

October 2024

# Zahya Final Project



# INTRODUCTION

# OVERVIEW



اسم البراند: زاهية

الموقع: سوهاج

المنتج: ملابس شرعية تتضمن خمارات ونقابات وتصنيفات متعددة من الأطقم والفساتين.

فريق العمل: يتكون من فتاتين ذواتنا خبرة في تصميم وخياطة الملابس وتحديد الملابس الشرعية.

الفئة المستهدفة: النساء المهتمات بالملابس الشرعية التي تجمع بين الأناقة والاحتشام والراحة.

# OUR MISSION



زاهية تقدم ملابس شرعية متميزة تركز على الحشمة والراحة دون إهمال الأنقة، وتلبّي احتياجات عملائنا مع الالتزام بمعايير الجودة التركيز على التفاصيل الدقيقة والجمالية والحرص على رضا العملاء في كل خطوة.

# SITUATION ANALYSIS

# COMPETITORS ANALYSIS

We put everything related to Competitors in this sheet

[https://docs.google.com/spreadsheets/d/1XralxIIV-4ar3Ej61nVw\\_IoNOrapNFQW2vtEpizDnQ/edit?usp=drivesdk](https://docs.google.com/spreadsheets/d/1XralxIIV-4ar3Ej61nVw_IoNOrapNFQW2vtEpizDnQ/edit?usp=drivesdk)



# Insights

## المملكة

**Top Posts**

**Weakest Posts**

المملكة للعبايات وملابس المحجبات بسوهاج shared a picture - أكتوبر في 7:49 م - 5

متوفر الان ستر رقم 1 في سوهاج وكلاه لكبرى مصانع العبايات الخليجية في مصر

المكان: سوهاج الزهراء امام مستشفى المعلمين واسواق الشريف مواعيد العمل من السبت للخميس: 10 صباحاً ل 11 مساءً الجمعة: 4 مساءً ل 11 مساءً الخدمة التوصيل 01153415719 / محمود: 01113486447 رقم الستر: جروب الواتس: https://chat.whatsapp.com/L2nCyHForZaLWj0MT5xZzl جروب التيلجرام: https:...  
Photos from الملكة للعبايات وملابس المحجبات بسوهاج facebook.com

المملكة للعبايات وملابس المحجبات بسوهاج shared a picture - أكتوبر في 7:47 م - 10

كل هذا واكثر تجده فقط وحصري لدى الملكة 10% بخصم 10% متوفر الان بفرع الملكة الزهراء مع الملكة اتن اكيد ملكة ستر الملكة ستر رقم 1 في سوهاج وكلاه لكبرى مصانع العبايات الخليجية في مصر

المملكة للعبايات وملابس المحجبات بسوهاج shared a picture - سبتمبر في 12:47 ص - 17

جديد من #المملكة كما عودناكم وتعهدنا بتقديم افضل الموديلات لتناسب وتحاكي خطوط الازداء العالمية كوليكشن جديد من العبايات الخليجية من قلب الحدث فياشرة المكمل ستر الملكة ستر رقم 1 في سوهاج وكلاه لكبرى مصانع العبايات الخليجية في مصر

المملكة للعبايات وملابس المحجبات بسوهاج shared a picture - سبتمبر في 2:48 م - 19

جديد من #المملكة كما عودناكم وتعهدنا بتقديم افضل الموديلات لتناسب وتحاكي خطوط الازداء العالمية كوليكشن جديد من العبايات الخليجية من قلب الحدث فياشرة المكمل ستر الملكة ستر رقم 1 في سوهاج وكلاه لكبرى مصانع العبايات الخليجية في مصر

الملكة للعبايات وملابس المحجبات بسوهاج

Add to Dashboard ALL DATA UPDATED Last 28 days

**Metrics overview**

17k FANS	n.a. FOLLOWER GROWTH AVERAGE WEEKLY (IN %)	\$50 AD-VALUE (USD)
n.a. SERVICE LEVEL	n.a. RESPONSE TIME	0.2 POSTS PER DAY
0.027% ENGAGEMENT	0.15% POST INTERACTION	n.a. AVERAGE DAILY REACH (TOTAL)
n.a. POST REACH PER DAY		

**Complete post list**

DATE	PICTURE	POST	LIKES	COMMENTS	SHARES
10/2024		كل هذا واكثر تجده فقط وحصري لدى الملكة بخصم ...	20	0	0
10/2024		متوفر الان ستر الملكة ستر رقم 1 في سوهاج وكلاه ...	29	0	0
09/2024		متوفر الان ستر الملكة ستر رقم 1 في سوهاج وكلاه ...	24	0	0
09/2024		جديد من #المملكة كما عودناكم ...	17	0	1
09/2024		جديد من #المملكة كما عودناكم ...	23	2	0

Total number of posts: 5 Show 10 posts per page Show all posts

# Insights

# أم كلثوم

**Top Posts**

**Weakest Posts**

أم كلثوم لملابس المحجبات بسوهاج shared a status - سبتمبر في 8:38 م 27

مش هقول إحنا بيشتغل في خامات عالية مش هشك في نفسي بس صحبة لوجه الله تعالى لما تلاقي عندي عباية مثلاب ٧٥٠ ونراقبها في مكان تاني بأقل من السعر دا يبقى عال قال قاربي الخام والشطوط والوابع مش تسترخص في عباية هعجلك في المكوه وتجبيك حساسية في جلدك وتظللي مكان ما عدوش استعداد يخسر زبانيه عشان برياميكي أنا رب أسرة وعارف أن الدنيا بت صعبة عاكل بس معديش استعداد أضيع زبون من أكثر من ٢٠ سنة زين...

أم كلثوم لملابس المحجبات بسوهاج shared a picture - أكتوبر في 9:14 م 4

قولناكم بعد أسبوعين بس جنانكم ء الوان مؤقت وباقى الأوان هنحصل نص الشهر ياذن الرحمن تاج الاميرات

Photos from أم كلثوم لملابس المحجبات بسوهاج's post facebook.com

أم كلثوم لملابس المحجبات بسوهاج shared a picture - سبتمبر في 11:58 م 29

انتظروا بعد أسبوعين بموديل جديد صنع خصيصاً لمحلات أم كلثوم لأن زبائنا يستحقوا التغيير بأستايل جديد وخامة عالية الطقم عبارة عن طرحة مستطيلة ونقاب طبى بس يكوتنيه غير اللي شوفوها عند أي حد أو صحفة او وان لاين !!!الطقم الجديد هنسمية !!! هنسمية !! هنسمية ما تخارينا اسم والاسم اللي ياخد اعجاب اكتر او يلاقى أستحساناً ه يكون صاصحة الإختيار أول طقم هدية من المحل باللون اللي تخارده هي

لون الفيديو فقط حنه عازاريق كده

أم كلثوم لملابس المحجبات بسوهاج shared a picture - سبتمبر في 2:13 م 23

أم كلثوم لملابس المحجبات بسوهاج shared a picture - سبتمبر في 6:01 م 26

أم كلثوم لملابس المحجبات بسوهاج shared a video - أكتوبر في 3:51 م 4

**Video Unavailable**  
This video may no longer exist, or you don't have permission to view it.  
[Learn more](#)

نفس الزينة الفلزوكة

**Metrics overview**

15k	FANS	n.a.	FOLLOWER GROWTH AVERAGE WEEKLY (IN %)	\$1.1k	AD-VALUE (USD)
n.a.	SERVICE LEVEL	n.a.	RESPONSE TIME	0.6	POSTS PER DAY
0.38%	ENGAGEMENT	0.62%	POST INTERACTION	n.a.	AVERAGE DAILY REACH (TOTAL)
n.a.	POST REACH PER DAY				

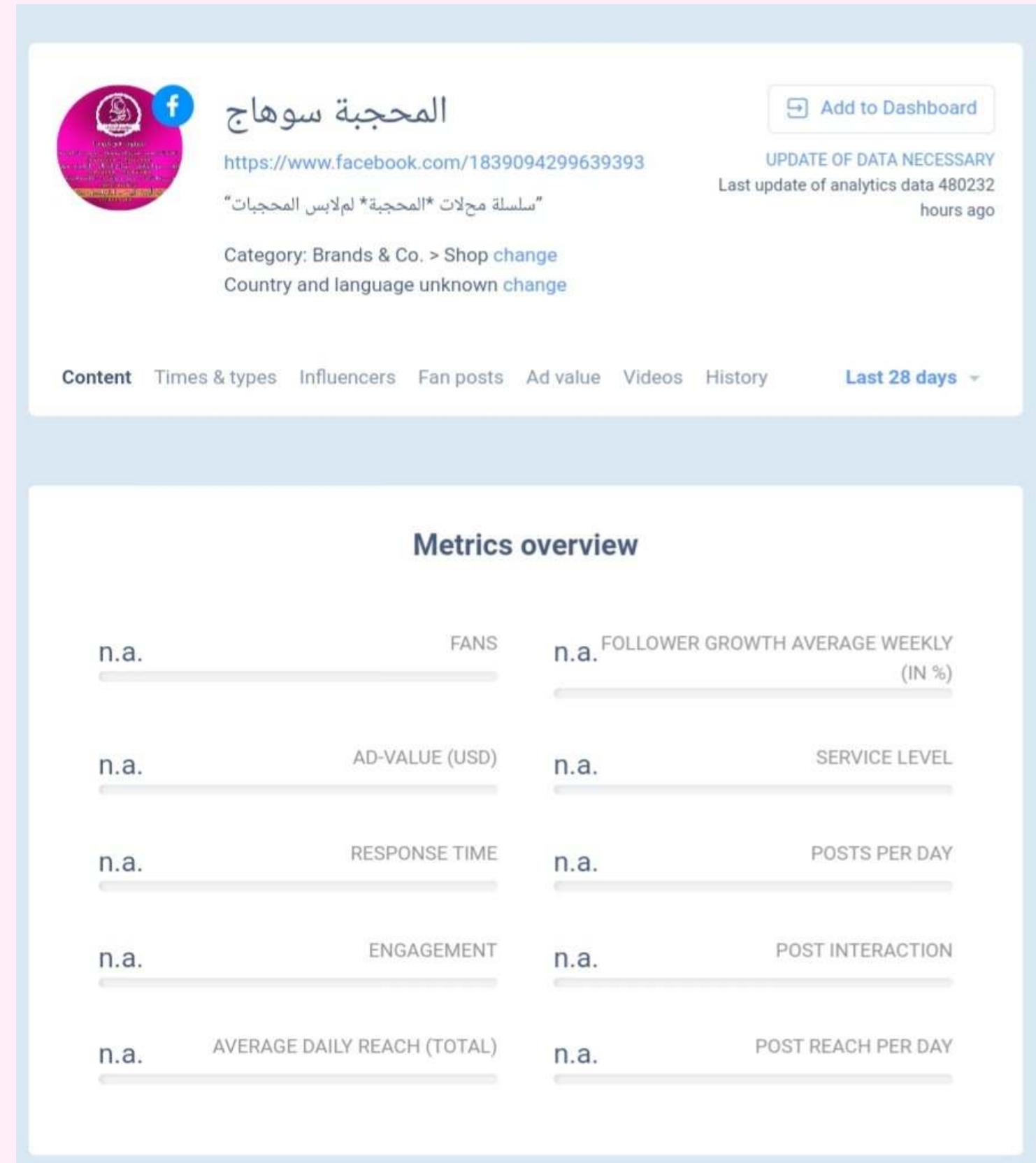
**Complete post list**

DATE	PICTURE	POST	LIKES	COMMENTS	SHARES
12/2024/10/		السلام عليكم ورحمة الله وبركاته اول فرشة شتوي هنزل انها...	68	3	0
09/2024/10/		وصلت انها ردت جديدة	68	15	0
09/2024/10/		التحفة الفنية دي وصلت انها ردت كمان أسود ورصاصي	63	12	0
09/2024/10/		وصلت تكرار عشان الناس اللي ملحوتش المره اللي فاتت جيتاكم	32	6	0
08/2024/10/		قولناكم بعد أسبوعين بس جنانكم ء الوان مؤقت وباقى الأوان	79	58	0

Total number of posts: 30 Show 10 posts per page Show all posts

# Insights

## المحجبة



# MARKETING OBJECTIVES

# OBJECTIVES

INCREASE  
AWARENESS  
BY 10% WITHIN  
3 MONTHS

INCREASE  
NUMBER OF  
FOLLOWERS  
AND REACH  
BY 10% IN A  
MONTH

ACHIEVING  
SALES OF 2500  
L.E DURING  
THE FIRST  
MONTH

# STRATEGY

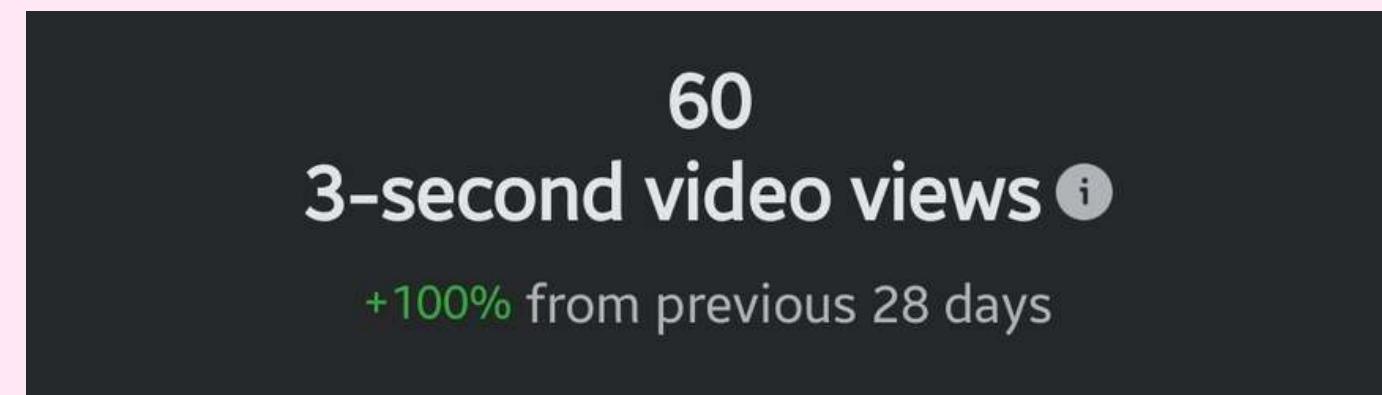
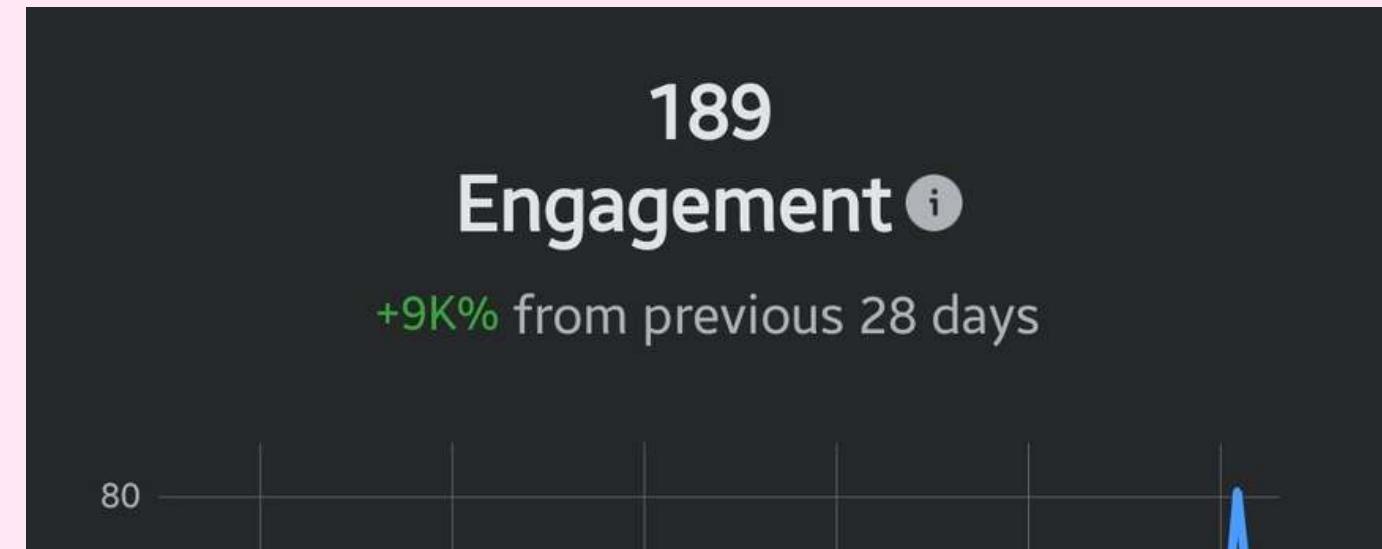
# SOCIAL MEDIA PROFILES

	<b>Fanbase</b>	<b>Fanbase Type</b>	<b>Link</b>
Facebook	94 likes 142 followers	Likes/followers	<a href="https://www.facebook.com/profile.php?id=61565751371652&amp;mibextid=ZbWKwL">https://www.facebook.com/profile.php?id=61565751371652&amp;mibextid=ZbWKwL</a>
Instagram	2 followers	Followers	<a href="https://www.instagram.com/zahya_brad/profilecard/?igsh=dG5tYXNhejhocXBo">https://www.instagram.com/zahya_brad/profilecard/?igsh=dG5tYXNhejhocXBo</a>

# FACEBOOK ANALYSIS

	Yes/No	Recommendation
About	Yes	شعار البراند وجملة تدل على الهوية
Links	No	إضافة اللينك على الصفحة الرئيسية
Call To Action	Yes	إضافة رقم وطريقة التواصل
Profile Photo and cover	Yes	صورة تظهر اللوجو بشكل واضح
Frequency and Timing	Yes	٢ بوست وا Riley أسبوعياً
Pinned Posts	Yes	بوست الانطلاق
Post type		صور + Riley

# FACEBOOK INSIGHTS



# INSTAGRAM ANALYSIS

	Yes/No	Recommendation
About	Yes	شعار البراند وجملة تدل على الهوية
Links	Yes	اضافة لينك الفيسبوك
Call To Action & Hashtags	Yes	إضافة رقم وطريقة التواصل اضافة الـ Key Words في الهاشتاجز
Profile Photo	Yes	صورة تظهر اللوجو بشكل واضح
Frequency and Timing	Yes	٢ بوست وا ريل أسبوعياً
Pinned Posts	No	بوست الانطلاقه
Post type		صور + ريلز

# BUDGET

		Platform	Target
Total	750le	Meta	Awareness/sales
Amount spend	725	Meta	Awareness/sales

# BUYER PERSONAS

# BUYER PERSONAS

Women interested in wearing Islamic clothing.



**HOUSEWIFE**

Age: 30–45 years



**COLLEGE STUDENTS**

Age: 18–24 years



**YOUNG PROFESSIONALS**

Age: 25–35 years

# Persona for housewife

**NAME:**  
SARA

**BASIC DEMOGRAPHICS:**  
31, FEMALE, MARRIED, WITH CHILDREN (TYPICALLY PRESCHOOL TO SCHOOL AGED), HOUSEWIFE, SOHAGE

**LEVEL OF EDUCATION:**  
HIGH SCHOOL DIPLOMA OR HIGHER

**OCCUPATION:**  
PRIMARILY HOMEMAKERS; MAY HAVE PREVIOUS EXPERIENCE IN VARIOUS FIELDS.

**INDUSTRY:**  
VARIES; MANY PREVIOUSLY EMPLOYED IN EDUCATION, HEALTHCARE, OR SERVICE INDUSTRIES

**INCOME:**  
DEPENDENT ON HOUSEHOLD INCOME (MONTHLY INCOME RANGING FROM EGP 12000 TO 25000).

## RESPONSIBILITIES AND SKILLS:

MANAGING DAILY HOUSEHOLD TASKS, TAKING CARE OF CHILDREN'S NEEDS, BALANCING FAMILY AND SOCIAL RESPONSIBILITIES.

## CHALLENGES AND GOALS:

STRUGGLING TO FIND CLOTHING THAT IS BOTH STYLISH AND PRACTICAL FOR DAILY FAMILY LIFE AND OUTINGS, BALANCING COMFORT AND EASE OF MOVEMENT IN CLOTHING THAT SUITS HER MODEST STYLE, TO LOOK STYLISH AND PRESENTABLE WHILE MANAGING HER FAMILY AND HOUSEHOLD RESPONSIBILITIES.

## NEEDS:

COMFORTABLE, MODEST CLOTHING THAT IS PRACTICAL FOR DAILY ACTIVITIES AND FAMILY OUTINGS, DURABLE, HIGH QUALITY MATERIALS THAT LAST THROUGH ACTIVE, DAILY USE.

## FRUSTRATIONS:

DIFFICULTY FINDING MODEST CLOTHING THAT IS BOTH FASHIONABLE AND PRACTICAL FOR HER BUSY LIFESTYLE.

## KEY KNOWLEDGE SOURCES:

- SOCIAL MEDIA: REGULARLY USES FACEBOOK AND INSTAGRAM FOR FASHION INSPIRATION, PARENTING TIPS, AND COMMUNITY ENGAGEMENT.
- INFLUENCERS: FOLLOWS MODEST LIFESTYLE INFLUENCERS LIKE TASNEEM HAMDY FOR STYLE IDEAS AND RELATABLE CONTENT.

## WHAT CAN WE DO:

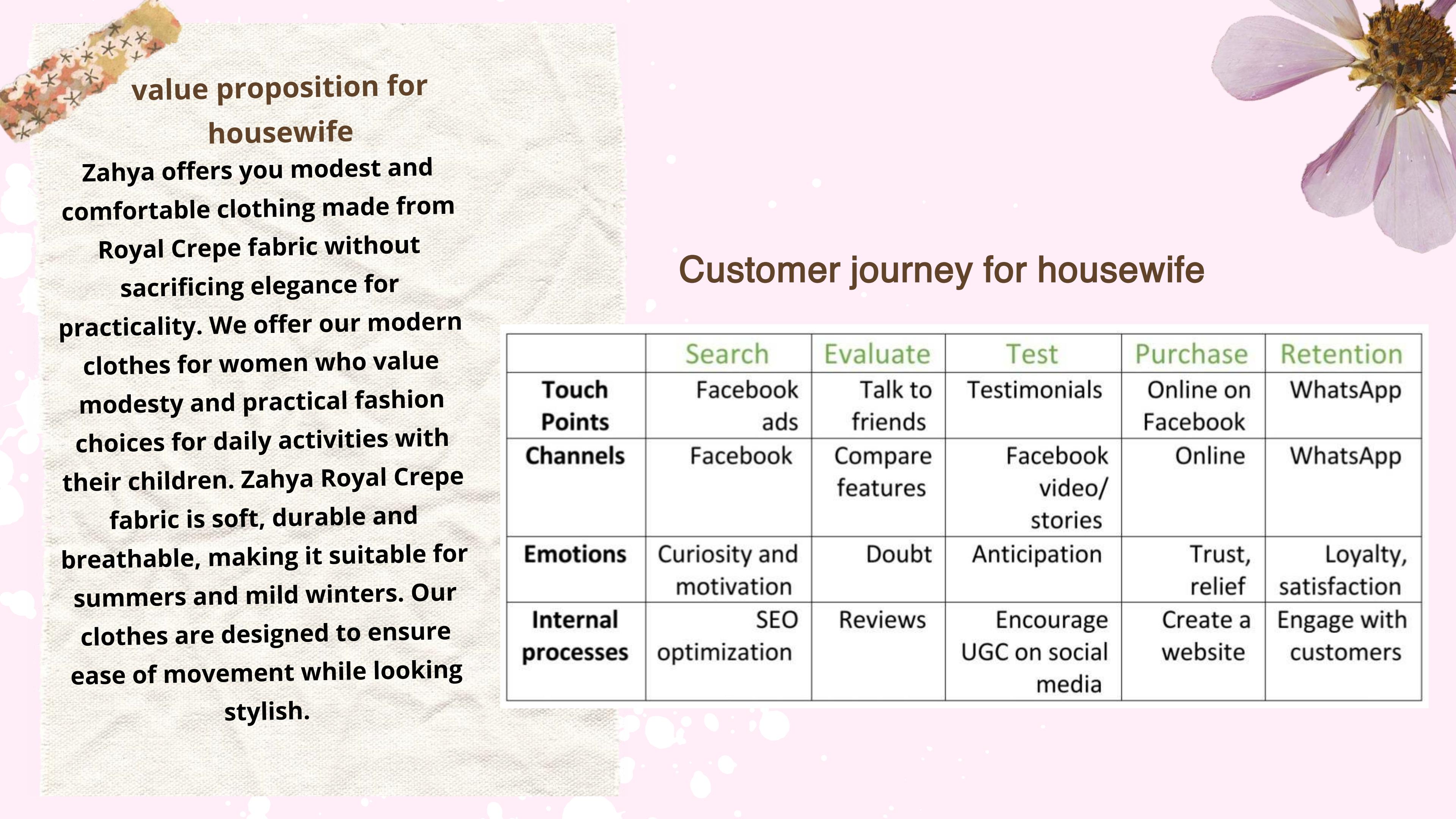
- PROVIDE STYLISH, MODEST CLOTHING THAT CATERS TO BOTH PRACTICALITY AND ELEGANCE FOR BUSY HOMEMAKERS.
  - FOCUS ON OFFERING DURABLE, COMFORTABLE CLOTHING THAT IS EASY TO WEAR AND CARE FOR.
- ENSURE THAT FABRICS ALLOW FOR FLEXIBILITY AND EASE OF MOVEMENT, ADDRESSING HER ACTIVE LIFESTYLE NEEDS.

## PREFERRED TOUCH POINT:

ONLINE SHOPPING: PREFERS SHOPPING ONLINE DUE TO ITS CONVENIENCE BUT ALSO ENJOYS BROWSING LOCAL MARKETS.

## COMMON OBJECTIONS:

- CONCERN ABOUT WHETHER MODEST CLOTHING OPTIONS ARE TRULY PRACTICAL FOR HER ACTIVE, FAMILY CENTERED LIFE.
  - DOUBTS REGARDING FABRIC QUALITY, ESPECIALLY THE DURABILITY AND COMFORT OF CLOTHES.



## value proposition for housewife

Zahya offers you modest and comfortable clothing made from Royal Crepe fabric without sacrificing elegance for practicality. We offer our modern clothes for women who value modesty and practical fashion choices for daily activities with their children. Zahya Royal Crepe fabric is soft, durable and breathable, making it suitable for summers and mild winters. Our clothes are designed to ensure ease of movement while looking stylish.

## Customer journey for housewife

	Search	Evaluate	Test	Purchase	Retention
Touch Points	Facebook ads	Talk to friends	Testimonials	Online on Facebook	WhatsApp
Channels	Facebook	Compare features	Facebook video/stories	Online	WhatsApp
Emotions	Curiosity and motivation	Doubt	Anticipation	Trust, relief	Loyalty, satisfaction
Internal processes	SEO optimization	Reviews	Encourage UGC on social media	Create a website	Engage with customers

# Persona for college students

NAME:  
WAFFA

BASIC  
DEMOGRAPHICS:  
22 , FEMALE, SINGLE,  
STUDENT, SOHAGE

LEVEL OF EDUCATION:  
CURRENTLY ENROLLED  
IN COLLEGE OR  
UNIVERSITY

OCCUPATION:  
PRIMARILY STUDENTS,  
MAY HAVE PART TIME  
JOBS OR INTERNSHIPS

INDUSTRY:  
VARIOUS FIELDS OF STUDY,  
INCLUDING ARTS, SCIENCES,  
BUSINESS, AND HUMANITIES

INCOME:  
DEPENDENT ON FAMILY  
SUPPORT OR PART TIME JOB  
(MONTHLY INCOME RANGING  
FROM EGP 1000 TO 3000).

## RESPONSIBILITIES AND SKILLS:

BALANCES COLLEGE STUDIES AND POSSIBLY PART TIME WORK OR INTERNSHIPS, MANAGES HER ACADEMIC, SOCIAL, AND PERSONAL LIFE.

## CHALLENGES AND GOALS:

NEEDS CLOTHING THAT OFFERS COMFORT FOR LONG DAYS ON CAMPUS WHILE BEING STYLISH ENOUGH FOR SOCIAL ACTIVITIES, WANTS TO EXPRESS PERSONAL STYLE WHILE MAINTAINING MODESTY.

## NEEDS:

COMFORTABLE, STYLISH, AND MODEST CLOTHING THAT SUITS BOTH ACADEMIC AND SOCIAL SETTINGS, AFFORDABILITY, AS HER INCOME IS LIMITED TO FAMILY SUPPORT OR PART TIME JOBS.

## FRUSTRATIONS:

DIFFICULTY FINDING TRENDY, MODEST, AND AFFORDABLE CLOTHING THAT ALIGNS WITH HER VALUES.

## KEY KNOWLEDGE SOURCES:

- ONLINE COMMUNITIES FOCUSED ON MODEST FASHION AND STUDENT RELATED GROUPS.
  - INFLUENCERS AND PEERS SHOWCASING STYLISH MODEST CLOTHING.

## WHAT CAN WE DO:

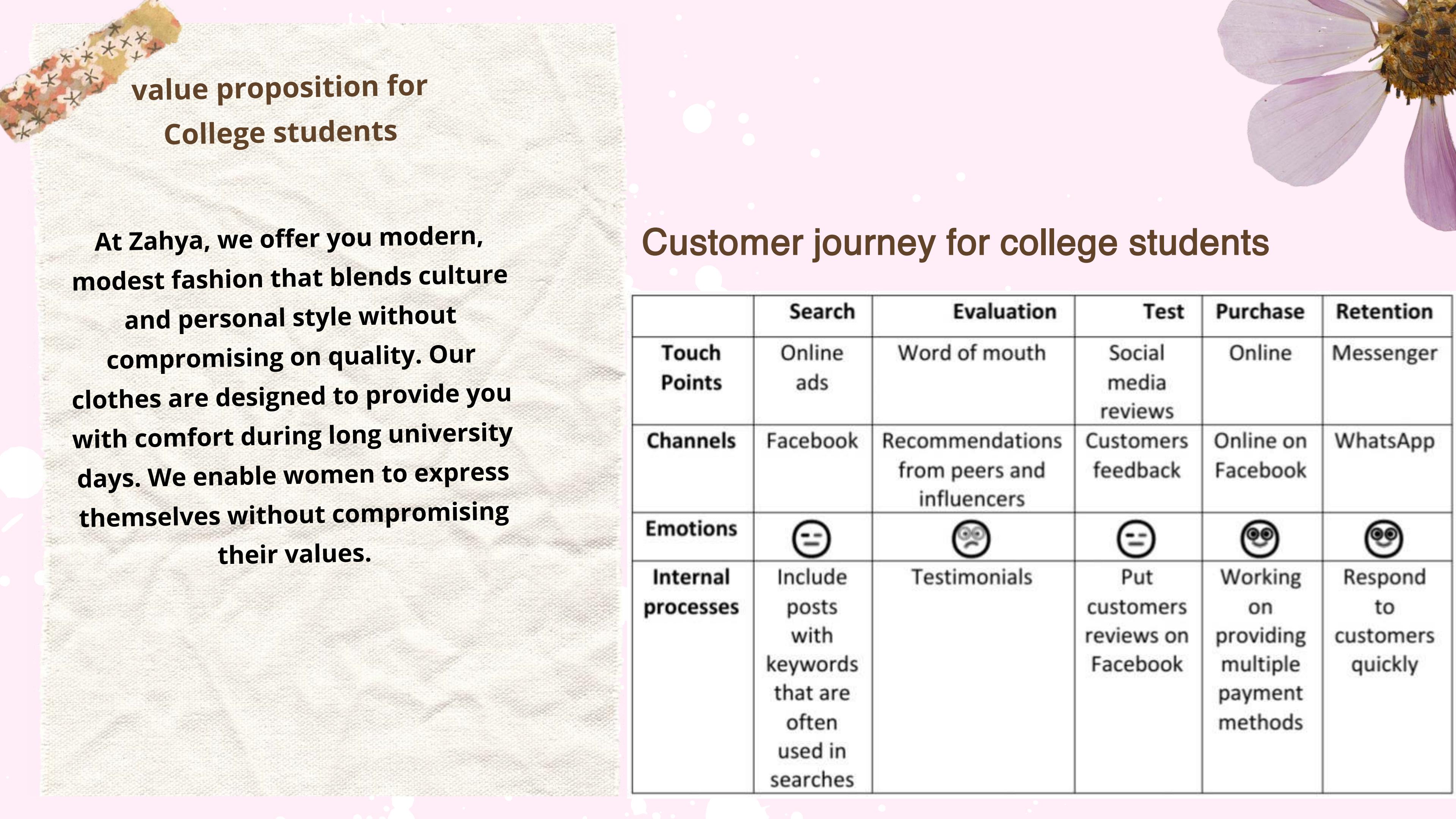
- OFFER A COLLECTION OF TRENDY, MODEST CLOTHING THAT BLENDS COMFORT AND STYLE FOR ACADEMIC AND SOCIAL SETTINGS.
- CREATE CONTENT THAT RESONATES WITH WAFAA'S LIFESTYLE AND MODEST FASHION NEEDS, EMPHASIZING PEER REVIEWS AND CUSTOMER TESTIMONIALS.

## PREFERRED TOUCH POINT:

ONLINE SHOPPING PLATFORMS WITH EASY NAVIGATION AND STUDENT FRIENDLY PRICING.

## COMMON OBJECTIONS:

- DOUBTS ABOUT THE QUALITY AND FIT OF ONLINE PURCHASES.
- LACK OF TRENDY MODEST OPTIONS THAT ALIGN WITH HER VALUES.



## value proposition for College students

At Zahya, we offer you modern, modest fashion that blends culture and personal style without compromising on quality. Our clothes are designed to provide you with comfort during long university days. We enable women to express themselves without compromising their values.

## Customer journey for college students

	Search	Evaluation	Test	Purchase	Retention
Touch Points	Online ads	Word of mouth	Social media reviews	Online	Messenger
Channels	Facebook	Recommendations from peers and influencers	Customers feedback	Online on Facebook	WhatsApp
Emotions	😐	😢	😐	😊	😊
Internal processes	Include posts with keywords that are often used in searches	Testimonials	Put customers reviews on Facebook	Working on providing multiple payment methods	Respond to customers quickly

# Persona for young Professionals

**NAME:**  
AMINA

**BASIC DEMOGRAPHICS:**  
28 , FEMALE, ,SINGLE OR  
NEWLY MARRIED, MAY HAVE  
NO CHILDREN, EMPLOYEE,  
SOHAGE

**LEVEL OF EDUCATION:**  
BACHELOR'S DEGREE OR  
HIGHER.

**OCCUPATION:**  
YOUNG PROFESSIONALS IN  
FIELDS SUCH AS EDUCATION,  
BUSINESS ADMINISTRATION,  
OR TECHNOLOGY.

**INDUSTRY:**  
EDUCATION, CORPORATE  
SECTORS, OR STARTUPS.

**INCOME:**  
MONTHLY INCOME RANGING  
(FROM EGP 2500 TO 7000 ).

## RESPONSIBILITIES AND SKILLS:

BALANCES HER PROFESSIONAL CAREER WITH PERSONAL LIFE, ORGANIZATIONAL SKILLS TO BALANCE CAREER AND PERSONAL COMMITMENTS.

## CHALLENGES AND GOALS:

DIFFICULTY FINDING STYLISH YET MODEST CLOTHING THAT FITS PROFESSIONAL ENVIRONMENTS, REQUIRES COMFORT FOR LONG WORKDAYS WHILE MAINTAINING A POLISHED LOOK, AIMS TO EXPRESS INDIVIDUALITY WHILE ADHERING TO CULTURAL VALUES OF MODESTY.

## NEEDS:

PROFESSIONAL, STYLISH, AND MODEST CLOTHING THAT SUITS A CORPORATE OR EDUCATIONAL SETTING, COMFORTABLE ATTIRE THAT CAN BE WORN THROUGHOUT THE DAY WITHOUT COMPROMISING PROFESSIONALISM.

## FRUSTRATIONS:

DISLIKE FOR CLOTHING THAT REQUIRES FREQUENT OR DIFFICULT MAINTENANCE, DIFFICULTY IN FINDING MODEST YET FASHIONABLE CLOTHING THAT IS ALSO PROFESSIONAL.

## KEY KNOWLEDGE SOURCES:

- INFLUENCERS LIKE EBTSAM ALQADI WHO SHOWCASE MODERN MODESTY FOR PROFESSIONAL WOMEN.
- SOCIAL MEDIA PLATFORMS LIKE LINKEDIN, FACEBOOK, AND INSTAGRAM FOR NETWORKING AND FASHION INSPIRATION.

## WHAT CAN CAN WE DO:

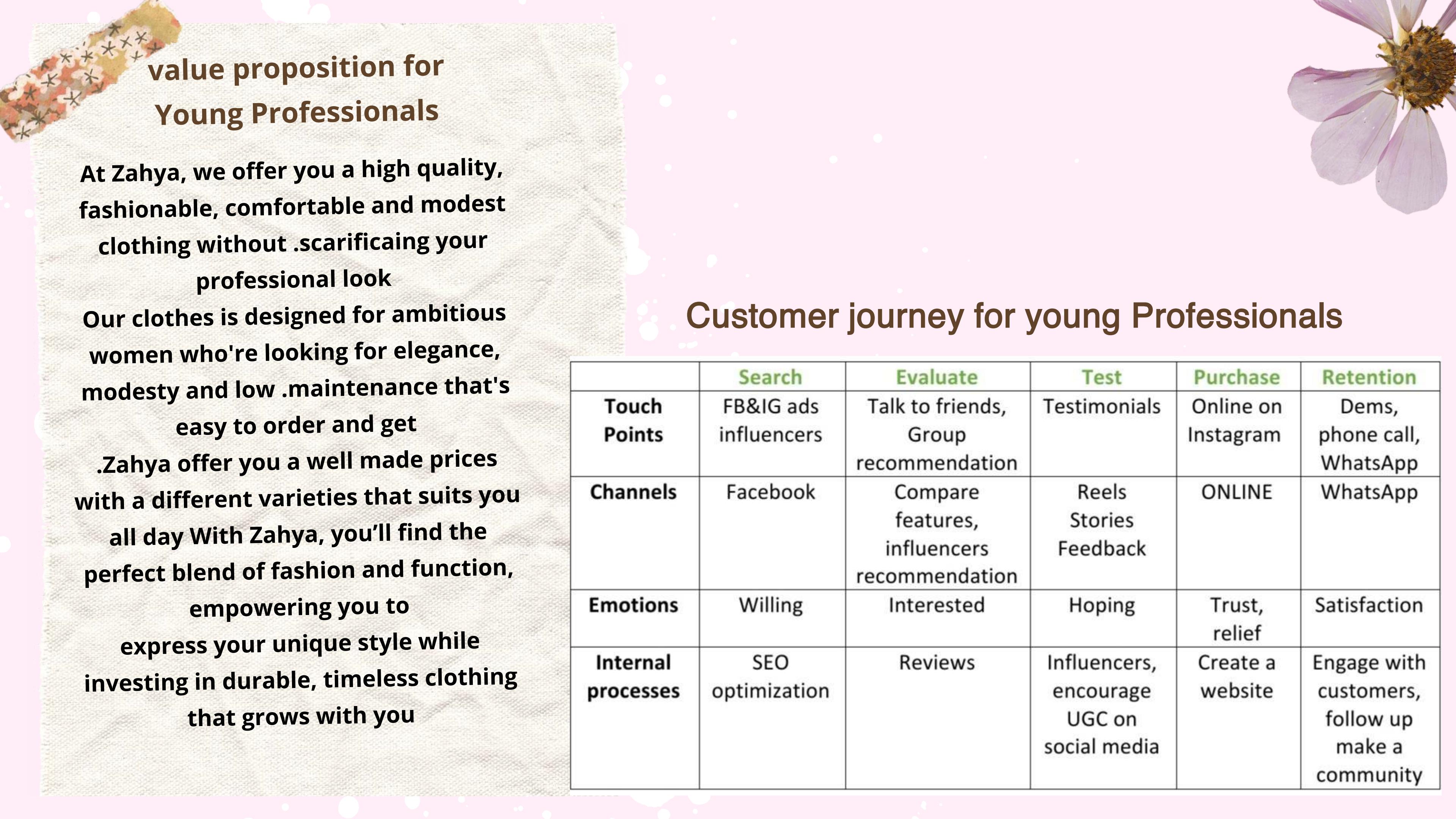
- OFFER A LINE OF MODEST YET STYLISH PROFESSIONAL CLOTHING THAT COMBINES COMFORT WITH A POLISHED LOOK FOR THE OFFICE.

## PREFERRED TOUCH POINT:

FACEBOOK, AND INSTAGRAM FOR PROFESSIONAL NETWORKING AND FASHION INSPIRATION, ONLINE SHOPPING PLATFORMS THAT CATER TO MODEST FASHION WITH CONVENIENT DELIVERY OPTIONS, AND LOCAL BOUTIQUES FOR TRYING ON CLOTHES.

## COMMON OBJECTIONS:

- CONCERN ABOUT THE DURABILITY AND LONG-TERM VALUE OF CLOTHING.
- WORRY ABOUT THE COMFORT AND FIT FOR LONG WORKDAYS.



## value proposition for Young Professionals

**At Zahya, we offer you a high quality, fashionable, comfortable and modest clothing without .scarificaing your professional look**

**Our clothes is designed for ambitious women who're looking for elegance, modesty and low .maintenance that's easy to order and get**

**Zahya offer you a well made prices with a different varieties that suits you all day With Zahya, you'll find the perfect blend of fashion and function, empowering you to express your unique style while investing in durable, timeless clothing that grows with you**

### Customer journey for young Professionals

	Search	Evaluate	Test	Purchase	Retention
Touch Points	FB&IG ads influencers	Talk to friends, Group recommendation	Testimonials	Online on Instagram	Dems, phone call, WhatsApp
Channels	Facebook	Compare features, influencers recommendation	Reels Stories Feedback	ONLINE	WhatsApp
Emotions	Willing	Interested	Hoping	Trust, relief	Satisfaction
Internal processes	SEO optimization	Reviews	Influencers, encourage UGC on social media	Create a website	Engage with customers, follow up make a community

# BRANDING

# LOGO & VISUAL IDENTITY

<https://docs.google.com/spreadsheets/d/1XralxIIV-4ar3Ej61nVwIoNOrapNFQW2vtEpizDnQ/edit?usp=drivesdk>



# MODEL CARD



زاهية

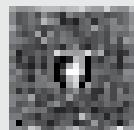
عبري عن ذاتك  
بأناقة واحتشام



Model

Size

Price



01097064016

# VOICE & TONE

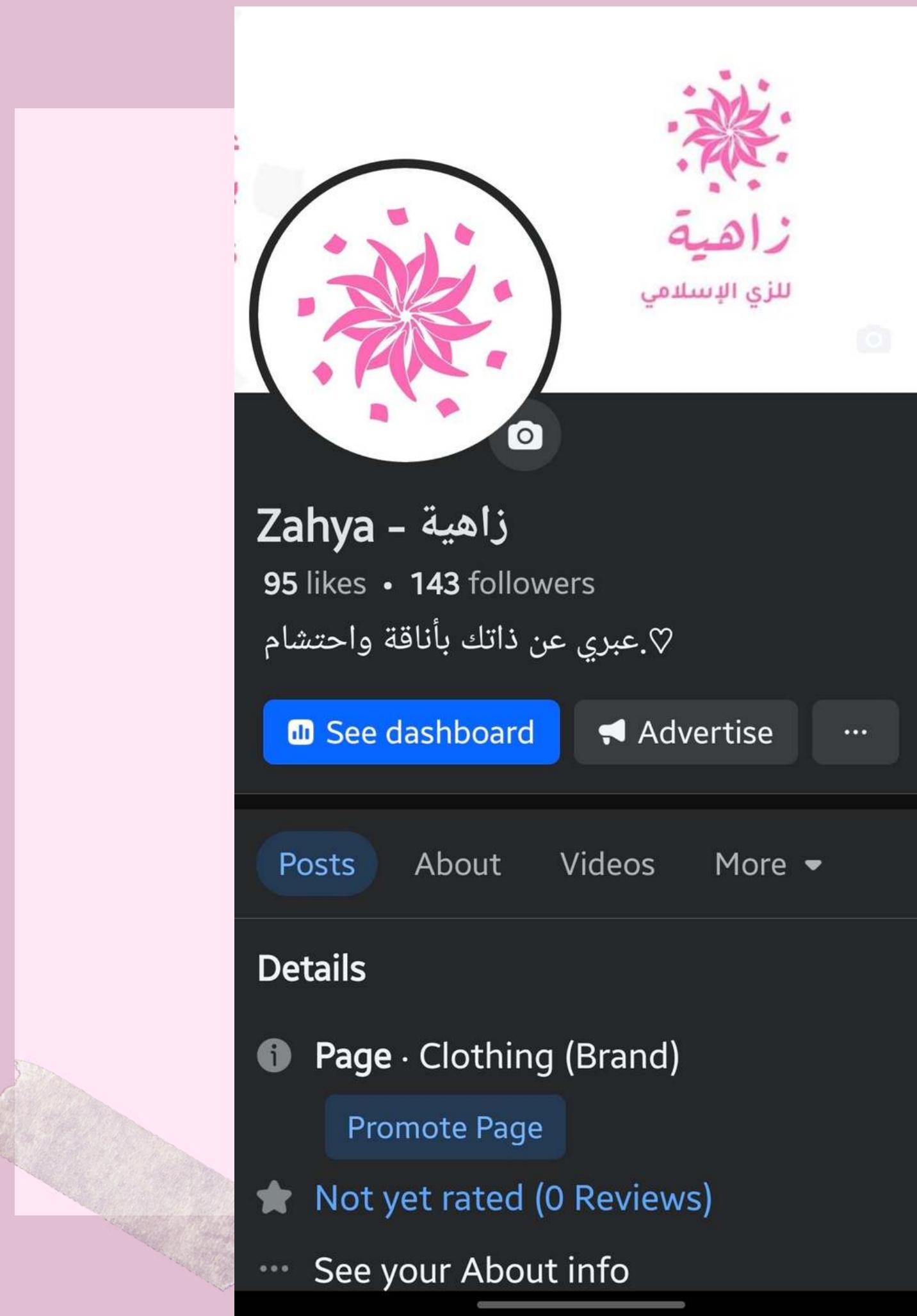
Friendly

empowering

confident

trustworthy

# SOCIAL MEDIA CONTENT



**Zahya** - زاهية  
95 likes • 143 followers  
.عبري عن ذاتك ب أناقة واحتشام

[See dashboard](#) [Advertise](#) ...

Posts About Videos More ▾

**Details**

i **Page · Clothing (Brand)**

[Promote Page](#)

★ Not yet rated (0 Reviews)

... See your About info

The page features a large circular profile picture with a pink floral design. To the right is the brand's logo, "زاهية للزي الإسلامي" (Zahya Islamic Clothing) in pink. Below the profile picture, the page name "Zahya" is displayed in white, followed by its Arabic name "زاهية". It shows 95 likes and 143 followers. A bio in Arabic reads ".عبري عن ذاتك ب أناقة واحتشام". Buttons for "See dashboard" (blue), "Advertise" (grey), and more options ("...") are present. A navigation bar at the bottom includes "Posts", "About", "Videos", and "More".



**zahya\_brand**

6 posts 2 followers 0 following

Zahya  
Clothing store  
.عبري عن ذاتك ب أناقة واحتشام  
See translation  
[www.facebook.com/profile.php?id=615657...](http://www.facebook.com/profile.php?id=615657...)

Following Message

موديل 1 خمار

[See dashboard](#) [Advertise](#) ...

Posts About Videos More ▾

**Details**

i **Page · Clothing (Brand)**

[Promote Page](#)

★ Not yet rated (0 Reviews)

... See your About info

The Instagram profile has a black background. It shows 6 posts, 2 followers, and 0 following. The bio is identical to the Facebook page. Buttons for "Following" and "Message" are shown. Below the bio are two small circular profile pictures: one of a person and one of a green patterned fabric. Labels "موديل 1" and "خمار" are placed next to these images. At the bottom, there are nine smaller square images showing various products: an open book with Arabic text, a blue dress on a hanger, a woman in a hijab, hands working on a garment, a measuring tape and scissors, and a pink fabric with the text "COMING SOON".

# SOICAL MEDIA CALENDAR

[https://docs.google.com/spreadsheets/d/1AUOUYJURixuDgywmrK9YJfSWoNZisYXcXXtawfGQzM/edit?  
usp=drivesdk](https://docs.google.com/spreadsheets/d/1AUOUYJURixuDgywmrK9YJfSWoNZisYXcXXtawfGQzM/edit?usp=drivesdk)



# SOCIAL MEDIA PLAN

[https://docs.google.com/spreadsheets/d/1r6Ks12VrQHc9H8fByBFTfaK9fJSHP1xK/edit?](https://docs.google.com/spreadsheets/d/1r6Ks12VrQHc9H8fByBFTfaK9fJSHP1xK/edit?usp=drivesdk&ouid=108609014623902800264&rtpof=true&sd=true)  
usp=drivesdk&ouid=108609014623902800264&rtpof=true  
&sd=true



# ADS

TOTAL SPENT 75 OLE

# 1st Ad



مستعدة؟

...

Post • Oct 10th, 7:35pm

Comment

**Overview** ⓘ

Reach	4,664
Impressions	6,274
Interactions	37
Link clicks	102

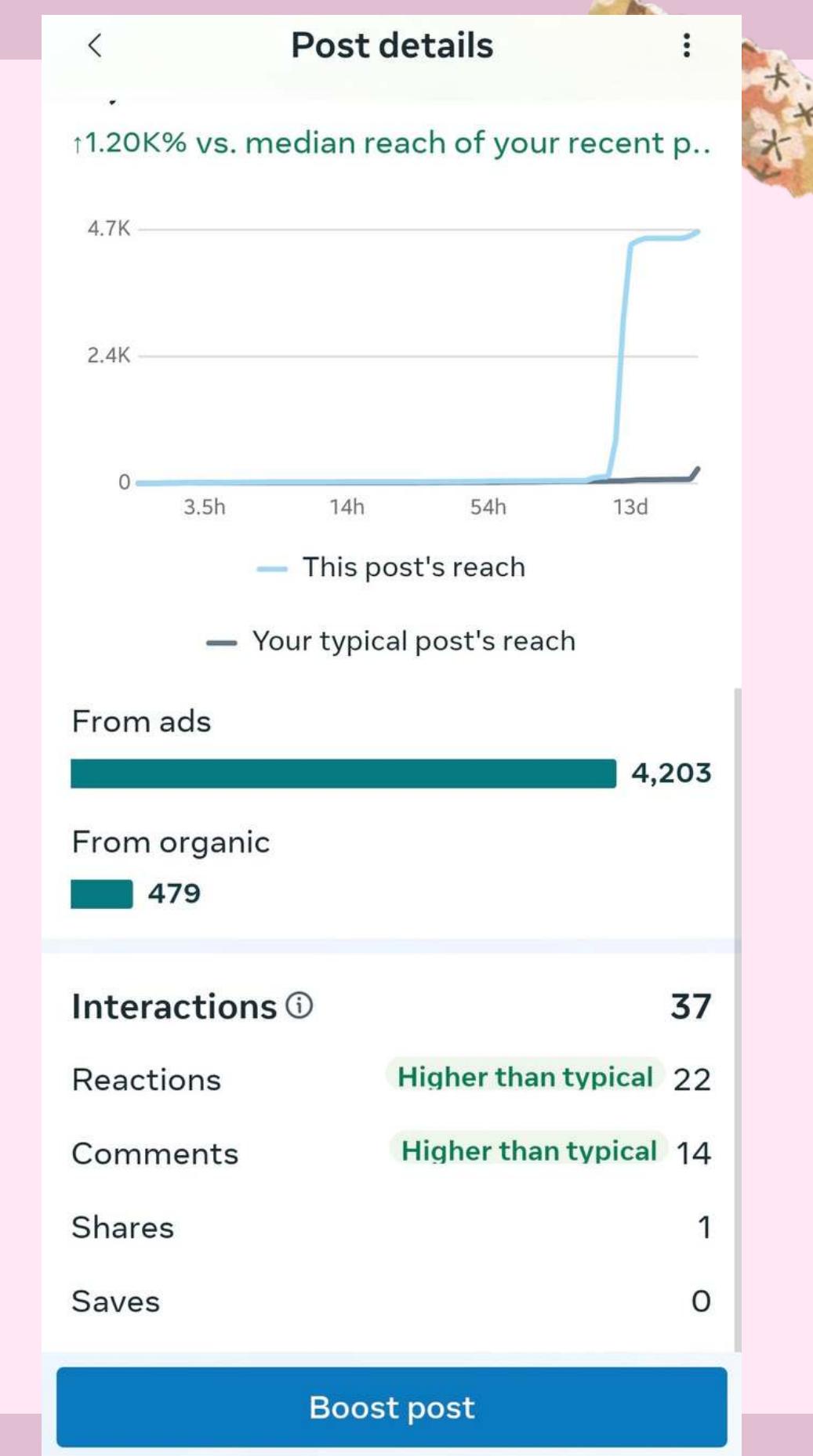
**Reach** ⓘ

**4,664**

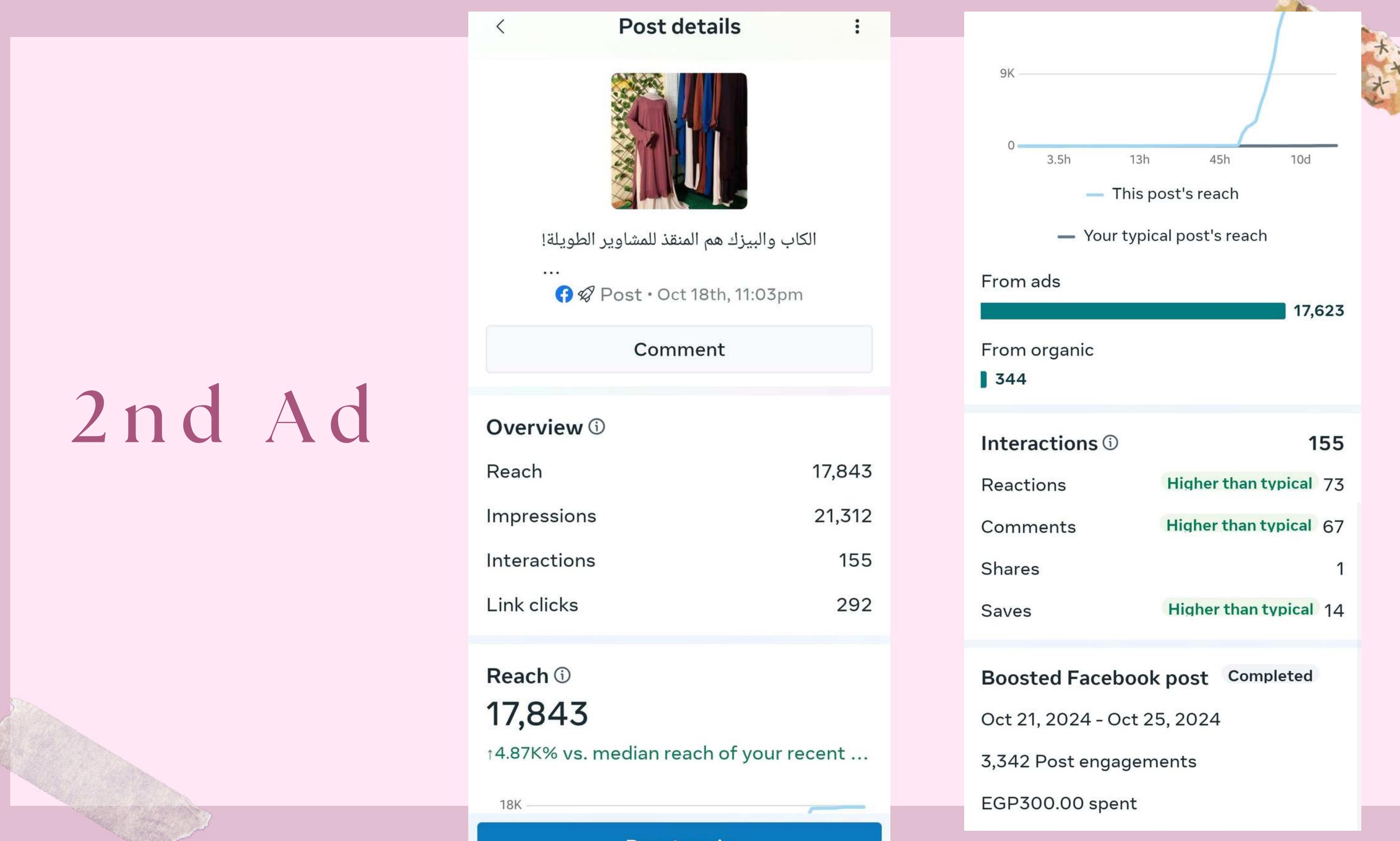
↑1.20K% vs. median reach of your recent p..

4.7K

Boost post



# 2nd Ad



# 3rd Ad

Post details



نمسي في خطوات ثابته نحو رضا الله وعلى يقين تمام انه  
لن يضيعنا (:)) ...

Post • Oct 28th, 8:48pm

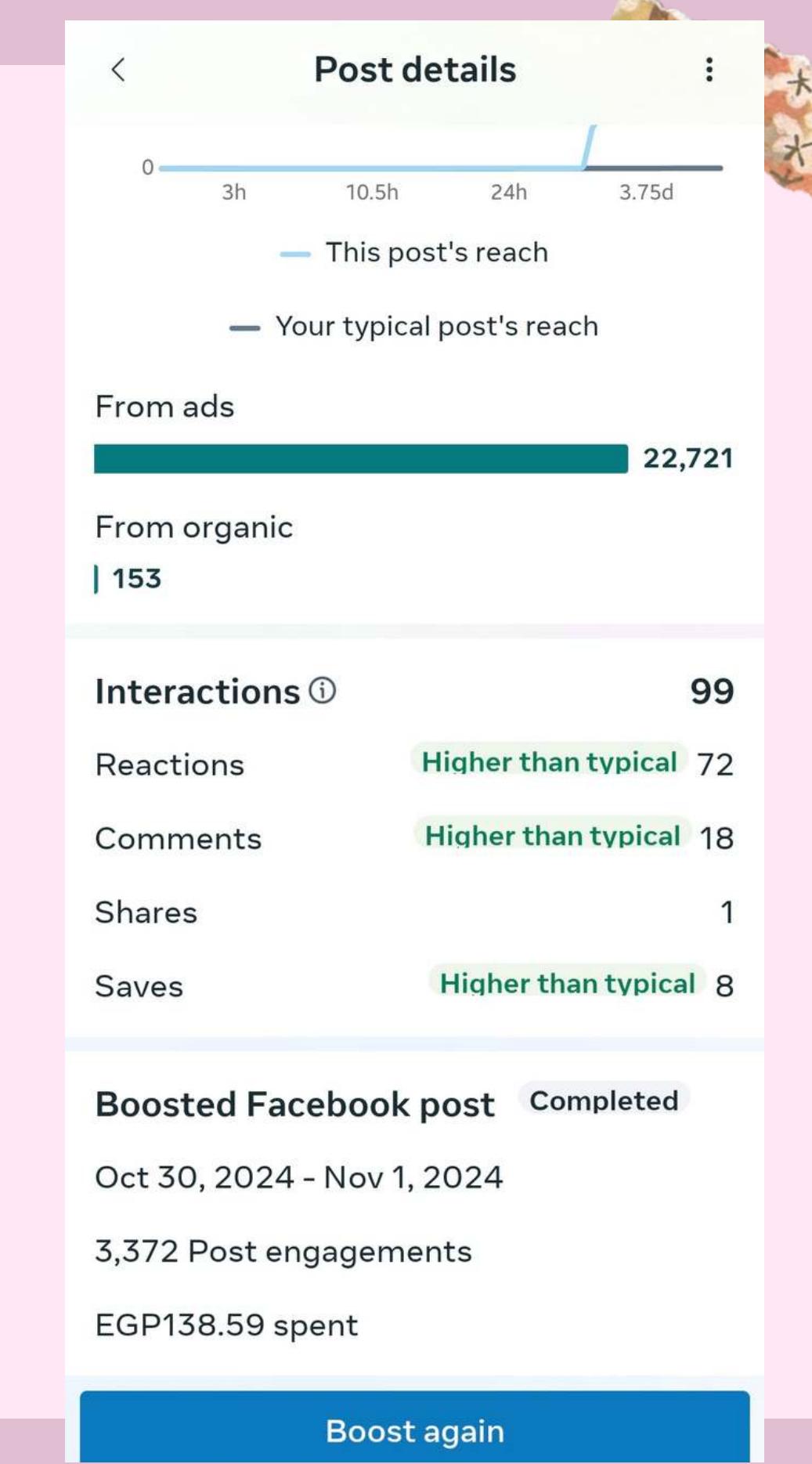
Comment

Overview ⓘ

Reach	22,828
Impressions	25,605
Interactions	99
Link clicks	198

Reach ⓘ  
**22,828**  
↑6.26K% vs. median reach of your recent ...

23K



# K P I S

- achieve 150 followers within a month on Facebook.
- achieve 100 likes within a month on Facebook page.
- achieve 15 DM inquiries in a month.
- achieve 50 followers on Instagram within a month.
- 5 pieces sold in a month.

# RECOMMENDATIONS

- create a website and provide multiple payment options.
- Encourage customers to share photos of themselves wearing Zahya's outfits .
- Regularly use Facebook Stories to showcase flash sales, new arrivals, or sneak peeks.
- Share customer testimonials in both video and post formats .
- Stick to a consistent posting schedule, ideally 3–4 times a week .

# THANK YOU

## MEET THE TEAM

Maha Mohamed – Arwa Mohsen – Mohammed Gamal