

1. Business Summary

Company Overview

We are Karam Malaka Company, an Egyptian company specializing in wholesale food products trade, founded in 1992. We are proud to be a certified agent of IFFCO Egypt since 1999, a leader in the production of vegetable oils, blended butter, natural butter, and other high quality food products. We are committed to providing IFCO Misr products to our customers in the B2B sector, with a focus on quality and competitive prices.

Our Services

- Wholesale trade: We provide a wide range of food products produced by IFFCO Egypt, including vegetable oils, blended butter, natural butter, etc.
- Distribution: We ensure products reach our customers in the B2B sector efficiently and on time.
- Business partnerships: We build strong and sustainable relationships with factories, businesses, restaurants, and hotels to ensure business continuity and achieve maximum value for both parties.

The value we offer

- Reliable products: All of our IFFCO Egypt products are subject to quality standards to ensure customer satisfaction.
- Competitive prices: We offer the best prices in the market to support the success of our commercial customers.
- Distribution efficiency: We commit to deliver products on time.

Our Vision

To be the first agent of IFFCO Egypt in the B2B sector, by providing high quality products and outstanding customer service.

Our Mission

- Provide high quality IFFCO Egypt products that meet market needs.
- Promote sustainable growth through strategic partnerships.
- Support our customers in achieving success through reliable services and competitive prices.

Target Markets

Factories / Companies / Restaurants / Hotels / patisseries .

Why Us ?

- Extensive market experience: We understand the needs of the Egyptian market and provide the right solutions for our customers.
- Strong partnership with IFFCO Egypt: We enjoy strong relationships with leading food production.
- Outstanding Customer Service: We are committed to providing the best service to our customers and meeting their needs.

2. SMART Objectives :

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

- Specific (Specific): Raising awareness of the brand " Karam Malaka " as an IFFCO Egypt authorized agent in the target market.
- Measurable: 40% more followers on LinkedIn and 35% more interaction on Facebook.
- Achievable: By posting attractive and useful content on social media and implementing targeted advertising campaigns.
- Relevant: Aligns with the company's goal of building a positive image and enhancing trust with customers.
- Time-bound (time-bound): during 2025.

1. Integrated business identity design:

- Logo: Make sure that the slogan " Karam Malaka " reflects professionalism and trust, and includes a reference to "IFFCO Egypt" as an authorized agent.
- Colors: Use harmonious colors that express brand identity and reflect product quality.
- Lines: Choose clear and easy-to-read lines in all marketing materials.
- Letters: Identify clear and concise messages expressing the values and competitive advantages of " Karam Malaka ".

2. Create attractive and useful content on social media:

- Facebook:
- High quality photos: Share attractive images of products and their uses in different recipes.
- Short videos: Create short videos featuring nutritional tips or easy recipes using IFFCO Egypt products.
- Customer Stories: Share stories of satisfied customers about IFFCO Egypt products and the " Karam Malaka " service.
- LinkedIn:
- Specialized articles: Publish articles on the benefits of using IFFCO Egypt products in different food industries.
- Case Studies: Shared case studies showing how IFFCO Egypt products helped companies succeed.
- Industry News: Share news and articles related to food industries.

3. Multi-channel Advertising:

- Facebook Ads: Target companies, factories, restaurants and hotels in Cairo and Giza through paid advertising.

4. Search Engine Optimization (SEO):

- Keywords: Use keywords relevant to IFFCO Egypt products and " Karam Malaka " services in all marketing materials.

5. Additional Blogging :

- Guest articles: Write guest articles on websites related to food or cooking industries.

8. Infographic Design:

- Infographic: Create information graphs that showcase the benefits of using IFFCO Egypt products in an attractive and easy-to-understand way.

9. Tracking results and continuous improvement :

- Facebook Insights: Use Facebook Insights to analyze the performance of your posts and ads.
- LinkedIn Analytics: Use LinkedIn Analytics to analyze the performance of your posts and ads.
- Polls: Conduct client surveys to measure their level of satisfaction and gather their feedback.

Remember that building brand awareness is an ongoing process that requires patience and perseverance. By implementing these strategies and practical steps, you can achieve the goal of raising awareness of the brand " Karam Malaka " as an authorized agent of IFFCO Egypt.

3. SWOT Analysis

	Strengths	Weaknesses
Internal Factors	Authorized distributor of IFFCO Egypt: Karam Malaka has a strong competitive advantage by being an authorized distributor for a leading company in food products.	Limited marketing resources: Karam Malaka may suffer from limited resources allocated to marketing and promotion of its products.
	Extensive market experience: Karam Malaka has a long history in the Egyptian market and a good understanding of customer needs.	Lack of a website or online store: The absence of a website or online store may affect Karam Malaka's ability to reach new customers and expand its scope of work.
	Strong customer relationships: Karam Malaka has strong relationships with its customers in the B2B sector.	Reliance on traditional distribution channels: Reliance on traditional distribution channels may limit Karam Malaka's ability to reach new markets.
	Opportunities	Threats
External Factors	Expansion into new markets: Karam Malaka can expand into new markets in Egypt or in other countries in the region.	Intense competition: Karam Malaka faces intense competition from other companies operating in the field of food distribution.

	Collaboration with IFFCO Egypt in joint marketing campaigns: Karam Malaka can collaborate with IFFCO Egypt in joint marketing campaigns to increase brand awareness.	Fluctuations in product prices: Fluctuations in food prices may affect Karam Malaka's profits.
	Targeting new customer segments: Karam Malaka can target new customer segments in the B2B sector.	Changes in customer preferences: Changes in customer preferences may affect the demand for Karam Malaka's products.

-Explanation of elements:

Strengths:

- Authorized agency for IFFCO Egypt: Gives "Karm Malaka " a strong target.
- Comprehensive experience in the market: Helps understand the core customers to get suitable solutions.
- Strong customer relationships: Provides a customer base and investment opportunities.

Weaknesses:

- Limited marketing resources: May limit " Karm Malaka"'s ability to finalize its products.
- Lack of a website or online store: Depending on the ability to reach new customers for the size of the business.
- Reliance on traditional distribution channels: May limit the ability to reach new markets.

Opportunities:

- Expansion into new markets: With the availability of sales and profits potential.
- Cooperation with IFFCO Egypt: Helps increase awareness of the products.
- Targeting new customer segments: Sometimes to renew the customer base and reach.

Threats:

- Intense competition: Requires innovative and effective marketing strategies.
- Volatile product prices: Requires effective inventory management.
- Changes in customer preferences: Requires tracking product trends to meet changing needs.

4.Competitors Analysis

Since competitors do not have a strong presence on social media, we will focus on analysing their strengths and strategies in the market:

Competitor 1: (Fake Name: United Food Company)**Strengths:**

- A wider range of products than "Karam Malaka."
- Greater market share.

Weaknesses:

- No specialized focus on IFFCO Egypt products.
- Customer service is probably less focused because of the larger size of the company.

Potential strategies:

- Offer competitive prices on a wide range of products.
- Focus on building strong relationships with top customers.

Competitor 2: (Fake Name: Food Supply Company)**Strengths:**

A wider range of products than "Karam Malaka."

They may have partnerships with other suppliers to provide integrated solutions to customers.

Weaknesses:

No specialized focus on IFFCO Egypt products.

The quality of products is probably less consistent due to the diversity of suppliers.

Potential strategies:

Offering integrated solutions to customers including a wide range of products and services.

Focus on building a strong brand through marketing and promotion.

5. Target Audience

1. Owners of food companies:

- Needs: They need a reliable supplier that provides high quality products with competitive and continuous prices.
- Interests: They care about product quality, price, customer service, reliability.
- Characteristics: Large, medium and small companies engaged in food production.

2. Wholesalers:

- Requirements: They need a supplier that provides varied products at competitive prices and quick delivery service.
- Interests: They care about prices, speed of delivery, availability of products, quality of products.
- Characteristics: wholesalers distribute products to retailers, restaurants and hotels.

3. Supermarket:

- Requirements: They need a supplier that provides high quality products at competitive prices and provides excellent customer service.
- Interests: They care about product quality, price, customer service, packaging, shelf life date.
- Characteristics: Supermarket chains and supermarkets sell products to consumers directly.

4. Restaurants:

- Requirements: They need a supplier that provides high quality products with competitive price and fast and reliable delivery service.
- Interests: They care about the quality of products, prices, speed of delivery, reliability, and availability of products throughout the year.
- Characteristics: Restaurants of different sizes and types (luxury restaurants, medium restaurants, fast restaurants).

5. Hotels:

- Requirements: They need a supplier that provides high quality products with competitive price, excellent customer service and on-time delivery.
- Interests: They care about product quality, price, customer service, reliability, and availability of products throughout the year.
- Characteristics: Hotels of different sizes and types (5 star hotels, 4 star hotels, 3 star hotels).

6. Food retailers:

- Needs: They need a supplier that provides products at competitive prices and small quantities to meet their needs.
- Interests: They care about prices, small quantities, and product availability.
- Characteristics: Small shops and groceries sell products to consumers directly.

7. Sweet shops:

- Needs: They need a supplier that provides high quality products and competitive prices to meet their basic ingredients for making confectionery.
- Interests: They care about the quality of products, prices, availability of products throughout the year, the ability to meet their orders in bulk.
- Characteristics: Dessert shops of different sizes and types (Eastern dessert shops, Western dessert shops, specialized dessert shops).

Additional analysis (updated):

- Demographic factors: Most businesses, shops, restaurants, hotels and sweet shops are concentrated in Cairo, Giza and their environs.
- Psychological factors: These business owners care about quality, reliability, competitive prices and excellent service.
- Purchasing habits: They buy in bulk and regularly.
- Preferred marketing channels: They prefer direct communication, personal visits and special offers.

Tips for better identification of target audience (updated):

1. Conduct polls: Conduct polls for current and potential customers (including sweet shops) to understand their needs and interests.
2. Sales Data Analysis: Analyze sales data to identify best selling products and most bought customers.
3. Analyze competitors: Analyze competitors to determine which segments they target and how to reach them.
4. Using market analysis tools: Use market analysis tools to understand market trends and identify opportunities.

By better understanding your target audience (including sweet shops), you can develop effective and targeted marketing strategies to achieve your goals.

6. Marketing STP (Segmentation, Targeting, Positioning).

1. Segmentation

Divide the market into smaller groups based on common characteristics to determine which segments can be effectively targeted.

Demography:

- Age group: Employers and managers between 30-60 years.
- Sex: Male and female.
- Geographical location: Cairo, Giza, and their environs.

Behaviors:

- Buy in bulk and regularly.
- Search for high quality and competitive price.

Working Type:

Food companies. / wholesalers and retailers. / supermarket. / Restaurants and hotels. / Sweet shops.

2. Targeting

Choose the most valuable segments and focus marketing resources on them.

Target segments:

1. Food companies and factories:
 - You need high quality food products to use in production.
 - Looking for a reliable supplier that provides products continuously.
2. Wholesalers:
 - They distribute products to retailers, restaurants and hotels.
 - They care about competitive prices and fast delivery.
3. Restaurants and Hotels:
 - You need high quality food products to meet customers' needs.
 - Looking for a reliable partner that provides year-round products.
4. Sweet shops:
 - You need high quality food ingredients to make sweets.
 - Looking for competitive prices and suitable quantities.

Targeting Criteria:

- Expected order volume of each segment.
- The potential profitability of each segment.
- Easy access to the chip through marketing channels.

3. Positioning (specification or placement)

Create a distinctive mental image of " Karam Malaka" in the minds of the target segments.

Proposed placement:

- "Karam Malaka " is the certified agent of IFFCO Egypt, a reliable provider of high quality food products at competitive prices, with a focus on excellent customer service and fast delivery.

Key positioning messages:

1. "IFFCO Egypt products in your hands at competitive prices."
2. "Your trusted partner to meet your food needs."
3. "Guaranteed quality and unparalleled customer service."

Placement Channels:

- Social Media (Facebook and LinkedIn).
- Paid advertising campaigns (Meta Ads).
- Communicate directly with current and potential customers.

7. Buyer Personas

Buyer's Personality: Ahmed, Restaurant Owner

Demographic data:

- Male, 45 years old
- Married with two children
- Lives in Cairo, Egypt
- Mid-sized restaurant owner

Background:

- He has been in the restaurant business for 15 years
- Manages a team of 20 employees
- Offers a mix of traditional and international Egyptian cuisine

Objectives:

- Maintain food quality consistently
- Controlling food costs
- Expansion of the restaurant's menu
- Increased customer satisfaction and loyalty

Challenges:

- Find reliable suppliers for high quality ingredients
- Managing inventory efficiently to reduce loss
- Keeping up with changing food trends and customer preferences
- Balancing quality and cost in food preparation

Purchase Behaviour:

- Prefer to work with suppliers who offer steady quality and reliable delivery
- Makes purchasing decisions based on product quality, price and supplier

reliability:

- Tends to place bulk orders weekly to ensure fresh ingredients
- Appreciates suppliers who understand the unique needs of the restaurant industry

Sources of information:

- Industry Trade Fairs & Events
- Recommendations from other restaurateurs
- Online ratings and certificates from other companies
- Direct communication with suppliers' representatives

Preferred communication channels:

- Face-to-face meetings for initial consultations
- Phone calls for quick requests or inquiries
- WhatsApp for continuous communication and updates
- Email to submit official quotations and invoices

2. Sherif, Director of Food Production

Industry: Food Manufacturing

Demographic data:

- Male, in his 40s.
- Bachelor's degree in Food Science or Engineering
- Has more than 10 years experience

Responsibilities:

- Oversees the production process to ensure efficiency, quality and safety.
- Manages a team of supervisors and production workers.
- Works with suppliers for high quality components.
- Manages budgets and controls costs.

Pain points:

- Find reliable suppliers for high quality ingredients.
- Maintain the product quality consistently.
- Cost control without compromising quality.
- Meet production deadlines.

Objectives:

- Improve production processes.
- Improve product quality.
- Reduce costs.
- Ensuring food safety and regulatory compliance.

How can "Karam Malaka" help:

- Provide a steady supply of high quality IFFCO Egypt products.
- Provide competitive prices.
- Provide technical support and expertise.

2. Huda, restaurant owner.

Industry: Restaurants

Demographic data:

- Female, 35 years old
- Certified in culinary arts or equivalent experience
- Owns and operates a famous restaurant

Responsibilities:

- You manage all aspects of the restaurant, from menu planning to customer service.
- You buy ingredients and manage inventory.
- Employs and trains staff.
- Shop for restaurant to attract customers.

Pain points:

- Find high quality ingredients at affordable prices.
- Maintain food quality consistently.
- Managing inventory and reducing loss.
- Attract and retain customers.

Objectives:

- Serving delicious and high quality food.
- Provide excellent customer service.
- Effective cost management.
- Build a loyal customer base.

How can “ Karam Malaka “ help:

- Provide a reliable source of high quality IFFCO Egypt products.
- Provide competitive prices.
- Provide timely delivery service.

3. Omar, wholesaler

Industry: wholesale food trade

Demographic data:

- Male, in his 40s or 50s.
- Has extensive experience in food trade

Responsibilities:

- Buy food products from various suppliers.
- Sells food products to retailers, restaurants and other businesses.
- Manages inventory and logistics.
- Negotiates prices and conditions with suppliers and customers.

Pain points:

- Find reliable suppliers with stable product quality.
- Manage inventory efficiently.
- Meet customers' demands for diversity and affordability.

Objectives:

- Maximize profit margins.
- Maintain strong relationships with suppliers and customers.
- Expand the scope of work.

How can " Karam Malaka " help:

Provide a reliable source of high quality IFFCO Egypt products at competitive price for wholesale.

Provide marketing and sales support to help Omar's business effectively promote and sell products.

These characters aim to help their " Karam Malaka." better understand and target key customer segments.

8. Social Media Channels

1. Facebook:

- Why? It is widely used by companies in the B2B sector, including food distributors, and enables targeted advertising.

Content Ideas:

Promotions for products (such as IFFCO Egypt products).

Customer certificates and success stories.

Behind-the-scenes publications about product delivery or interactions with customers.

Seasonal offers or discounts.

2. LinkedIn:

- Why? Perfect for connecting with professionals, such as food company managers, wholesalers and restaurant owners.

Content Ideas:

- Industry Insights and Trends.
- Case studies showing how your products benefit companies.
- Leaflets to communicate to build relationships with potential customers.

4. WhatsApp Business:

Why? Effective for direct contact with customers, including order confirmations and updates.

Content Ideas:

- Quick updates on stock availability.
- Personalized offers for loyal customers.