

1. Business Summary

Company Overview

Karam Malaka is an Egyptian company specializing in wholesale food trade, established in 1992. Since 1999, we have been a certified agent of **IFFCO Egypt**, a leader in the production of vegetable oils, blended butter, natural butter, and other high-quality food products. We are dedicated to delivering these products to the B2B sector, ensuring quality and competitive pricing.

Our Services

- **Wholesale Trade:** Offering a wide range of IFFCO Egypt food products, including vegetable oils, blended butter, and natural butter.
- **Distribution:** Timely and efficient delivery of products to our B2B customers.
- **Business Partnerships:** Building sustainable relationships with factories, restaurants, hotels, and businesses to ensure mutual growth.

The Value We Offer

- **Reliable Products:** All products meet strict quality standards.
- **Competitive Prices:** Market-leading prices to support business customers.
- **Distribution Efficiency:** Commitment to on-time delivery.

Why Us?

- **Extensive Market Experience:** Deep understanding of the Egyptian market since 1992.
- **Strong Partnership:** Exclusive, long-standing relationship with IFFCO Egypt.
- **Outstanding Customer Service:** Dedicated support tailored to B2B needs.

Our Vision

To be the leading IFFCO Egypt agent in the B2B sector, known for high-quality products and excellent customer service.

Our Mission

- Deliver high-quality IFFCO Egypt products that meet market needs.
 - Drive sustainable growth through strategic partnerships.
 - Support customers' success with reliable service and competitive prices.
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2. Objective

Raising awareness of the brand "Karam Malaka" as an authorized agent of IFFCO Egypt

Details → Check Objectives and KPIs File on Notion

3. SWOT Analysis

Strengths

- Authorized distributor for IFFCO Egypt.
- Long experience and market knowledge.
- Strong B2B customer relationships.

Weaknesses

- Limited marketing resources.
- No website or online store.
- Dependence on traditional distribution methods.

Opportunities

- Expand into new Egyptian and regional markets.

- Collaborate with IFFCO Egypt on joint campaigns.
- Target new B2B customer segments.

Threats

- High competition in food distribution.
 - Price fluctuations in food products.
 - Shifting customer preferences.
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4. Competitor Analysis

Competitor: Future Hospitality Solutions

- **Strengths:** International food products, quality service, strong social media presence.
- **Weaknesses:** No exclusive brand focus; less personalized customer segmentation.
- **Opportunities:** Reach customers looking for variety.
- **Threats:** Competition with specialized companies; brand identity dilution.

Karam Malaka vs. Competitors

While others focus on diversity or scale, Karam Malaka stands out through **specialization in IFFCO Egypt, competitive pricing, and deep market knowledge.**

5. Marketing STP

Segmentation

We've segmented the market based on industry and geographic location to ensure we're targeting the right businesses. Company size isn't a factor due to limited data, but the criteria we've chosen are solid.

Here are the industries we're focusing on:

- **Bakeries & Pastry Shops:** These are artisanal and chain bakeries, neighborhood pizzeria-bakeries, vegan-specialty shops, and pâtisseries. They operate small- to medium-batch, daily-fresh production and need versatile, clean-label fats that deliver consistent sensory quality.
- **Food Manufacturers & Processors:** Mid- to large-scale confectioneries, frozen-dessert and snack producers, and contract manufacturers of Eastern sweets like ma'amoul, basbousa, and kunafa. They run high-volume production lines and require thermally stable, cost-efficient fats.
- **Hospitality (Hotels, Restaurants, Caterers):** Businesses in this segment need high-quality yet cost-efficient ingredients to maintain food quality and kitchen efficiency.
- **Retailers & Distributors:** Wholesale and retail channels that supply our products to smaller businesses or directly to consumers.

Geographically, we're concentrating on Cairo and Giza, Egypt, which are key hubs for culinary innovation and commercial food production. This aligns perfectly with our self-shipping distribution model.

Targeting

Given our budget and the need to make every post count, we've prioritized two primary targets: **Bakeries & Pastry Shops** and **Food Manufacturers & Processors**. Here's why:

Bakeries & Pastry Shops

- **Who They Are:** Artisanal and chain bakeries, neighborhood pizzeria-bakeries, vegan-specialty shops, and pâtisseries. They operate small- to medium-batch, daily-fresh production.
- **Primary Needs:**
 - Versatility: A single fat solution for both sweet and savory items like croissants, vegan biscuits, pizza dough, and Egyptian 'Feteer'.

- Sensory Quality: Consistent flakiness, tenderness, and mouthfeel to delight walk-in customers.
- Clean-Label/Plant-Based: Vegan options that perform like dairy butter.
- Ease of Handling: Products that make manual lamination, shaping, and finishing simpler.
- **Pain Points:**
 - Inconsistent bake results due to texture or rise variability.
 - Ingredient cost pressures, balancing quality with affordability.
 - Evolving consumer trends, especially the rising demand for plant-based and “free-from” options.
- **Products:**
 - زبدة مرجرين
 - زبدة إفكو سوفت
 - زبدة إفكو هارد
 - زبدة فيرن
 - زيت إفكو
 - سمنة حياة

Food Manufacturers & Processors

- **Who They Are:** Mid- to large-scale confectioneries, frozen-dessert and snack producers, and contract manufacturers of Eastern sweets. They operate high-volume production lines.
- **Primary Needs:**
 - Thermal Stability: Fats that withstand high-heat processes like mixing, extrusion, baking, and frying.
 - Batch-to-Batch Consistency: Uniform texture, color, and flavor across large runs.
 - Cost Efficiency: Low melting losses, competitive pricing, and minimal waste.
 - Regulatory Compliance & Shelf Life: Stable storage and export-ready formulations.

- **Pain Points:**

- Process breakdowns from fat destabilization under extreme temperatures.
- Quality drift leading to customer complaints or rejects.
- Margin erosion due to thin industrial margins and ingredient cost spikes.
- Complex specifications for food-safety regulations and exports.

- **Products:**

زبدة مرجرين
زبدة إفكو سوفت
زبدة إفكو هارد
سمنة فيرن
زيت إفكو
سمنة حياة

Rationale

Bakeries and food manufacturers are ideal for quick engagement and follower growth because they directly use our products and align with our campaign's capabilities (static posts, limited budget).

Focusing on Cairo and Giza ensures relevance, supports our self-shipping model, and leverages our local market knowledge.

Positioning

Our positioning strategy highlights the unique value of our IFFCO fats and oils through five key pillars:

1. Superior Product Formulations: Tailored applications and technical performance.
2. Cost-Effectiveness: Economical alternatives without compromising quality.
3. Reliability and Consistency: Backed by IFFCO's quality assurance.
4. Local Expertise: Deep understanding of Cairo and Giza's culinary landscape (32 years)
5. We ONLY focus on IFFCO Products: As an authorized distributor, we provide direct access, authenticity, and competitive pricing by eliminating middlemen.

Product Positioning For Bakeries & Pastry Shops

- **زبدة مرجرين:**
"The versatile, plant-based fat that delivers consistent flakiness and tenderness across your sweet and savory creations, from vegan croissants to pizza dough. Economical without compromising on quality. Backed by our deep understanding of Cairo and Giza's culinary landscape, it meets local vegan trends, while our role as the only authorized IFFCO distributor ensures authenticity and competitive pricing."
- **زبدة إفكو سوفت:**
"Achieve perfect lamination and shaping with ease. This soft, blendable fat ensures even layers and a rich taste in your artisanal croissants and biscuits. Our local expertise tailors it to Cairo's bakery needs, and as the sole IFFCO distributor, we provide direct access to this premium product at unbeatable prices."
- **زبدة إفكو هارد:**
"For pastries that demand precision, our firm-textured fat provides the structure and stability needed for intricate shaping and consistent results. With our deep knowledge of Cairo and Giza's pâtisserie scene, it's crafted for local excellence, delivered with IFFCO's guaranteed quality through our exclusive distribution."
- **زبدة فيرن:**
"Elevate your cakes and cookies with a rich, buttery flavor and cohesive texture. Perfect for bakers seeking premium sensory quality. Our local expertise ensures it suits Cairo's tastes, while as the only IFFCO distributor, we bring you authentic, high-fat formulations direct from the source."
- **زيت إفكو:**
"Fry with confidence. Our high-stability oil ensures crispy, golden results every time, from breadcrumbs to deep-fried treats. Tailored to Cairo and Giza's diverse culinary needs—traditional and modern alike—our exclusive IFFCO partnership delivers unmatched quality and value."
- **سمنة حياة:**
"Infuse your traditional Eastern sweets with authentic, rich flavor. Ideal for bakeries crafting Cairo and Giza's beloved kahk and basbousa. Our local expertise perfects it for these recipes, and as IFFCO's authorized distributor, we ensure premium quality without middlemen costs."

Product Positioning For Food Manufacturers & Processors

- **زبدة مرجرين:**
"The cost-efficient fat that maintains stability in all processes, ensuring uniform texture and flavor across large production runs. Our understanding of Giza's manufacturing

needs optimizes it for local operations, while our direct IFFCO distribution cuts costs and guarantees authenticity."

- **سمنة حياة:**
"Deliver consistent quality in your Eastern sweets production. This fat withstands high temperatures and provides the rich, authentic flavor your customers expect. Crafted with our expertise in Cairo and Giza's export standards, our exclusive IFFCO partnership ensures top quality at competitive prices."
- **سمنة فيرن:**
"A versatile fat for both Eastern and Western desserts. Its neutral flavor and high-temperature stability make it perfect for diverse product lines. Our local knowledge supports Cairo's varied production demands, and as the only IFFCO distributor, we offer authentic, premium formulations directly."
- **زيت إفكو:**
"Optimize your frying operations. This oil's exceptional stability minimizes waste and ensures consistent quality in high-volume production. Tailored to Cairo and Giza's industrial frying needs with our local expertise, our IFFCO exclusivity delivers unmatched performance and pricing."
- **زبدة إفكو سوفت:**
"Achieve uniform blending in your dough-based products. Ideal for manufacturers seeking consistent texture in croissants and biscuits. Our deep understanding of local production refines its fit, while direct IFFCO distribution ensures quality and cost savings."
- **زبدة إفكو هارد:**
"Maintain structural integrity in your layered pastries. This firm fat ensures consistent results across large batches. Leveraging our expertise in Giza's export-ready formulations, we provide IFFCO's premium quality directly, eliminating middlemen for better value."

6. Buyer Personas

Buyer Persona 1: Pastry Shop Owner (Hassan)

Demographics

- Name: Hassan Mostafa

- Age: 42
- Gender: Male
- Location: Nasr City, Cairo, Egypt
- Occupation: Owner of a mid-sized artisanal bakery chain with two locations
- Education: Bachelor's degree in Business Administration
- Income Level: Mid-to-high (business generates stable revenue but faces cost pressures)
- Marital Status: Married with three children

Business Profile

- Industry: Bakery & Pastry Shops
- Business Size: Small-to-medium, employing 12 staff across two locations
- Products: Croissants, vegan biscuits, pizza dough, Egyptian feteer, kahk, and basbousa
- Production: Small-to-medium batch, daily-fresh production
- Customers: Walk-in retail customers, local cafes, and small catering orders.

Goals

- Deliver consistent, high-quality baked goods that attract repeat customers.
- Reduce ingredient costs without sacrificing sensory quality (flakiness, tenderness, mouthfeel).
- Meet growing demand for plant-based and clean-label products.
- Streamline operations by using versatile, easy-to-handle fats.

Pain Points

- Inconsistent Results: Variability in texture or rise due to inconsistent fat performance, leading to customer complaints.

- **Cost Pressures:** Balancing premium quality with affordability, especially with rising ingredient prices.
- **Supply Reliability:** Occasional shortages of high-quality fats disrupt production schedules.
- **Consumer Trends:** Struggling to adapt to vegan and “free-from” demands while maintaining traditional recipe authenticity.

Buying Behavior

- **Decision-Making Process:**
 - Research suppliers on Facebook and LinkedIn for product quality and reliability.
 - Values testimonials from other bakers and case studies showing consistent results.
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Buyer Persona 2: Food Manufacturing Manager (Ahmed)

Demographics

- Name: Ahmed Abdel Rahman
- Age: 50
- Gender: Male
- Location: 6th of October City, Giza, Egypt
- Occupation: Operations Manager at a mid-sized confectionery manufacturer
- Education: Master's degree in Food Science
- Income Level: High (stable corporate salary with performance bonuses)
- Marital Status: Married with two children

Business Profile

- Industry: Food Manufacturers & Processors
- Business Size: Mid-sized, employing 80 staff with high-volume production lines
- Products: Ma'amoul, basbousa, kunafa, frozen desserts, and snack bars
- Production: Large-scale, continuous production with export to GCC countries
- Customers: Retail chains, distributors, and international buyers

Goals

- Maintain consistent product quality across large production runs to meet customer and regulatory standards.
- Optimize production costs to improve thin industrial margins.
- Ensure fats withstand high-heat processes without destabilizing.
- Comply with food-safety and export regulations for shelf life and stability.

Pain Points

- Process Breakdowns: Fat destabilization under high temperatures causes production delays and waste.
- Quality Drift: Inconsistent texture, color, or flavor across batches leads to rejects or complaints.
- Cost Pressures: Ingredient price spikes erode margins, especially with low melting losses critical.
- Regulatory Compliance: Complex specifications for export markets increase scrutiny on ingredient stability.

Buying Behavior

- **Decision-Making Process:**
 - Conducts thorough supplier evaluations, prioritizing technical performance and cost.

- Relies on LinkedIn for professional recommendations and supplier credibility.
 - Requires detailed product specs and case studies proving batch consistency.
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7. Social Media Channels

1. Facebook

- **Why:** Popular among B2B food industry stakeholders.
- **Content:** Promotions, client testimonials, delivery photos, seasonal offers.

2. LinkedIn

- **Why:** Ideal for B2B networking.
- **Content:** same as Facebook content

3. WhatsApp Business

- **Why:** Direct customer service and real-time communication.
- **Content:** Stock updates, personalized deals.