and individuals. Our goal is to build trust and support within the medical community by offering a wide range of trusted supplies. We aim to educate our audience on the latest advancements in medical products and contribute to better healthcare outcomes through consistent service and product excellence.

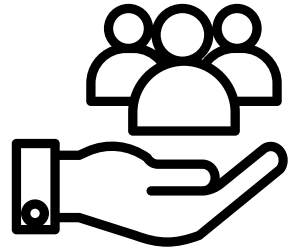




# MARKETING ANALYSIS



## Microenvironment



### Customers

**Medical Institutions:** Hospitals, clinics, pharmacies, and medical laboratories

Restaurants and Cafés: Chefs and staff need gloves for hygiene purpose

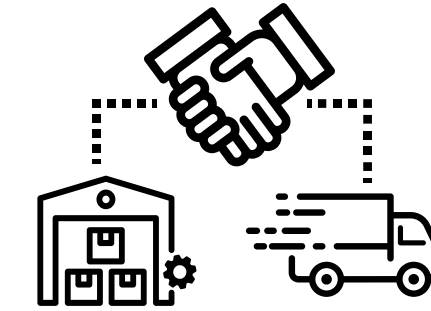
**Factories and Workshops:** Workers require gloves for protection from chemicals and oil

Beauty Salons and Hairdressers: Professionals use gloves for hygiene and safety

**Cleaning Companies:** Gloves are essential for workers handling cleaning chemicals

Individual Consumers: Increased awareness of hygiene has led to higher demand

# Market analysis



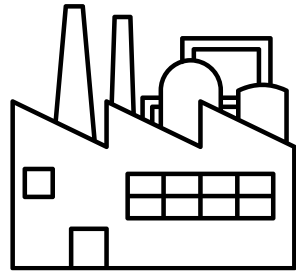
### Suppliers

**Suppliers are the primary source of gloves, either through local manufacturers or international imports.**

**Pricing depends on raw material costs, shipping fees, and customs duties.**

**Currency fluctuations, especially in USD exchange rates, can impact import costs.**

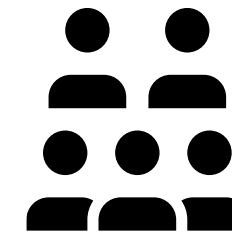
## Microenvironment



### Marketing industries

- **Shipping and Delivery Companies:** Ensuring fast and reliable customer deliveries.
- **Wholesalers:** Distributing gloves in bulk to businesses.
- **Local Distributors:** Reselling gloves in various markets.

# Market analysis



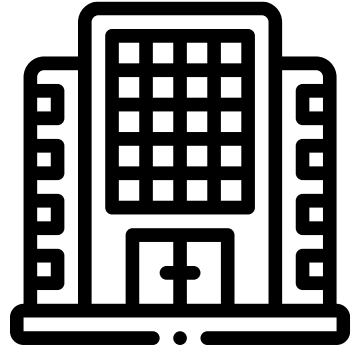
### Publics

**Customer:** Demand high-quality gloves at reasonable prices  
**Government and Regulatory Authorities:** May impose restrictions on glove imports or sales  
**Investors and Business Partners:** If you seek funding or expansion opportunities  
**General Public:** Hygiene awareness impacts demand for gloves





## Microenvironment



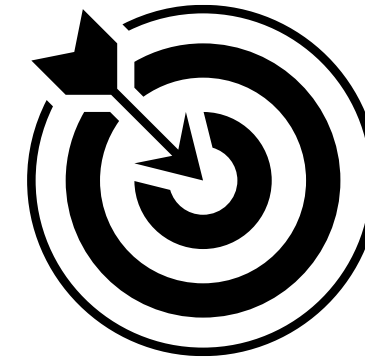
### The company

Offers a variety of gloves suitable for different industries.

Ability to sell both wholesale and retail, maximizing profit potential.

Online sales enable reaching a wider customer base.

# Market analysis



### Competitors

The market is highly competitive, with both importers and local sellers.

Some competitors sell at lower prices, making price competition intense.



## Macroenvironment

# Market analysis



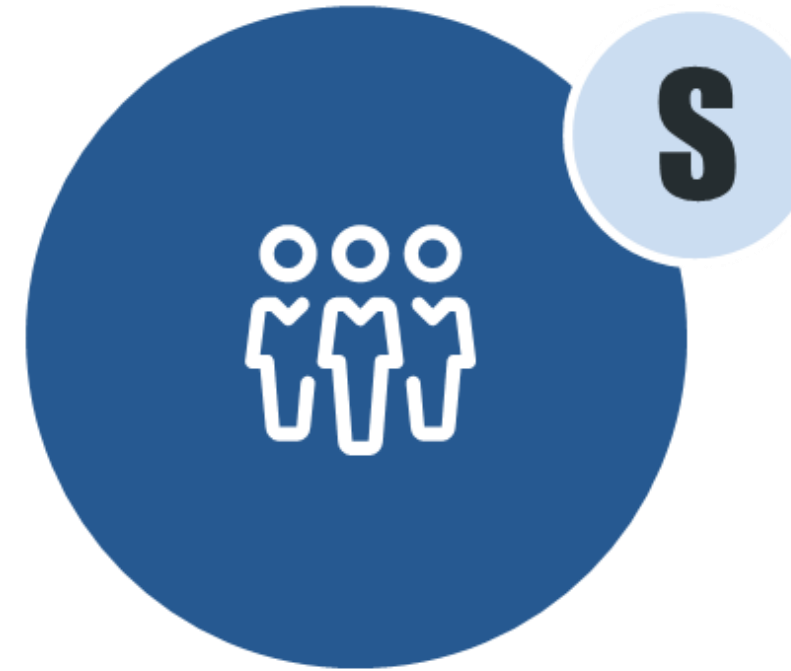
### Political Factor

- **Government Regulations:** Importing medical and safety gloves may require certifications and compliance with health standards.
- **Taxes and Customs Duties:** Any increase in import duties or taxes can impact costs and pricing.
- **Political Stability:** A stable government leads to a favorable business environment.



### Economic Factor

- **Government Regulations:** Importing medical and safety gloves may require certifications and compliance with health standards.
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- **Political Stability:** A stable government leads to a favorable business environment.



### Social Factor

- **Increased Hygiene Awareness:** Post-pandemic, people are more concerned about hygiene, driving demand for gloves.
- **Consumer Habits:** Target groups (doctors, pharmacists, restaurant workers) have a consistent need for gloves, ensuring market stability.
- **Eco-Friendly Trends:** A growing number of consumers prefer sustainable and biodegradable gloves.



### Technological Factor

- **E-commerce Growth:** Online sales via Facebook, Instagram, and e-commerce platforms are becoming more effective.
- **Improved Distribution Channels:** Advanced logistics services ensure faster deliveries, improving customer satisfaction.

<b>Who</b>	<p>Target Audience : Adults Between 25 and 50 years old of doctors and restaurant chefs.</p> <p>Gender: Predominantly male.</p> <p>Income Level: Middle to high income.</p> <p>Online Presence: Active on Facebook, Instagram,</p>
<b>Where</b>	<p>All Governorates, Egypt.</p>
<b>What</b>	<p>Products: Medical supplies such as masks and specially gloves.</p> <p>Concerns: Searching for Protection and personal hygiene</p>
<b>Why</b>	<p>Motivations : good quality products at a good price</p> <p>Preference: hygiene and protection against infection</p>

Medical care

competor analaysis

<u>link</u> Strengths	Variety in kinds of gloves
Weaknesses	Not reply fast on comments
Comments	need good designs

# Market analysis

## competor analaysis

Todos  
Egypt

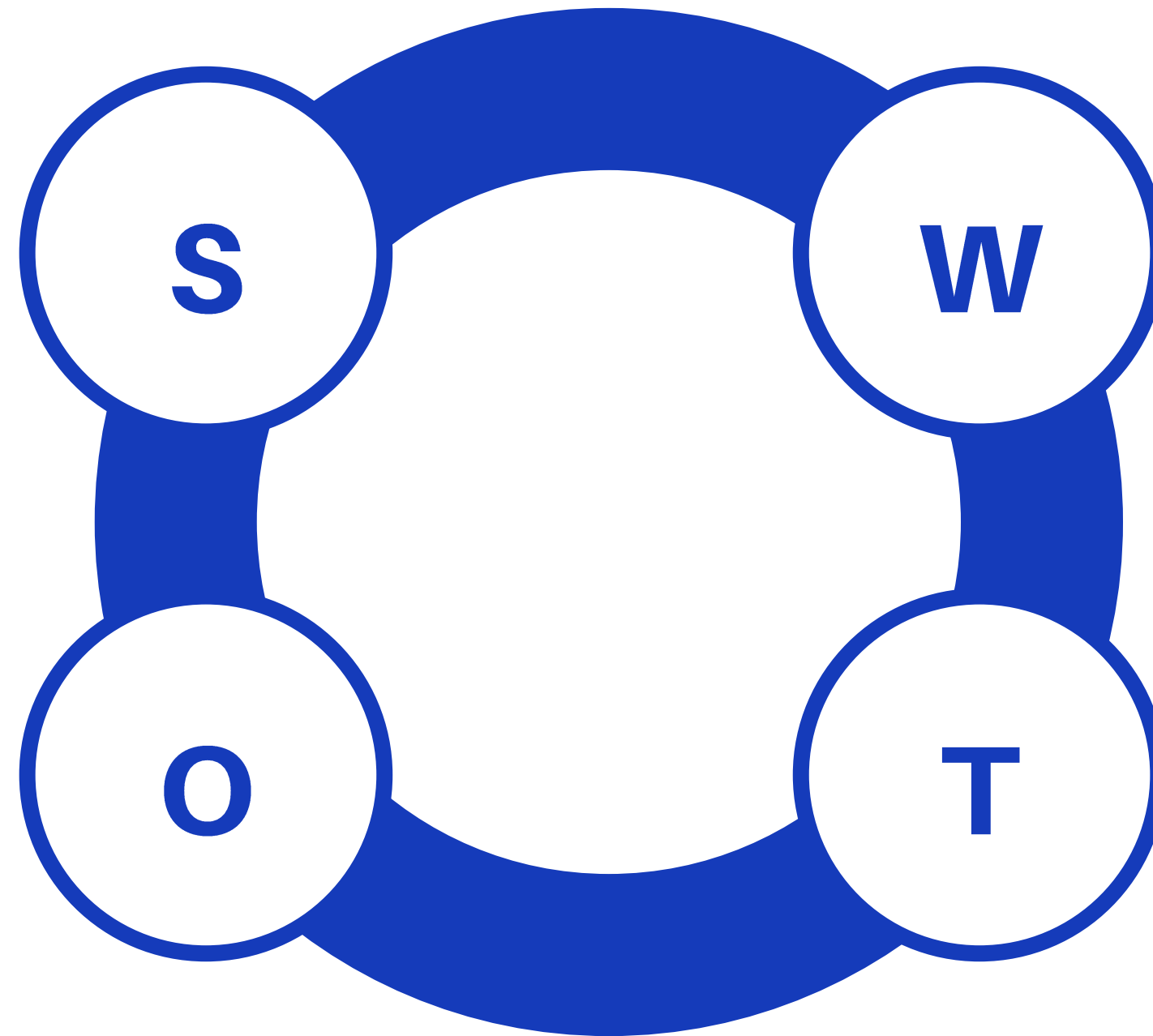
<u>link</u> Strengths	Good quality posts
Weaknesses	No variety of kinds almost one
Comments	some times till the price in the post so the engagement rate is low

### STRENGTHS

- Very competitive price offline and online.
- Large variety in kinds of gloves.
- Shipping to most governorates.
- Discounts on big orders and bulk deals.

### OPPORTUNITIES

- Collaboration with one or more restaurants.
- Sell boxes in addition to cartons.



### WEAKNESSES

- Limited online presence.
- No fast reply on comments.

### THREATS

- Supply chain disruptions (natural disasters, political instability, or transportation issues).
- Economic downturns.

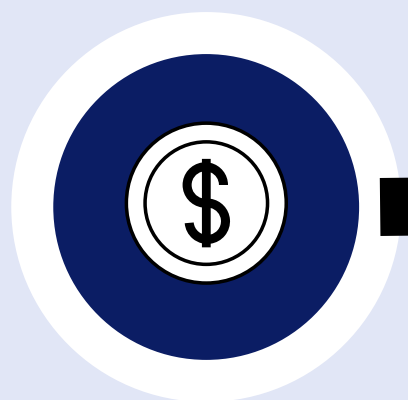


# Objectives



# Objectives

## 5S



### SELL

Increase sales revenue by 15% in the next quarter



### Server

Reduce average customer service response time to 2 minutes in the next week



### SPEAK

Increase social media followers by 5% in the next month



### SAVE

Reduce marketing costs by 5% in the next quarter



### SIZZLE

Premium quality, unbeatable comfort, and ultimate safety





STRATEGY



# SEGMENTATIONS

segment 1:

Doctors and nurses and pharmacy:

## Demographic:

- age: 50-25
- Gender: male
- Income: Medium to high

**Geographic:** Cairo and Giza Governorate's

## Behavioral:

- They are not present much on social media
- They prefer high-quality products.
- They prefer direct communication such as what's app
- They don't interact much but they buy when needed.

## Psychographic:

- For intensive work and lack of time: They prefer a quick and easy shopping experience.
- Safety and Protection: Protects against infection and provides comfort during work
- Care about quality, but they also look for the best value for money.

segment 2:

Bulk Buyers

**Demographic:** age: 60-35

- Gender: male
- Income: Medium to high

**Geographic:** Cairo and Giza Governorate's

## Behavioral:

- They use direct messages to negotiate more than public comments.
- Stock availability: They care about products that can be purchased in large quantities without interruption.
- They prefer straightforward, clear content (price lists, offers, product details).
- They focus on visual content such as photos and short videos showcasing products and discounts

## Psychographic:

- Focus on profitability and profit margin when purchasing products in bulk.
- They prefer to build long-term relationships with suppliers to ensure continuity of supply.
- Interested in analyzing market trends and prices to find out what products are in demand.

segment 3:

Chefs

## Demographic:

- age: 45-20
- Gender: male
- Income: Medium to high
- **Geographic:** Cairo and Giza Governorate's

## Behavioral:

- They rely on quality and durability when purchasing tools and supplies.
- They prefer suppliers who offer bulk discounts for large kitchens and restaurants.
- They prioritize speedy delivery and customer service to ensure no downtime in the kitchen.
- They prefer gloves that are comfortable, non-slip, and can withstand varying temperatures.

## Psychographic:

- Reducing costs without compromising quality
- Keeping up with the latest cooking techniques and professional kitchen tools
- Very active on social media, especially Facebook

# TARGET SEGMENTATIONS

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# ***POSITIONING***

**Mask Medical** is the go-to brand for high-quality medical gloves, offering reliable protection and comfort for healthcare professionals, food service workers, and individuals who prioritize hygiene. With a commitment to safety, durability, and affordability, we provide a variety of gloves to suit different needs, ensuring a secure and seamless experience for every user

# Buyer Personas

## Barbers & Hair Professional

### Demographic Profile:

- **Industry:** Personal Care & Grooming (Barbers, Hairdressers, Salon Workers)
- **Age Range:** 25
- **Location:** New Cairo
- **Education Level:** Vocational training, professional certifications
- **Income Level:** Mid-range

### Needs & Buying Behavior:

#### Needs:

- Disposable gloves for hygiene and protection while cutting hair and applying hair dye.
- Chemical-resistant gloves for handling hair dyes and treatment products.
- Breathable and non-sweaty gloves for comfort during long shifts.

#### Pain Points:

- Gloves that tear easily when using clippers and razors.
- Hands sweating in low-quality gloves, causing discomfort.
- Gloves that don't fit well, making it hard to handle tools.

#### Buying Behavior:

- Prefers multipurpose gloves that are comfortable, chemical-resistant, and affordable.
- Shops via beauty suppliers, wholesale distributors, and online marketplaces.

#### Obstacles to Purchase:

**Comfort & Fit Issues:** If the gloves feel too tight or cause sweating, they won't be repurchased.

**Chemical Resistance Concerns:** If they don't protect against dyes or salon chemicals, they are not useful.

**Price Sensitivity:** Many barbers work independently or own small businesses, so price matters.

**Product Awareness:** Some barbers may not realize they need high-quality gloves and opt for generic or low-cost alternatives.





# Buyer Personas

## *Bulk Buyers*

### Demographic Profile:

Industry: Wholesale & Distribution (Medical Supplies, Restaurant Equipment, Salon & Beauty Products)

Age Range: 30

Location: cairo

Education Level: Business Management, Supply Chain, or Industry Experience

Income Level: High (business-driven)

### Needs & Buying Behavior:

#### Needs:

High-quality gloves at competitive bulk pricing for resale.

Reliable supply chain with consistent inventory availability.

Versatile gloves that can be sold across different industries (medical, food, beauty, etc.).

Customization options (branding, private labeling).

#### Pain Points:

Inconsistent supply or delays in shipments affect business operations.

High MOQ (Minimum Order Quantity) requirements from manufacturers.

Price fluctuations due to raw material costs.

Regulatory compliance—gloves must meet industry standards for different sectors.

#### Buying Behavior:

Bulk purchases from manufacturers or wholesalers at discounted rates.

Prioritizes profit margins, reliability, and supplier reputation.

Negotiates long-term contracts for steady supply.

#### Obstacles to Purchase:

Price Sensitivity: If prices are too high, they will choose a cheaper supplier.

Supply Chain Risks: Unreliable delivery times or stock shortages can push them to competitors.

Market Demand & Industry Trends: If gloves don't align with customer needs, they won't sell.

Lack of Differentiation: If the brand offers nothing unique (certifications, eco-friendly options, better grip, etc.), wholesalers won't see value.



# Buyer Personas

## Doctors

### Background

- **Interests:** Protection against infections and viruses - Sterilization and personal hygiene
- **Language:** Arabic - English
- **Gender:** Male - Female
- **Education:** Medicine, Pharmacy, Nursing
- **Social status:** Single or Married
- **Occupation:** Pharmacist, Doctor, Nurse
- **Behavior:** Search for quality, accredited certificates, interaction in medical forums

### DEMOGRAPHICS

- **Age:** 25
- **Gender:** both
- **Income:** high or medium
- **Location:** Cairo

### Identifiers

- Facebook
- Instagram
- LinkedIn

### Challenges

- **Pain points:** quality - Ease of tearing - Skin allergy due to poor materials.
- **Obstacles buying:** Lack of trust, dependence on specific suppliers, price

### What can we do?

- **Motives to buy:** Quality certificates, targeting hospitals, free trials

### Goals

- **Goals:** Achieving personal protection while working: Doctors and nurses are careful to protect their hands from germs and viruses while dealing with patients.
- **Increased Productivity:** By using gauntlets comfortably, they can focus more on their work without having to worry about security.
- **Gloves help reduce:** Contamination between patients and reduce contamination pant.



# Buyer Personas

## Chefs

### Background

- **Interests: Protection:**
  - Hygiene and food safety
  - Avoid transmission of infection in kitchens
  - Use comfortable tools while cooking
- **Language:** Arabic - English
- **Gender:** Male - Female
- **Education:** University or institute education or without
- **Social status:** Single or Married
- **Occupation:** Chefs
- **Behavior:**
  - **Searching for restaurant equipment and supplies:** They browse sites that sell kitchen utensils and equipment for restaurants.
  - **Interaction on social media platforms:** They participate in cooking groups on Facebook and Instagram to share tips on kitchen gadgets.

### DEMOGRAPHICS

- **Age:** 18 - 50
- **Gender:** both
- **Income:** high or medium
- **Location:** Cairo

### Identifiers

- Facebook
- LinkedIn
- X
- Instagram

### Challenges

- **Pain points:**
  - The need for gaskets resistant to heat, water, and oils.
  - Inability to feel good about food while preparing it.
  - Changing the gasket frequently increases the cost.
- **Obstacles buying:** Some restaurants rely on reusable containers to reduce costs.

### What can we do?

- **Motives to buy:** Hygiene, protection from oils and heat, comfort during use.

### Goals

- **Goals: Maintain personal hygiene:** Gloves help keep hands clean while preparing and serving food.
- **Reducing the risks of cross-contamination:** Especially in an environment where interaction with food and tools is constant.
- **Increase productivity in the kitchen:** Provides comfort while working with food, which helps you work faster and more efficiently.







# THE 4 Ps

## PRODUCT

- **core product**
- **Augmented Product**
- **Value Proposition**

- **Core Product:** A medical supplies provider.
- **Augmented Product:** High-quality medical gloves like Nitrile Gloves at factory prices.
- **Value Proposition:** Providing premium medical products at competitive prices.

## PRICE

- **Price**
- **Promotions and Discount**
- **value for money**

**Pricing Strategy:** Competitive pricing with special offers for bulk orders.

**Promotions and Discounts:** Continuous discounts for wholesale buyers.

**Value for Money:** Focus on excellent quality at affordable prices.

## PROMOTION

- **MARKETING Message**
- **Promotional Tools**

**Marketing Message:** "Offering you the best medical supplies with unmatched quality and price."

**Promotional Tools:**

- . Facebook ads
- . Content marketing
- . Offers and discounts

## PLACE

- **Stores**
- **Online**
- **Marketplace**

- **Distribution Channels:**
  - . Physical store
  - . Social media (Facebook)
  - . Phone and email contact
- **Geographical Coverage:** All over Egypt



## CHANNELS

**Facebook**  
**INSTAGRAM**  
**Facebook Ads**

## FREQUENCY POSTING

**Post in 2**  
**DAY**

Time of posting

**Maintain a regular  
posting schedule to  
keep your audience  
engaged.**

# TACTICS

Tone of Voice

Professional and  
friendly

Types of Content Used

Diversity of content (photos, videos,  
infographics, etc.)

Content Calendar

Content Calendar Link  
Content  
Calendar