



المتحدة للمقاولات  
والصناعات الهندسية

# Final Project





# Project Definition

The Solar Energy Project aims to provide high-quality solar solutions, including solar power stations, innovative mounting systems and pump systems designed to promote sustainable energy use. Our mission is to empower individuals and businesses to reduce their carbon footprint and save on energy costs while ensuring long-lasting performance and reliability. With a dedicated maintenance team and a commitment to using the finest materials, we strive to deliver exceptional products and services that meet the growing demand for clean and renewable energy.



# Business model canva

Key Partners:	Key Activities:	Key Resources:	Value Proposition:	Customer Relationships:
<p><b>Suppliers of raw materials:</b> Steel, solar panels, electrical components, etc.</p> <p><b>Local installers:</b> Partner with local installation teams to ensure coverage in remote areas.</p> <p><b>Logistics companies:</b> For transportation and distribution of materials and products.</p>	<p><b>Production of solar power plants and chassis systems:</b> Designing, manufacturing, and testing energy-efficient products.</p> <p><b>Sales and distribution:</b> Marketing, distributing, and selling solar products to farmers and agricultural producers.</p> <p><b>Installation and maintenance services:</b> Providing installation support and ongoing maintenance to ensure system performance.</p> <p><b>Customer support:</b> Offering after-sales service, including technical assistance and warranties.</p> <p><b>R&amp;D for product development:</b> Ongoing research to improve product efficiency, durability, and cost-effectiveness.</p>	<p><b>Human resources:</b> Skilled engineers, technicians, installation teams, and customer support teams.</p> <p><b>Physical resources:</b> Manufacturing facilities, warehouses, and distribution networks.</p> <p><b>Intellectual resources:</b> Patents, design innovations, and technological expertise in solar energy systems.</p> <p><b>Financial resources:</b> Capital for manufacturing, R&amp;D, and operational expenses.</p> <p><b>Technological resources:</b> AI and IoT integration for monitoring and improving solar systems.</p>	<p><b>Cost-effective renewable energy solutions:</b> Affordable and sustainable energy alternatives for farmers and agricultural producers, reducing dependence on traditional electricity sources.</p> <p><b>Durable and adaptable products:</b> Products like moving chassis and solar systems are designed to withstand harsh environmental conditions (dust, moisture, rust).</p> <p><b>Energy independence:</b> Solutions that allow users to be less dependent on the grid, particularly useful in remote areas with unstable power supply.</p> <p><b>Long-term savings:</b> Initial investment leads to reduced energy costs in the long run, making it a sound financial choice for customers.</p> <p><b>Environmentally friendly:</b> Supporting green energy and helping customers reduce their carbon footprint.</p>	<p><b>Personalized customer service:</b> Dedicated customer support for inquiries, troubleshooting, and after-sales service.</p> <p><b>Long-term maintenance contracts:</b> Offering regular maintenance packages to ensure system longevity and optimal performance.</p> <p><b>Educational support:</b> Providing training and informational sessions on how to use and maintain solar systems effectively.</p> <p><b>Community building:</b> Creating a community of users who can share their experiences and promote the benefits of solar energy.</p>
<p><b>Channels:</b></p> <p><b>Direct sales:</b> Teams targeting farmers and agricultural businesses in rural areas.</p> <p><b>Online platform:</b> Facebook for product showcases, consultations, and direct purchases.</p> <p><b>Local distribution partners:</b> Working with retailers and equipment suppliers in remote areas.</p> <p><b>Exhibitions and trade shows:</b> Participating in agricultural events to promote products.</p> <p><b>Social media and digital marketing:</b> Targeted online campaigns to raise awareness of renewable energy solutions.</p>				

Customer Segments	Cost Structure	Revenue Streams
<p><b>Farmers and agricultural producers:</b> Primary segment seeking to improve farm productivity and reduce energy costs.</p> <p><b>Rural communities:</b> Those in remote areas where access to reliable energy is limited or expensive.</p> <p><b>Small to medium agricultural businesses:</b> Companies looking to reduce operational costs through energy savings.</p> <p><b>Local governments and cooperatives:</b> Potential clients for larger-scale solar projects or partnerships in rural development.</p>	<p><b>Fixed costs:</b> Manufacturing facilities and machinery maintenance. Salaries for engineers, sales, and support teams. R&amp;D costs for improving product design and efficiency.</p> <p><b>Variable costs:</b> Raw materials (steel, solar panels, electronic components). Logistics and transportation. Installation and maintenance costs.</p> <p><b>Marketing and sales expenses:</b> Budget for outreach, promotions, and participation in trade fairs.</p> <p><b>Customer support:</b> Ongoing expenses for customer service, troubleshooting, and after-sales maintenance.</p>	<p>Direct sales of solar power plants and chassis systems.</p> <p><b>Installation fees:</b> Charging customers for setting up solar systems and chassis.</p> <p><b>Maintenance contracts:</b> Offering regular maintenance services as an additional source of revenue.</p> <p><b>Extended warranties:</b> Selling extended warranty packages for products.</p> <p><b>Financing plans:</b> Partnering with financial institutions to offer payment plans for customers, with a share of interest or service fees</p>

# SOSTAC Model

# Situation

## Internal Analysis

- 1-Product
- 2-Man Power Analysis
- 3-Resources Analysis

product	features	advantages	Benefits
Solar power plants	Renewable energy source, modular design, low maintenance, durable, multiple applications.	Environmentally friendly, cost-saving, scalable, technological advancements, energy independence.	Reduced impact of power outages, cost-saving, long-term investment.
Moving chassis	1-12-Beam 2-Section C 3- 4 Legs 4-A Box paint.	Strong design, wide base, additional support, moisture and rust resistance.	Increased strength and stability, extended lifespan, adaptability to environmental conditions, access to technical support.

## Man Power Analysis

- 1-Electrical and Solar Energy Engineers
- 2- Maintenance Team
- 3. Customer Service Team

## Resources Analysis

- 1. Mobile Installation and Maintenance Team available anywhere in the country.
- 2. Multiple types of chassis with different designs to suit various needs.
- 3. Technical office that can determine the appropriate capacity and technical specifications for the customer.

# PEST Analysis (external)

P



## Political Analysis :

This product is locally made in Egyptian factories by Egyptian hands, and it will have no political influence on it.

E



## Economic Analysis:

Products are affected economically due to the rise in the dollar and the rise in raw materials prices.

S



## Social Analysis:

Impact on purchasing power, changes in customer behavior, increased demand for local products.

T



## Technological Analysis:

Customization and process improvement, development of new products, precise data analysis, demand forecasting.

# Customer Analysis

<https://bit.ly/4eKzLHU>



**Who**

Farmers and agricultural producers looking to improve farm efficiency using solar energy.

**Where**

In rural and agricultural areas across Egypt where sustainable energy sources are needed.

**What**

Basic Needs: Reliable and renewable energy solutions.  
Solar energy frame systems that suit their agricultural needs.  
Clear information on how to use and maintain the systems

**Why**

To reduce high energy costs, improve productivity, ensure sustainability in farming operations, and decrease dependence on unstable traditional electricity sources.

**When**

All year round specially the time when the beginning of the planting season or when there is a need to upgrade existing energy systems.  
During periods of high traditional energy costs or power outages

## Strengths

Extensive experience in the field for more than 10 years . -The presence of beginnings of an institutional structure. -The presence of bank account numbers. -The presence of company lines. -The presence of transportation and inspection vehicles. -The presence of an industrial and administrative headquarters in an industrial area. -The presence of an industrial and administrative headquarters in an industrial area. - Relationships with supplier. -The presence of a good track record across the republic. -A factory for fixed and mobile chassis. -Obtaining accreditation from the Renewable Energy Authority

## Weaknesses

There is no direct installment.

-Weak sales team.

-Weak marketing team.

-A problem with archiving sales.

-There are no raw materials available in the store.

-Lack of organizational structure.

-Lack of a working system.

-Lack of financial liquidity.

## Opportunities

-Increase in diesel prices and diesel breakdowns. -Increase electricity prices by 200%. - Orientation for excellence and uniqueness. - Being in or near an agricultural and industrial area interested in solar energy. - Orientation towards improving agricultural production. - A relative decline in solar energy prices.

## SWOT ANALYSIS

## Threats

-Strong competition between companies.

- Economic changes.

- Companies engaging in price dumping.

- The presence of companies offering installment plans.

# Objectives

<b>Sell</b>	Increase our sales from 30-50 kilowatts to 100-150 kilowatts within the next three months, by focusing on high-quality products and reaching new customer segments.
<b>Serve</b>	Raise customer satisfaction from 85% to 95% by improving response times and offering better after-sales support
<b>Sizzle</b>	Differentiate ourselves as a sustainable project with high-quality, long-lasting products, making us a trusted choice in the solar energy market.
<b>Speak</b>	Expand our brand reach by 35% in the next year through targeted content, social media ads, and email campaigns.
<b>Save</b>	Reduce ad costs while keeping effectiveness by targeting the right audience and focusing on retargeting interested customers through Mailchimp campaigns.



# STRATEGY

## 1- STP

### Segmentation



[https://drive.google.com/drive/folders/1uBkTaetYvgGYSUvd4jl-12xqeJM3\\_3u8](https://drive.google.com/drive/folders/1uBkTaetYvgGYSUvd4jl-12xqeJM3_3u8)

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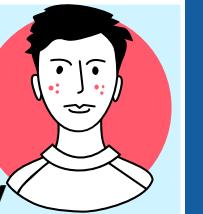
# Target persona

## persona 1



- Customer: Egyptian farmer in Upper Egypt
- Age: 28 years old
- Name: Mohamed
- Interests:
- Technology: Interested in modern solutions like solar energy.
- Economy: Seeks to reduce utility bills.
- Motivations:
- Saving Money: Aims to reduce electricity costs.
- Challenges:
- Information: May have limited knowledge about solar energy.
- Cost: Might perceive the system as costly.
- How to Reach Him:
  - Direct Marketing: Visit farmers in their fields.
  - Digital Marketing: Utilize social media platforms.
  - Promotional Offers: Provide special deals.
- Key Messages:
  - Savings: Emphasize the amount of money the farmer can save.
  - Reliability: Highlight product quality and longevity.
  - Local Support: Show that the company provides technical support and maintenance.
- Important Notes:
  - Customization: Tailor marketing messages for each region.
  - Language: Use simple and clear language, in the Egyptian dialect.
  - Culture: Respect local customs and traditions.

## persona 2



- Customer: Egyptian farmer in New Valley
- Age: 42 years old
- Name: Amr
- Interests:
- Technology: Interested in modern solutions like solar energy.
- Economy: Focused on reducing utility bills.
- Motivations:
- Saving Money: Aims to lower electricity expenses.
- Challenges:
- Information: May have limited knowledge about solar energy.
- Cost: Might perceive the system as expensive.
- How to Reach Him:
  - Direct Marketing: Visit farmers in their fields.
  - Digital Marketing: Use social media platforms.
  - Promotional Offers: Provide special deals.
- Key Messages:
  - Savings: Emphasize the amount of money the farmer can save.
  - Reliability: Highlight product quality and longevity.
  - Local Support: Show that the company provides technical support and maintenance.
- Important Notes:
  - Customization: Tailor marketing messages for each region.
  - Language: Use simple and clear language, in the Egyptian dialect.
  - Culture: Respect local customs and traditions.

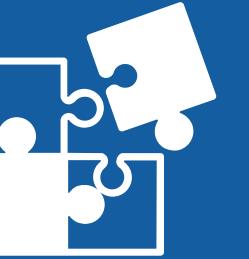
## persona 3



- Customer: Egyptian farmer in Beheira
- Age: 35 years old
- Name: Saeed
- Interests:
- Technology: Interested in modern solutions like solar energy.
- Economy: Seeks to reduce utility bills.
- Motivations:
- Saving Money: Aims to cut electricity costs.
- Challenges:
- Information: May have limited knowledge about solar energy.
- Cost: Might perceive the system as high-priced.
- How to Reach Him:
  - Direct Marketing: Visit farmers in their fields.
  - Digital Marketing: Leverage social media platforms.
  - Promotional Offers: Offer special deals.
- Key Messages:
  - Savings: Emphasize how much the farmer can save.
  - Reliability: Highlight product quality and durability.
  - Local Support: Show that the company provides technical support and maintenance.
- Important Notes:
  - Customization: Adapt marketing messages for each region.
  - Language: Use simple, clear language in the Egyptian dialect.
  - Culture: Respect local customs and traditions.

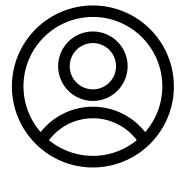


# POSITIONING



We position ourselves as a leading provider of solar energy systems and durable, locally manufactured chassis at affordable prices for Egypt's agricultural sector. Our focus on meeting the unique energy needs of rural communities, coupled with our commitment to quality, service, and sustainability, sets us apart from competitors and strengthens our mission to promote energy independence in Egypt. Our strategy leverages local expertise, competitive pricing, and comprehensive services to capture a significant share in the solar energy market for agricultural and rural use, ensuring long-term growth and positive impact.





## 2- Buyer persona

محطات طاقة قدرات من المتوسطة للكبيره من 30 حصان ل 100 حصان	(الصعيد) اسيوط- سوهاج المنيا -بني سويف - الفيوم- اسوان
محطات من صغيرة لمتوسط من 5.5 حصان ل 60 حصان	البحيرة - الجيزه - السكندرية السدادات-
محطات طاقة قدرات من المتوسطة للكبيره من 20 حصان ل 80 حصان	(الواي الجديد)

## 3- Competitive Advantage

Al Mottaheda has a strong competitive advantage in the solar energy sector for several reasons:

- **Extensive Experience:** With over 10 years of expertise in this field.
- **Specialized Team:** A highly qualified team provides innovative solutions tailored to clients' needs.
- **Local Manufacturing:** The company manufactures its own mounting structures, ensuring high quality and faster delivery.
- **Comprehensive Maintenance:** Offers continuous maintenance services to ensure systems operate efficiently.
- **Commitment to Deadlines:** Known for professionalism and dedication to meeting client needs on time.

In short, the company is a leader in solar energy, providing high-quality products and services to its clients.

# Tactics

## Marketing Mix Overview



## Channels

### 1. Direct Sales (B2B)

Sales team assesses energy needs with face-to-face meetings

Participation in industry expos with brochures and product info

### 2. Digital Marketing

Social media ads targeting specific industries and locations  
Posting Frequency & Timing

### Social Media Posting Frequency:

4-5 times per week, aiming for daily posts

### Paid Ads Campaigns:

Continuous ads for lead generation, daily during key periods  
Ongoing ads 3-4 times per week

## Optimal Posting Times:

Facebook: 12 PM – 3 PM daily  
=Paid Ads: 6 PM – 9 PM on weekdays

## Types of Content

Infographics  
Stories  
Videos

Installation photos and testimonials

## Tone of Voice

1. Friendly – For farmers and small businesses
2. Educational and Informative – For the general public

## Content Calendar

<https://drive.google.com/drive/folders/1-AVUHq19VQLQxhCCcDowLmvw3fNYao0d>

# CONTROL

## 1- Key Performance Indicators (KPIs)

1. Social Media Engagement: Monitor likes, shares, comments, and clicks on Facebook.
2. Click-Through Rate (CTR): Measure the percentage of users who clicked on ads to assess effectiveness.
3. Leads Generated: Track potential customers to evaluate marketing campaigns.
4. Cost per Lead (CPL): Assess the efficiency of lead generation by measuring the cost per lead.
5. Customer Lifetime Value (CLV): Predict long-term profitability by calculating total revenue per customer.
6. Sales Conversion Rate: Measure how many leads convert into paying customers.
7. Churn Rate: Track the percentage of lost customers over time.

## 2: Evaluation Methods

**Monthly Reporting:**

Create reports to summarize social media engagement trends.

**A/B Testing:**

Run tests to optimize social media ads.

**Social Media Audits:**

Review follower growth, engagement rates, and content reach regularly.

## 3: Feedback Mechanisms

### Client Feedback:

Send follow-up surveys to clients after project completion to measure satisfaction.

### Internal Team Feedback:

Hold monthly meetings with sales and marketing teams to discuss progress, challenges, and customer insights.

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## 4: Adjustment Plans

### Budget Adjustments:

Modify ad campaign budgets if desired results aren't achieved.

### Posting Frequency and Timing Adjustments:

Adjust social media schedules based on which times are most effective for engagement.

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## 5: Regular Reviews & Success Benchmarks

### Competitor Analysis:

Monitor competitors' strategies to stay competitive.

### Success Benchmarks:

Measure whether our company's presence in the agriculture market is growing compared to others.



في انتظاركم في معرض green energy من 31/10 إلى 2/11  
● حضور اكبر دكتورة وخبراء الطاقة المتجدد والمناخ وجميع الزراعات داخل معرض الطاقة الخضراء بقرية العز بجوار بوابة مدينة السادات الصناعية الكيلو 90 ● وزارة الزراعة واستصلاح الأراضي - جمهورية مصر العربية وزارة البيئة المصرية - Ministry of Environment محافظة المنوفية Minufiyah دكتور محمد علي يسعنا ويسعدنا بشرفكم #green\_energy #الطاقة\_الشمسية



## تواصل مع فريقنا

للاستفادة  
من عروضنا الخاصة  
على منتجاتنا وخدماتنا



أفضل عقود التركيب والصيانة

01272131709

تواصل معنا الآن الفوترة - النباتات - الصناعية السابعة



قررت ان الطاقة الشمسية هي الحل ولازم تنشأ محطتك في اقرب وقت !!!  
لازم تعرف ان اهميه الشاسيه هو اهم جزء عشان تتفادى خسائر بمئات الآلاف زى ما حصل مع أصحاب المزارع في العاصف الشتوي؟! ضروري تأخذ بالك من النقط دي

1\_ يكون مصمم بشكل هندسي على أيدي مهندسين متخصصين والتعامل مع شركة للضمان في حاله حدوث اي مشكلة  
2\_ يكون مهيا انه يتتحمل الهواء المفتوح والرطوبة العالية في جميع الأماكن  
3\_ يفضل يكون مدهون بدھان إبیوكسي عشان يحميه من الصدا على المدى البعيد ويكون عمره الأفتراضي اطول  
4\_ يكون من قطاع C كمر 12 لتحمل الهواء والخلايا في الأماكن الزراعية  
- يفضل يكون شاسيه صانيه لضمان جودة وقوه تحمل الشاسيه  
- يفضل استخدام اربع رجال لضمان قوه تمركز وكفاءة الشاسيه كل المواصفات دي واكثر في شاسيه المتحرك  
كلمنا واعرف اكتر اي المناسب لك والسعر

01111933844  
موبايل 012 72131709  
واتساب 01111933844  
كلمنا دلوقتي واسأل عن القدرة المناسبه ليك !  
او تفضل بزيارتني في مقرنا  
العنوان: <https://goo.gl/maps/MZ28WDuzy9fjtDr5>



## Screenshots



الشتا قرب وعايز تستغل انخفاض الاسعار 😊  
وبتدور علي منظومة طاقة شمسية كفاءتها عالية وقدراتها موفرة وتديك أداء مميز؟  
عايز تقلل من فاتورة الكهرباء الشهرية؟ متخوف من عملية التركيب والصيانة  
خدمة ما بعد البيع؟ المتحدة هي الحل، لأنها تميز بـ تصميم وتركيب محطات بقدرة تحمل عالية للظروف الجوية المختلفة في  
احماء مصر بسبب قوة تصميم الشاسيه وصناعته ✓  
عمر افتراضي طويل مع ضمان على كل مكان ✓  
تكلفة صيانة منخفضة ✓  
أسعار وقدرات مناسبة يحددها المكتب الفني تلي احتياجاتك المطلوب ✓  
ولدية رخصة قيادة ✓  
مطلوب فنيين كهرباء تركيبات طاقة شمسية  
المقر / محافظة المنوفية-مدينة السادات-المنطقة الصناعية السابعة  
للتواصل لأرسال ال CV واتساب 01272131709

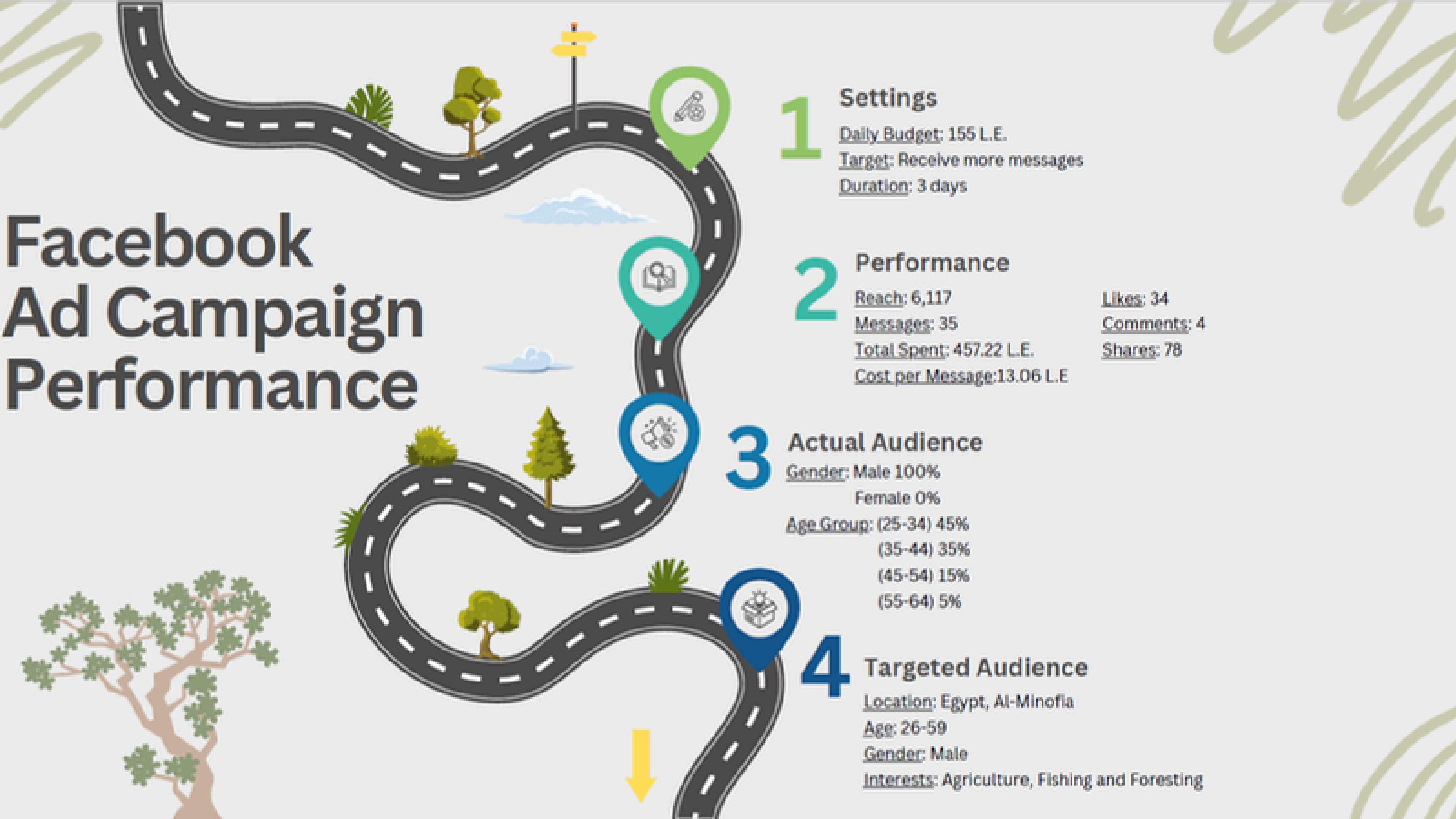


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كلمنا واعرف اكتر اي المناسب لك والسعر

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# Facebook Ad Campaign Performance





# Recommendations

1. Set a Strong Budget: This ensures effective marketing activities that can grow and reach a larger audience.
2. Build a Long-Term Strategy: Keep steady growth and adjust to market trends over time.
3. Keep the Website Fully Functional: To support marketing efforts and give a smooth user experience.
4. Use Video Marketing: Videos tend to create more engagement than regular posts, helping connect better with the audience.



**THANK TOU**  
For watching this presentation

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الهندسية

