



Al – Hamya الحمية

CAI2_DRT1-G3_DEPI2

Buyer Persona





Competitor Analysis





Buyer Persona

Age	25
Location	Cairo
Interests	Beauty - Health
Language (s)	Arabic - English
Gender	female
Education	faculty of commerce
Social status	single
Income	8000
Occupation	accountant or telesales
Websites	sports - Facebook - linked in - TikTok - instagram- Snapchat
Pain points	النحافة وعدم الرضا عن شكل الجسم
Obstacles that may hinder from buying my product	no Time to visit doctors - high price
Motives to buy my product	online coaching - suitable price
Online behavior	influencer - ask friends - well know Facebook pages



Buyer Persona

Age	14
Location	Cairo
Interests	Playing computer games
Language (s)	Arabic - English
Gender	Boy
Education	School Student
Social status	single
Income	15k for his parent
Occupation	Student
Websites	Facebook -instagram -tiktok
Pain points	Bullying from his friends
Obstacles that may hinder from buying my product	Shy from starting diet
Motives to buy my product	To be fit like his friends
Online behavior	Scrolling-watching reels & photos



Competitor Analysis



Channel	
Facebook	Sama fit
Link of channel	https://www.facebook.com/share/19zgQnxtHB/
Likes	8.9 k
Followers	10 k
Reviews	no
	Elite fitness company
	Fitness, nutrition and lifestyle
About	Business WhatsApp: 01025887833
Posting Regular or not	no
# of posts/week	2:3
average likes /post	15
average Comments/post	2
average shares/post	0
Engagement Rate	1.40%
paid posts/not	not
Type of content	photos and videos
Tone of voice	friendly
Call-to-Action	community and check your inbox
Comments Replies	inpux
Designs?	tradition photos - real cases before and after awareness - awarenes video - success story
Keep Identity	no
Stories content	no
Where in buyer journey	
Contacts through?	phone

كومت ثم كلام شات خاص ثم رقم الفون والتنفيذ ثم دخول شات واتس



Competitor Analysis



Dr:
Nelly Shams

Channel	
Facebook	د نيللي شمس
Link of channel	(1) Facebook
Likes	0
Followers	2.9 k
Reviews	654
Nutritionist Alexandria, Damanhour, Sheikh Zayed	
About	
Posting Regular or not	yes
# of posts/week	7 post/week
average likes /post	1000
average Comments/post	150-200
average shares/post	20
Engagement Rate	
paid posts/not	not
Type of content	photos and videos and reels
Tone of voice	friendly
Call-to-Action	Whats- Messenger- Comments
Comments Replies	Fast respondes
Designs?	Modern & Catchy
Keep Identity	50/50
Stories content	yes
Where in buyer journey	Send message on whats app and messenger
Contacts through?	phone – messenger – whats app



Name

Anas

Age

25 to 34 years

Highest Level of Education

Preferred Method of Communication

Online or Via What's app

Anas is an accountant need to transform his body and get more energetic he is 31 years old married

he has 2 kidshe works in office 5 days per week and have 2 days off spend them at home because he is exahusted all weeks

he lives in cairo and his income 8000 to 10000 L.E per month he will do some sports and walk on diet plan to achieve his goal

Channel	Notes
Facebook	Ahmed abd elrasoul
Link of channel	https://www.facebook.com/Dr.Ahmed.Abdelrasoul1
Likes	572 K
Followers	572 K
Reviews	98% Satisfaction
About	Diet center
Posting Regular or not	yes 2 posts per day
# of posts/week	7:12 post
average likes /post	1.7 K
average Comments/post	47
average shares/post	76
Engagement Rate	7.30%
paid posts/not	yes
Type of content	photos and videos
Tone of voice	friendly and advices
Call-to-Action	send message
Comments Replies	public and inbox
Designs?	Special designed
Keep Identity	no
Stories content	no
Where in buyer journey	Reel then ask and send message
Contacts through?	Whatsapp
Strengths	good personal branding - alot of achievement
Weakness	Low quality services
Comments	Popular

Buyer persona

Housewife

Name: Eatmad

Age: 44

Location: Suburbs or a mid-sized city

Occupation: Housewife

Marital Status: Married

Family: Husband, 2-3 children

Lifestyle:

- **Busy:** Juggles household chores, childcare, and often lacks time for herself.
- **Health-conscious:** Concerned about her family's health and well-being.
- **Traditional:** Often relies on family recipes and traditional cooking methods.
- **Tech-savvy:** Uses social media (Facebook, Instagram) and online resources for recipes, cooking tips, and entertainment.

Budget-conscious: Looks for affordable and practical solutions





Buyer persona Housewife

Pain Points:

- **Weight gain:** Struggles with weight gain after childbirth or due to sedentary lifestyle.
- **Lack of time:** Limited time for meal planning, cooking, and exercise.
- **Family's health:** Worried about her family's health risks associated with obesity (diabetes, heart disease).
- **Lack of confidence:** Feels self-conscious about her weight and appearance.
- **Information overload:** Difficulty finding reliable and trustworthy information about nutrition and weight management.

Motivations:

- **Improve health:** To improve her overall health and reduce the risk of health problems.
- **Feel better about herself:** To increase her confidence and self-esteem.
- **Be a good role model:** To set a healthy example for her children.
- **Improve family's health:** To ensure her family is healthy and happy.
- **Find convenient solutions:** To find easy-to-follow meal plans and recipes that fit her busy schedule.



Buyer persona Housewife

Online Behavior:

- **Searches:** "Healthy recipes for weight loss," "Easy diet plans," "Weight loss tips for busy moms," "Nutrition for families," "Healthy snacks for kids."
- **Social media:** Follows food blogs, fitness pages, and weight loss groups.
- **Engages with online communities:** Participates in online forums and groups related to health and wellness.

Competitor Overview Dr Nourhan kandil

Name: Dr. Nourhan Kandil

Industry: Health & Wellness

Specialization: Nutrition, weight management, fitness coaching

Digital Presence: Strong on social media, specifically Instagram and YouTube

Target Audience: Individuals seeking wellness tips, weight management solutions, and healthy lifestyle guidance



Strengths

1.Strong Social Media Presence

- Over 2 million followers on Instagram with high engagement.
- Professional yet approachable persona appeals to a broad audience.
- Regular posting of content such as:
 - §Nutritional tips
 - §Healthy recipes
 - §Fitness routines

2.Branding Expertise

- Personal brand is well-established as "Dr. Baby."
- Founder of a wellness brand, Dr. Baby Matcha, which diversifies her offerings.

3.Credentials & Credibility

- Licensed pharmacist, certified nutritionist, and spinning instructor.
- Holds an MBA, enhancing her business acumen in health coaching.

4. Multiple Revenue Streams

- Clinic: The Lifestyle Station at Porto Cairo Medical Center provides personalized nutrition plans.
- Product Line: Matcha-based wellness products.
- Media: Regular appearances on Egyptian and regional TV and radio stations.

5. Content Variety

- Mix of informational, motivational, and interactive content tailored for her audience.
- Focuses on real-life solutions that resonate with her audience.

Weaknesses

Audience Limitation

Focuses primarily on an Arabic-speaking audience; global appeal might be limited.

Over-dependence on Personal Branding

The brand heavily relies on Dr. Kandil's persona, which may limit scalability.

Generalized Approach

Content tends to cater to a broad audience and might lack niche targeting, e.g., specialized obesity management solutions.

Product Limitation

Current offerings (e.g., matcha products) are not directly aligned with clinical obesity management, creating an opportunity gap.

Buyer Persona Stages with Dr. Nourhan Kandil

.Awareness Stage: Individuals discovering wellness needs, inspired by her motivational content, simple tips, and approachable persona.

.Consideration Stage: Potential clients evaluating weight management solutions engage with her interactive sessions, practical advice, and matcha products.

.Decision Stage: Committed buyers trust her credibility and opt for her clinic's nutrition plans or health products as accessible wellness solutions.

Key Gap: Lacks tailored, evidence-based obesity solutions for individuals with clinical weight management needs



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SWOT



Strengths

- Competitive pricing.
- Personalized nutritional plans.
- Easy access via website and social media.
- Potential for quick scaling due to online nature.
- providing highly individualized plans without direct interaction.
- Expertise in nutrition.
- Dealing with kids nutrition with attractive diet & Meals planning

Weaknesses

- Building trust and credibility online can be challenging.
- Competition from established players and free resources.
- Limited brand recognition initially.

SWOT



Opportunities

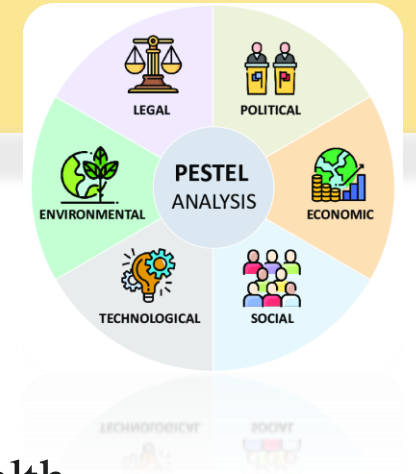
- Growing health and wellness market.
- Increasing demand for personalized nutrition.
- Potential for partnerships with fitness centers, health food stores, etc.
- Expansion into related areas (e.g., recipe development, supplement recommendations).
- Using social media for marketing, community building and easy follow up.
- Using Offline campaigns & public relations to Cover all schools levels from private to international schools

Threats

- Price wars with competitors.
- Changes in dietary guidelines or regulations.
- Negative reviews or feedback.
- Inaccurate nutrition information available online.
- Economic downturns affecting consumer spending.
- Kids refused the concept of DIET at all
- Ignorance the important of proper nutrition from the parent

Macro external environment

PESTEL



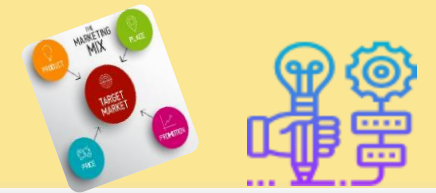
- **Political:** Regulations related to food and health claims especially from ministry of health.
- **Economic:** Economic downturns can affect consumer spending on discretionary items like nutritional plans.
- **Social:** Growing awareness of health and wellness, dietary trends, and social media influence on body image.
- **Technological:** Advancements in nutrition science, mobile apps for tracking food intake, and online platforms for service delivery.
- **Legal:** Data privacy laws, consumer protection regulations.
- **Environmental:** Factors like climate change and agricultural practices can impact the availability and affordability of certain foods according to the current season.



Micro external environment

- Customers:** Individuals looking for nutrition and fitness plans to achieve their health goals.
- Competitors:** Nutrition clinics, diet applications, personal trainers, and specialized nutrition and fitness websites
- Suppliers:** currently no suppliers
- Marketing Intermediaries:** Social media platforms, health influencers, partnerships with gyms, schools and medical clinic.
- Publics:** Government regulators in the nutrition sector, potential customers, media, and the health-conscious community.

Marketing Mix 4Pcs



Product	<ul style="list-style-type: none">The company offers customized nutrition and fitness plans, personal consultations, and a Follow up criteria to help users track their diet and exercise.
Price	<ul style="list-style-type: none">Flexible pricing plans are available to suit different customer needs, including individual consultations, monthly subscriptions, and advanced programs for athletes. <p>700 L.E/ month 900 L.E/ 3 months</p>
Place	<ul style="list-style-type: none">Services are provided online for easy access as social media platforms and website in Egypt
Promotion	<ul style="list-style-type: none">creating free educational content such as blogs and videos, verbal communication with students also videos on school pages .Social Media Marketing: on our social media platforms as FB, Tiktok , Instagram, snapchatUser generated contentSharing shorts at YouTubeAwareness campaigns at schools with the important of nutrition.Seo : for Keyword Research, Identify relevant keywords that our audience as as weight loss meal plan," "sports nutrition coach..

IDENTIFYING SALES PERFORMANCE GAPS

Common Performance Gaps



Low conversion rates



Inefficient sales processes



Poor customer engagement

Performance gaps refer to the discrepancies between desired performance levels and actual outcomes.

Identifying and addressing these gaps is essential for improving efficiency, productivity, and overall effectiveness within an organization.

SETTING OPTIMIZED

Sales Goals

Smart Goals Framework



Specific, Measurable, Achievable,
Relevant, Time-bound

Types of Sales Goals



Revenue targets

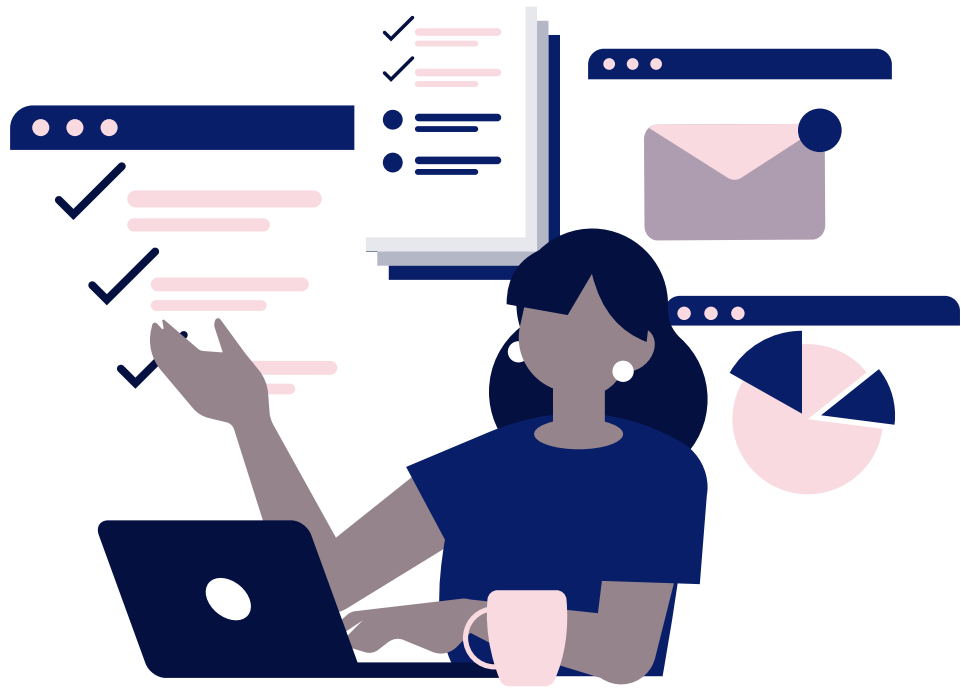


Market expansion



Customer acquisition
and retention

DEVELOPING AN OPTIMIZED SALES PROCESS



Sales Process Stages

- Lead generation
- Qualification
- Proposal and negotiation
- Closing and follow-up

The sales process typically involves a series of stages that guide potential customers from initial awareness to final purchase. Each stage is crucial for converting leads into customers and ensuring a smooth and effective sales experience

Training and Development

- Sales skills training
- Product knowledge enhancement

Motivation and Incentives

- Performance-based incentives
- Recognition programs

Enhancing the performance of a sales team involves a combination of strategies aimed at improving skills, increasing motivation, optimizing processes, and leveraging tools and technologies.

ENHANCING SALES TEAM Performance



LEVERAGING TECHNOLOGY FOR

Sales Optimization

By leveraging these technologies, sales teams can optimize their processes, enhance their effectiveness, and ultimately drive better results. Each tool and technology plays a specific role in streamlining operations, improving communication, and providing valuable insights to support sales efforts.



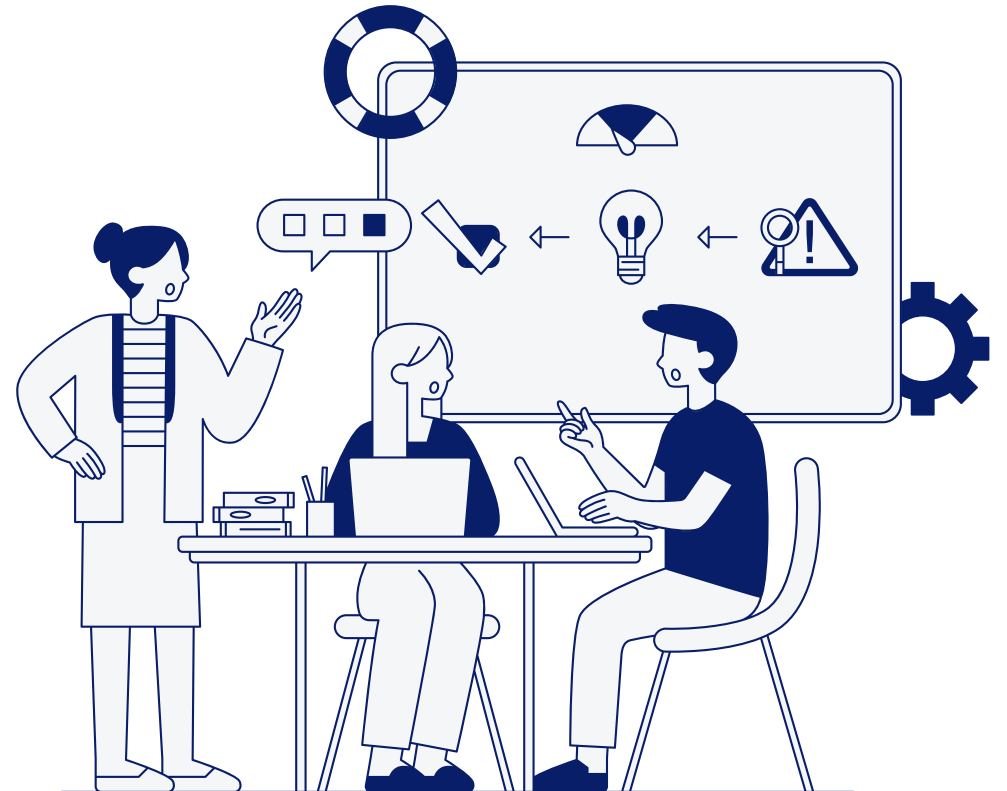
Systems

- Benefits of tools
- Key features to look for



Sales Analytics

- Data-driven decision making
- Key metrics and KPIs



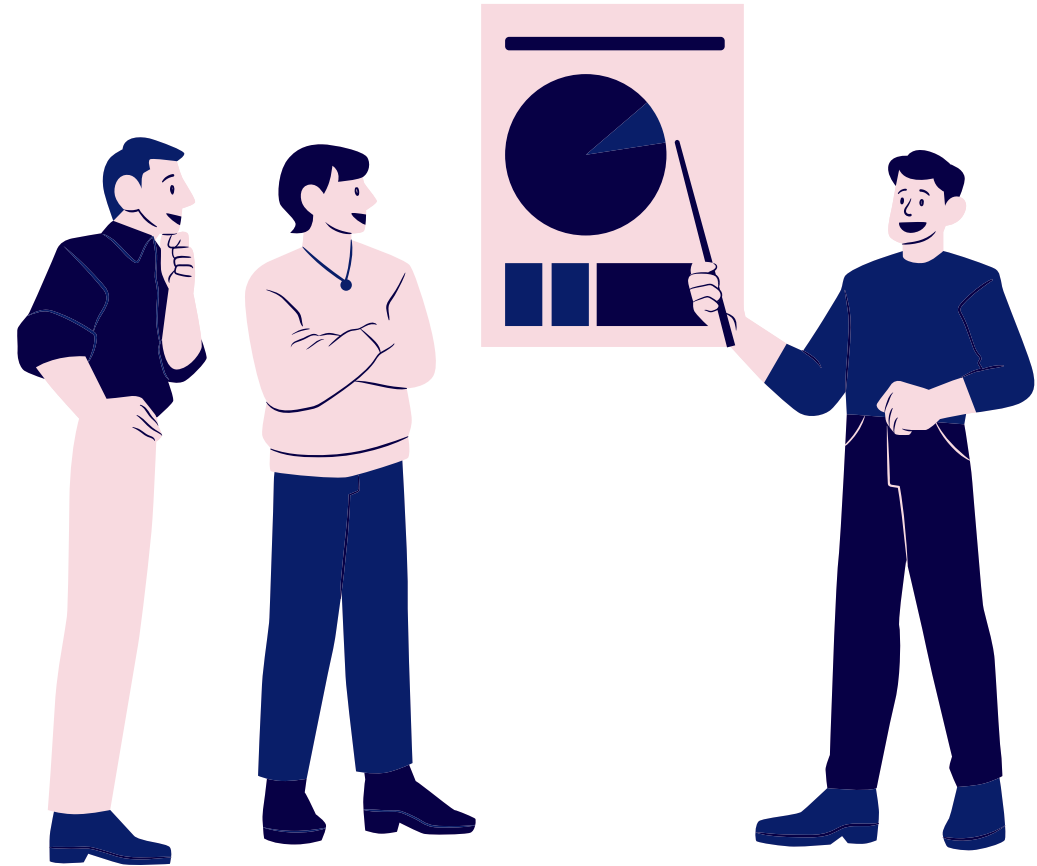
KEY PERFORMANCE INDICATORS (KPIs):



- Sales growth
- Conversion rates
- Customer retention rates

REGULAR REPORTING

- Frequency of performance reviews
- Tools for tracking and reporting



Measuring and monitoring success are crucial aspects of managing and optimizing business performance. They help organizations assess whether their strategies are effective, identify areas for improvement, and make data-driven decisions.

Hanover and Tyke

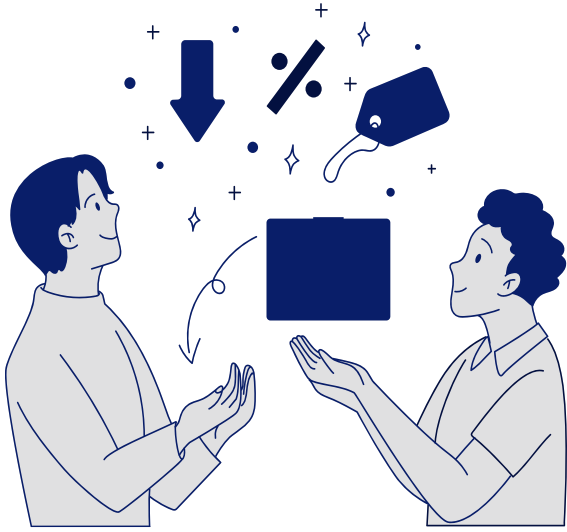
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INTRODUCTION



الحمية هي أسلوب حياة متخصصين في تقديم الخطط الغذائية و الرياضية عشان توصل لأفضل نسخة من نفسك بنقدم خطط لفقدان الوزن و السمنة و علاج النحافة وزيادة الوزن كمان عندنا قسم خاص للتغذية الرياضية وتغذية الاطفال

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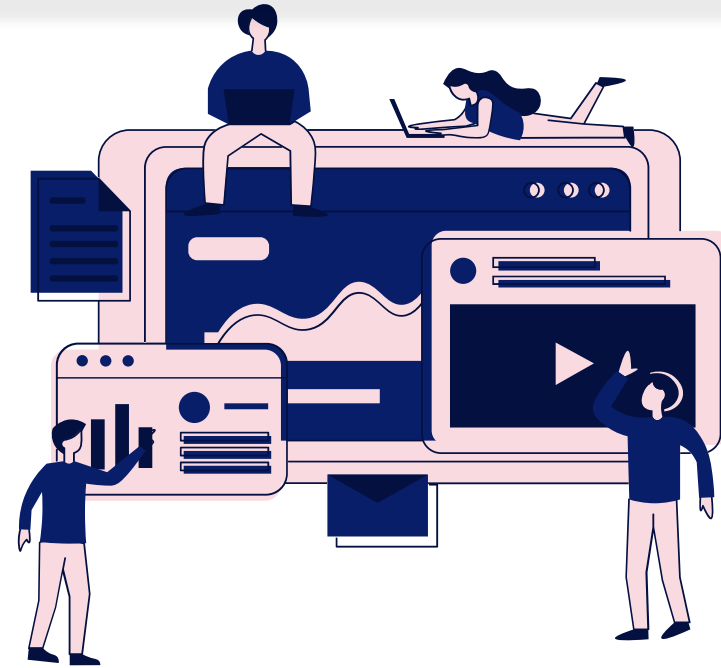
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Target Markets AND CUSTOMER SEGMENTS

Target Markets and Customer Segments are crucial concepts in marketing and sales strategies. They help businesses understand and reach their ideal customers more effectively.

Target Markets

A target market is a specific group of potential customers that a business aims to reach with its products or services. This group is identified based on shared characteristics and is the primary audience for marketing efforts.



Customer Segments

Customer segments are distinct groups within the target market that have similar needs, preferences, and behaviors. Segmenting customers helps businesses tailor their marketing strategies to address the specific needs of each group more effectively.



Slide Title

- Product A

- Feature 1
- Feature 2
- Feature 3

- Product B

- Feature 1
- Feature 2
- Feature 3