



DIGITAL PULSE TEAM

WELCOME TO

DIGITAL MARKETING

Start Exploring Our World

Smarter Digital Future



DIGITAL PULSE TEAM



DIGITAL PULSE

Team Members, Color Identity, and Logo.





DIGITAL PULSE TEAM

DIGITAL PULSE TEAM is a Temp premium digital marketing Group with Five Members that specializes in providing innovative and elegant solutions for DEPI course.

Brand visual identity is defined by a 3D logo featuring a digital world map and a pulse line, symbolizing connectivity and dynamic energy. A sophisticated color palette of navy blue, youth green, and pure white is used to create a unique and professional aesthetic.

Smarter Digital Future



Zeinab Ali
Deputy Manager

Hanan Salah
Content Creator

Ahmed Ibrahim
Senior Member

Mohamed Hamdy
Data Analyst

Mohamed Abdelhamid
Project Manager



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Our Color Identity



The Brand Color Identity for DIGITAL PULSE

Digital Pulse colors show trust and energy.
Dark blue and purple mean professionalism and reliability.
Green and bright blue show growth and energy.
Orange and yellow are used only for framing and lines.
Together, the colors make the brand look stable, creative, and modern.



Logo on Blues and Purples



Logo on vibrant green



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Project Database

(B2B Business – Office Furniture and Workspaces)

Business Study – Future Vision Company

- 1) Project Details
- 2) Overall Market Research
- 3) PIVOTAL Framework
- 4) Business Model Canvas
- 5) 7P analysis
- 6) SWOT Analysis Future Vision & Competitors
- 7) Overall Recommendations summary
- 8) Financial assessment and risk management
- 9) Completion Timeline
- 10) KPIs with 5S's during (2025)

Digital Marketing's Strategy

- 1) Strategy Summary
- 2) Competitive Analysis
- 3) STP (Segmentation + Targeting + Positioning)
- 4) Buyer Personas
- 5) Digital Channel
- 6) Budget Summary
- 7) Planned KPIs
- 8) Content Strategy
- 9) Content Plan
- 10) Content Calendar
- 11) Social Media
- 12) Lead Tactics

Final Recommendations and Report

- 1) Comparison
- 2) Achievement
- 3) KIPs
- 4) Recommendations





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W E L C O M E T O



Future Vision Digital Marketing Project

Start Exploring Our Project

Smarter Digital Future



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EXECUTIVE DESK

PRESTIGE

DESCRIPTION

- Executive L-shaped desk.
- 38mm thick MDF wooden top padded with artificial leather (Available in melamine/ veneer finish) based on metal structure.
- Attached double sided credenza includes 2 lockable drawers natural veneer finish.
- Drawers with soft close mechanism, and concealed runners.
- Including concealed cable management system with wooden flap.
- Excluding electric source and grommet power outlet.



DIMENSION

- 380 x 160 x 75 CM
- 200 x 180 x 75 CM
- 225 x 180 x 75 CM
- 250 x 180 x 75 CM

Color Options: BLACK, GREY, WHITE, PLANE, BIRCHWOOD, OLIV, LINEN, OAK, CHESTNUT, MAPLE, CEDAR, WALNUT

EAGLE

DESCRIPTION

- Executive meeting table.
- 25mm thick MDF 45° chamfered wooden top in veneer finish.
- Based on massive wood structure covered with curved metal legs formed from 15mm metal sheets in electrostatic powder coated paint.
- Including concealed cable management system with aluminum flap.
- And available conference table from each type.



DIM

- 600 X 140 X 77 CM

MEETING TABLE

SHARP

DESCRIPTION

- Executive meeting table.
- 70mm thick MDF veneered wooden top based on wooden structure.
- Standing on two veneered wooden boxes 350x350mm.
- Includes concealed cable management system.
- And available conference table from each type.



DIM

- 200 X 120 X 75 CM
- 250 X 120 X 75 CM

Color Options: BLACK, GREY, WHITE, PLANE, BIRCHWOOD, OLIV, LINEN, OAK, CHESTNUT, MAPLE, CEDAR, WALNUT

1. Project Idea

To design and implement a comprehensive digital marketing strategy that positions Future Vision as the leading provider of office furniture and indoor finishes for banks in Egypt. The project will focus on enhancing brand awareness, generating quality leads, strengthening client trust.

2. Project Name

Future Vision





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Project Description and Detail

- **Project Name:** Future Vision
- **Company Vision:** To be the active partner of choice through the provision of world-class office furniture manufactured and delivered as an output of global best business practices.
- **Company Mission:** We specialize in the supply of office furniture together with innovative design solutions. Our services include office space planning and design, office refurbishment. We are committed to delivering superior product quality along with excellent service.
- **Project's Short Description:** A comprehensive digital marketing strategy to position Future Vision as a trusted leader in office furniture and innovative workspace solutions while generating high-quality B2B (**brand awareness and leads**).
- **Goal:** Transform Egyptian and regional work environments into smart, sustainable, and cost-effective spaces.
- **Core Message:** Future Vision delivers modern, ergonomic, and high-quality office furniture at competitive prices with flexible solutions for startups, SMEs, banks, and corporates

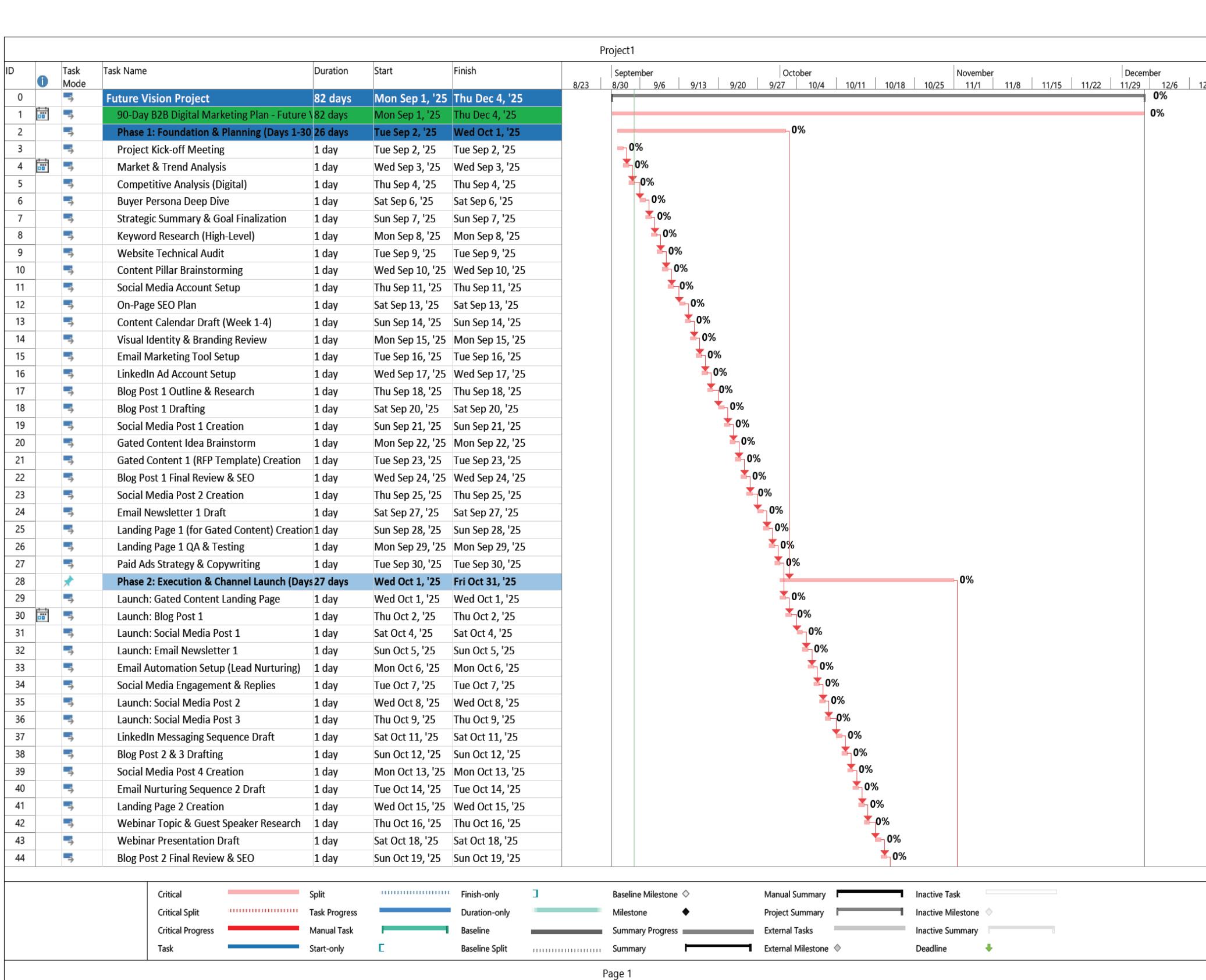


FUTURE VISION
Office Furniture

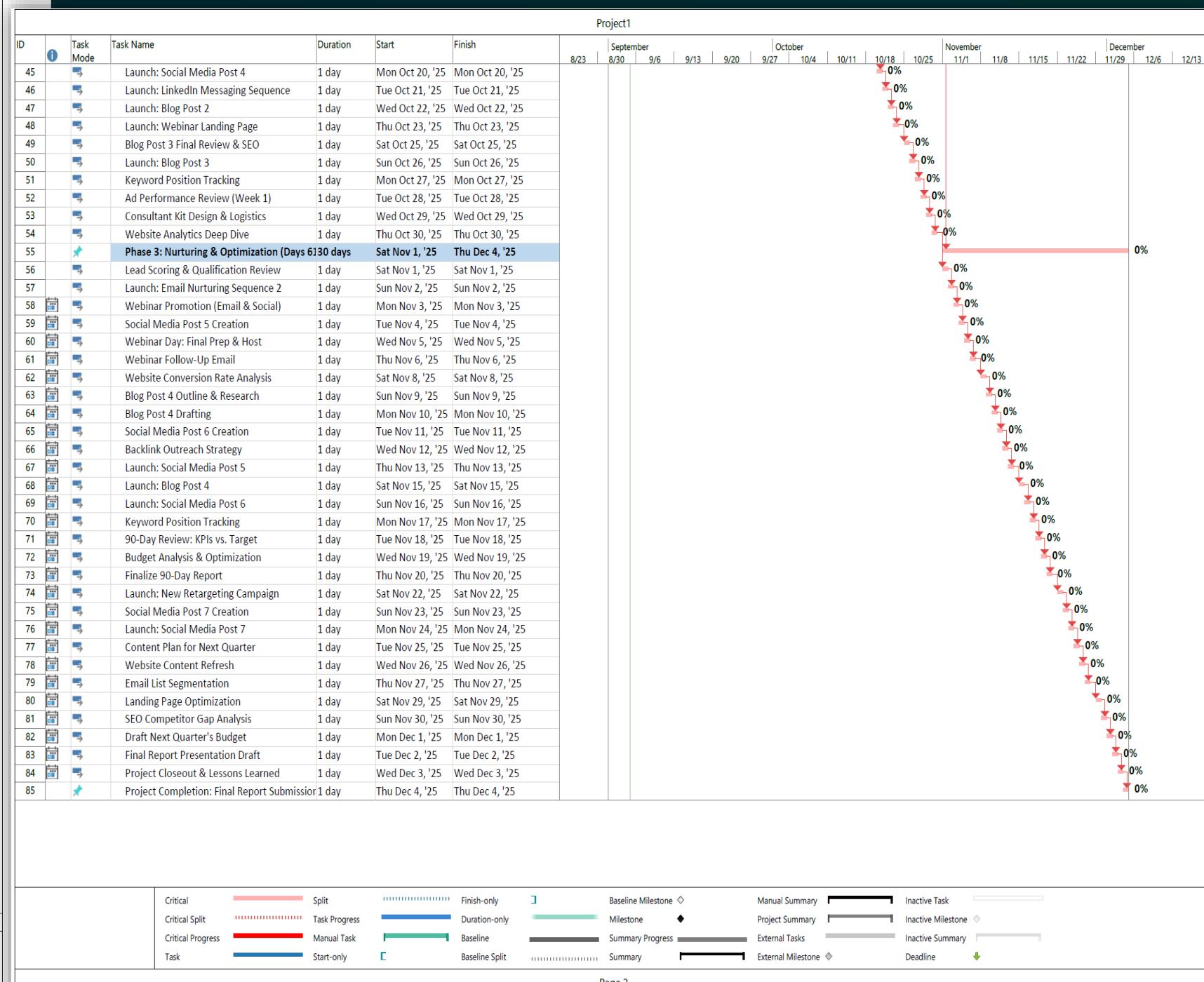
YOUR OWN PLACE TO OUTFIT
YOUR **WORKSPACE**



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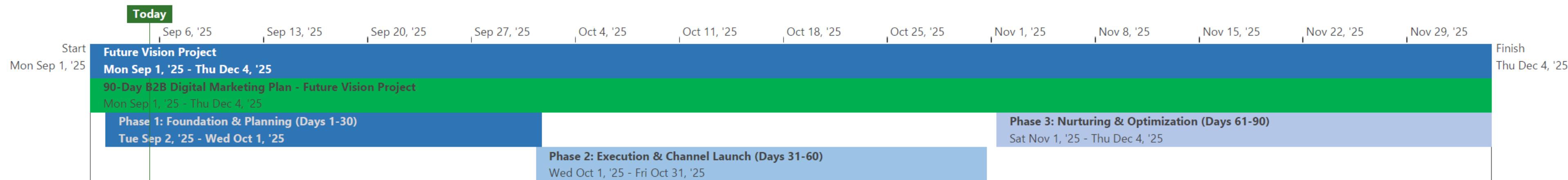
Project Time Schedule





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Project Timeline and Tasks



% Work Complete

0%

Mon Sep 1, '25 - Thu Dec 4, '25

UPCOMING TASKS

REMAINING TASKS

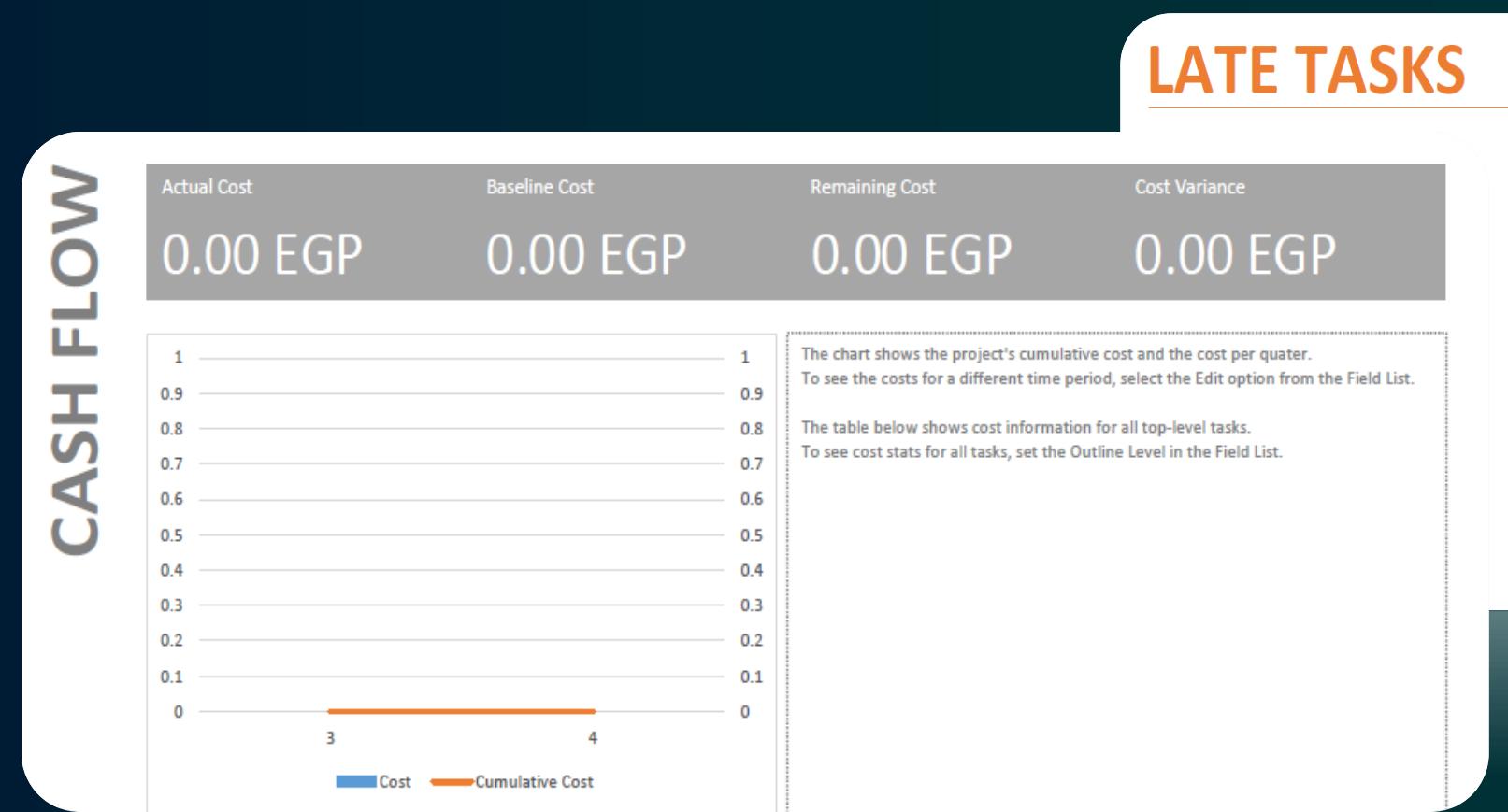
Status of remaining tasks that are due this week

Name	Resource Names	Start	Finish	Work
90-Day B2B Digital Marketing Plan - Future Vision Project		Mon Sep 1, '25	Thu Dec 4, '25	0 hrs
Phase 1: Foundation & Planning (Days 1-30)		Tue Sep 2, '25	Wed Oct 1, '25	0 hrs
Project Kick-off Meeting		Tue Sep 2, '25	Tue Sep 2, '25	0 hrs
Market & Trend Analysis		Wed Sep 3, '25	Wed Sep 3, '25	0 hrs
Competitive Analysis (Digital)		Thu Sep 4, '25	Thu Sep 4, '25	0 hrs

TASKS STARTING SOON

Status of tasks starting in the next week

Name	Resource Names	Start	Finish	Work
90-Day B2B Digital Marketing Plan - Future Vision Project		Mon Sep 1, '25	Thu Dec 4, '25	0 hrs
Phase 1: Foundation & Planning (Days 1-30)		Tue Sep 2, '25	Wed Oct 1, '25	0 hrs
Project Kick-off Meeting		Tue Sep 2, '25	Tue Sep 2, '25	0 hrs
Market & Trend Analysis		Wed Sep 3, '25	Wed Sep 3, '25	0 hrs
Competitive Analysis (Digital)		Thu Sep 4, '25	Thu Sep 4, '25	0 hrs



LATE TASKS

Tasks that are late as compared to the status date. A task is late if its finish date has passed or it is not progressing as planned.

Name	Start	Finish	% Complete	Remaining Work	Resource Names
90-Day B2B Digital Marketing Plan - Future Vision Project	Mon Sep 1, '25	Thu Dec 4, '25	0%	0 hrs	
Phase 1: Foundation & Planning (Days 1-30)	Tue Sep 2, '25	Wed Oct 1, '25	0%	0 hrs	
Project Kick-off Meeting	Tue Sep 2, '25	Tue Sep 2, '25	0%	0 hrs	
Market & Trend Analysis	Wed Sep 3, '25	Wed Sep 3, '25	0%	0 hrs	
Competitive Analysis (Digital)	Thu Sep 4, '25	Thu Sep 4, '25	0%	0 hrs	



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EGYPT Construction Market Overview

Egypt Construction Market Overview:

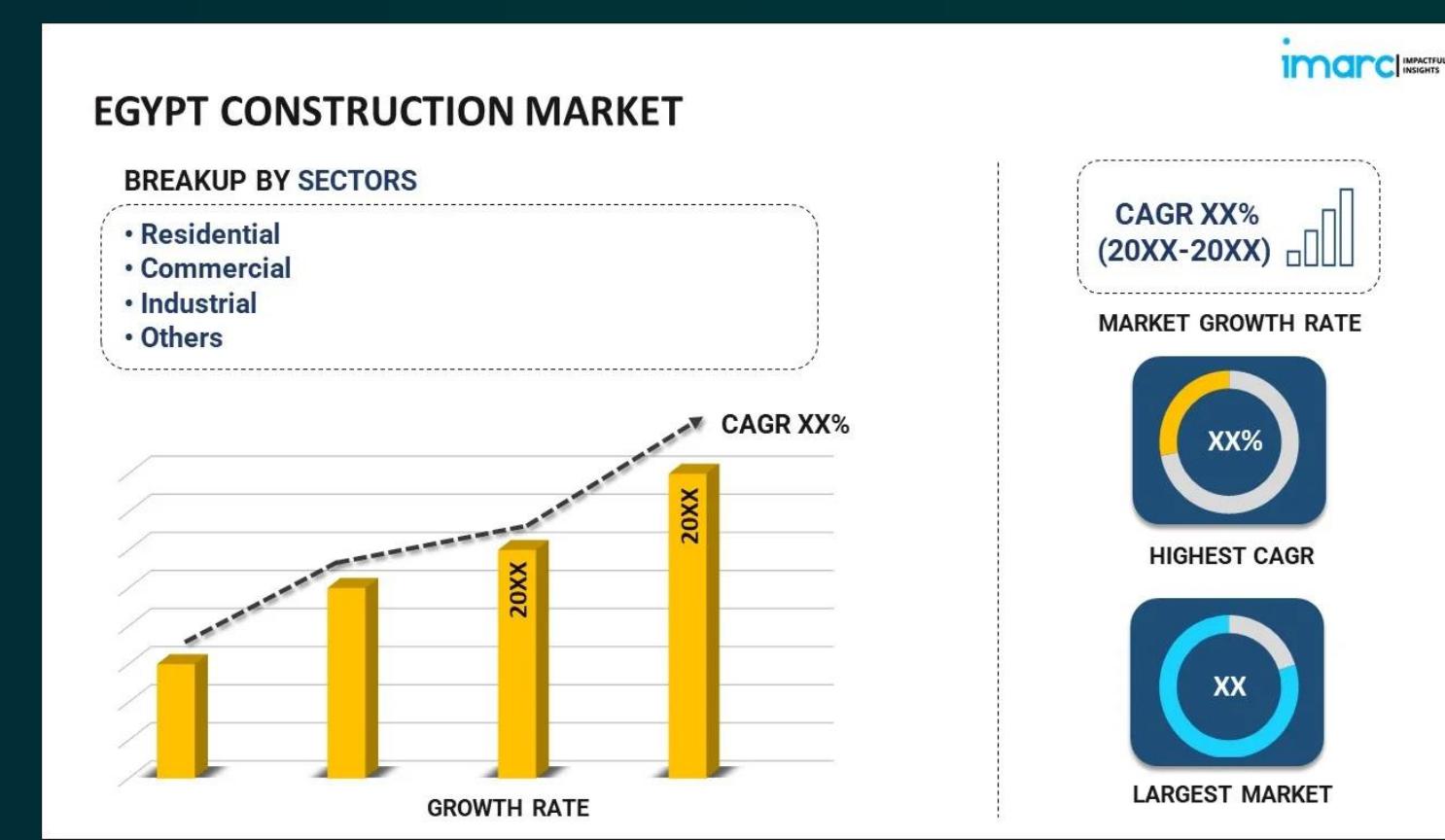
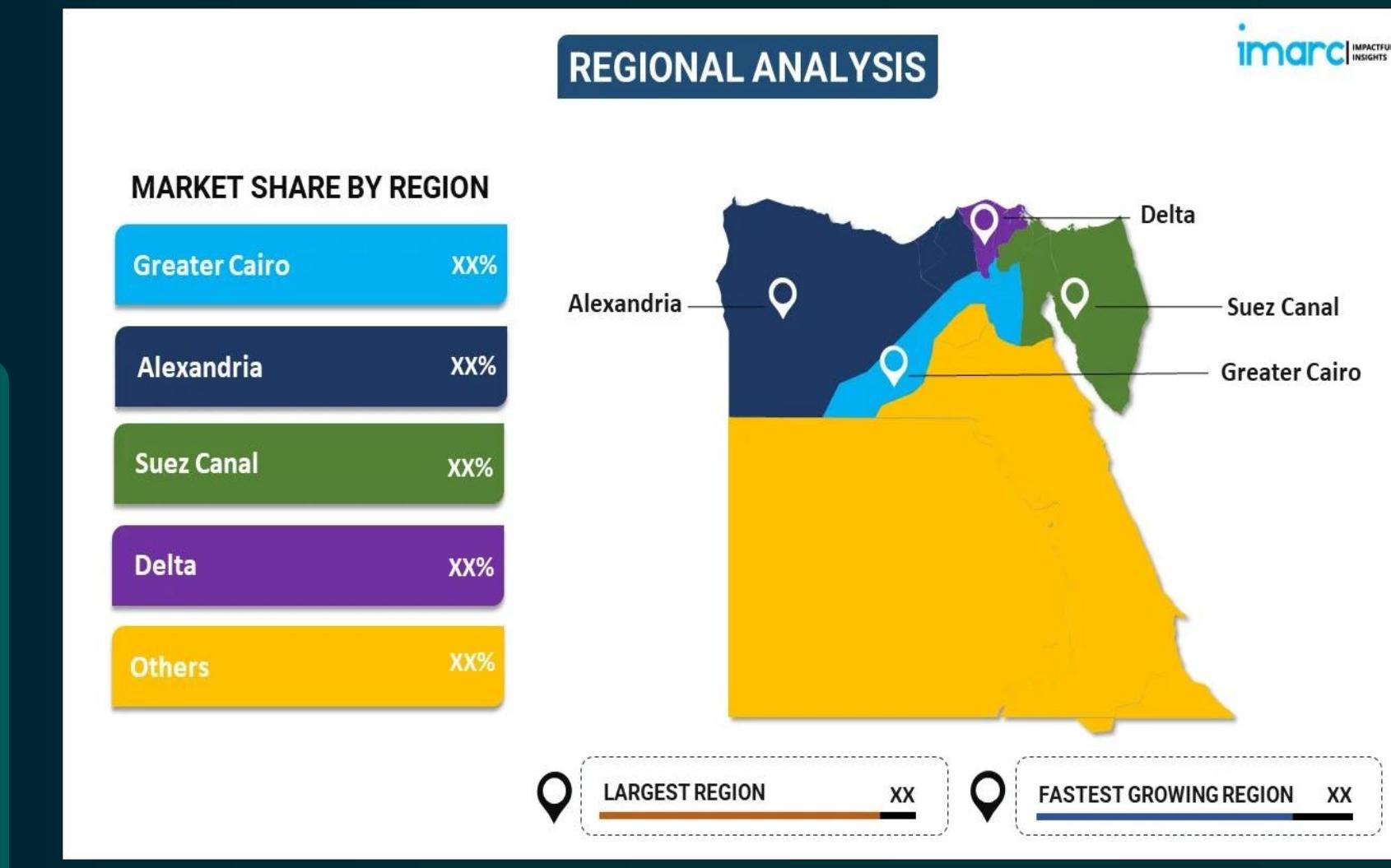
The Egypt construction market size reached **USD 27,079.4 Million** in 2024. Looking forward, IMARC Group expects the market to reach **USD 55,362.0 Million** by 2033, exhibiting a growth rate (CAGR) of 8.27% during 2025-2033. The market is experiencing robust growth, driven by urbanization, extensive infrastructure projects, and increased foreign investments. Key trends include sustainable construction practices, technological advancements, and significant government-led initiatives, such as the development of new cities and major transportation projects, thereby enhancing the sector's expansion and modernization.

Report Attribute	Key Statistics
Base Year	2024
Forecast Years	2025-2033
Historical Years	2019-2024
Market Size in 2024	USD 27,079.4 Million
Market Forecast in 2033	USD 55,362.0 Million
Market Growth Rate 2025-2033	8.27%

EGYPT Construction Market Overview



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EGYPT Market Research Office Furniture

Egypt Office Furniture Market Overview:

The Egypt office furniture market size reached **USD 229.52 Million** in 2024. Looking forward, IMARC Group expects the market to reach **USD 310.37 Million** by 2033, exhibiting a growth rate (**CAGR**) of **3.31%** during 2025-2033. The growth of Egypt's real estate sector and the rise of e-commerce are significantly influencing the office furniture market. New commercial developments and digital platforms are driving the demand for modern, customizable furniture. E-commerce offers greater flexibility, competitive pricing, and convenience, fueling the Egypt office furniture market share and increasing reliance on online shopping.





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EGYPT OFFICE FURNITURE MARKET: EXECUTIVE SUMMARY & OVERVIEW



MARKET SIZE & GROWTH

2024: USD 229.52M

2033: USD 310.52M

CAGR (2025-2033): 3.31%

KEY DEMAND DRIVERS

- Urban Expansion / New Cities
- Bank Branch Renovation
- Mega-Projects (NAC)

B2B DEMAND BEHAVIOR (BANKS & INSTITUTIONS)

- Durability & Warranty
- Ease of Install/Dsaspenbnly
- After-Sales Services

Egypt Office Furniture Market: Executive Summary – Key Points

EGYPT OFFICE FURNITURE MARKET OVERVIEW



REPORT ATTRIBUTE	KEY STATISTICS
Base Year	2024
Forecast Years	2025-2033
Historical Years	2019-2024
Market Size in 2024	USD 229.52 Million
Market Forecast in 2033	USD 310.52 Million
Market Growth Rate 2025-333	31%



GROWTH OF
REAL
ESTATE SECTOR



SHIFT TOWARD DIGITAL
& ONLINE SHOPPING



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 INFOMAPT
INFOGRAPHIC

EGYPT OFFICE FURNITURE MARKET: KEY DRIVERS & SUPPLY CHAIN



Supply Chain – Key Points

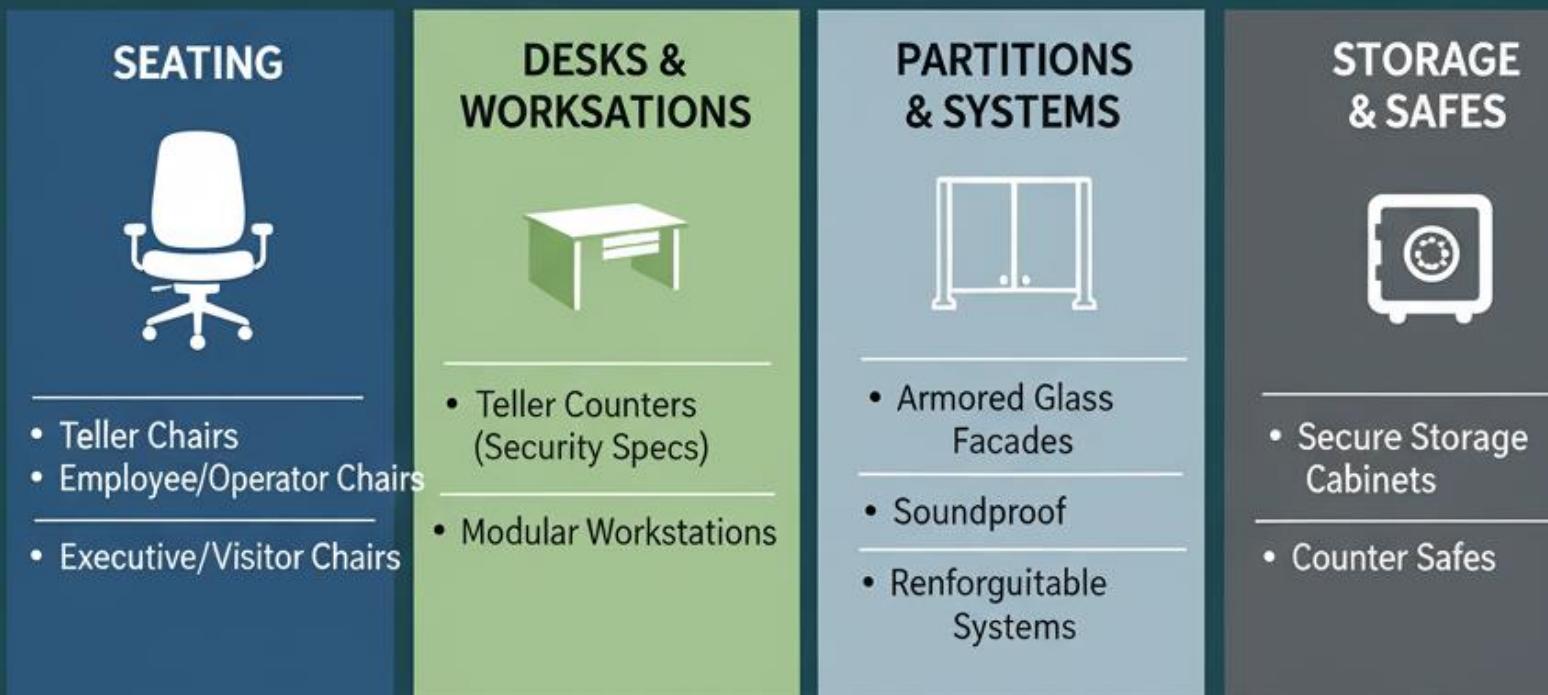




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EGYPT OFFICE FURNITURE MARKET: SEGMENTATION & PRICE BENCHMARKS

MARKET SEGMENTATION BY PRODUCT (BANKING SECTOR FOCUS)



MARKET PRICE BENCHMARKS (EGP - Examples)

CHAIRS	DESKS & WORKSTATIONS	PARTITIONS (Per Meter)
Basic Mesh/Task: 2,800 - 4,000 Ergonomic Models: Up to 13,500	Individual Desks: 1,900 - 12,000 4-Seat Cluster: 24,000 - 30,000	Glass/Insulating: 2,500 - 6,000

Project Prices (Volume/Specs) vary significantly. Source: Local Suppliers, Homzmart, Tech-EG, etc.

Market Segmentation by Product and Material



COMPETITIVE LANDSCAPE

WORKSPACE EXPO EGYPT

+ WORKSPACE EXPO-20YPT Trecole to amanios fom Plastic Rolet
Allt Herreitsats. AO (Mid 2025-2023)

REPORT COVERAGE

Report Caws	Ornitonta Inssglen
Coups Ferterred	Ofoos 2208 Sing
Restis Camt and 2023	Sars* 20 / Cmal

Specifiction (Incentives Implied by Reals)

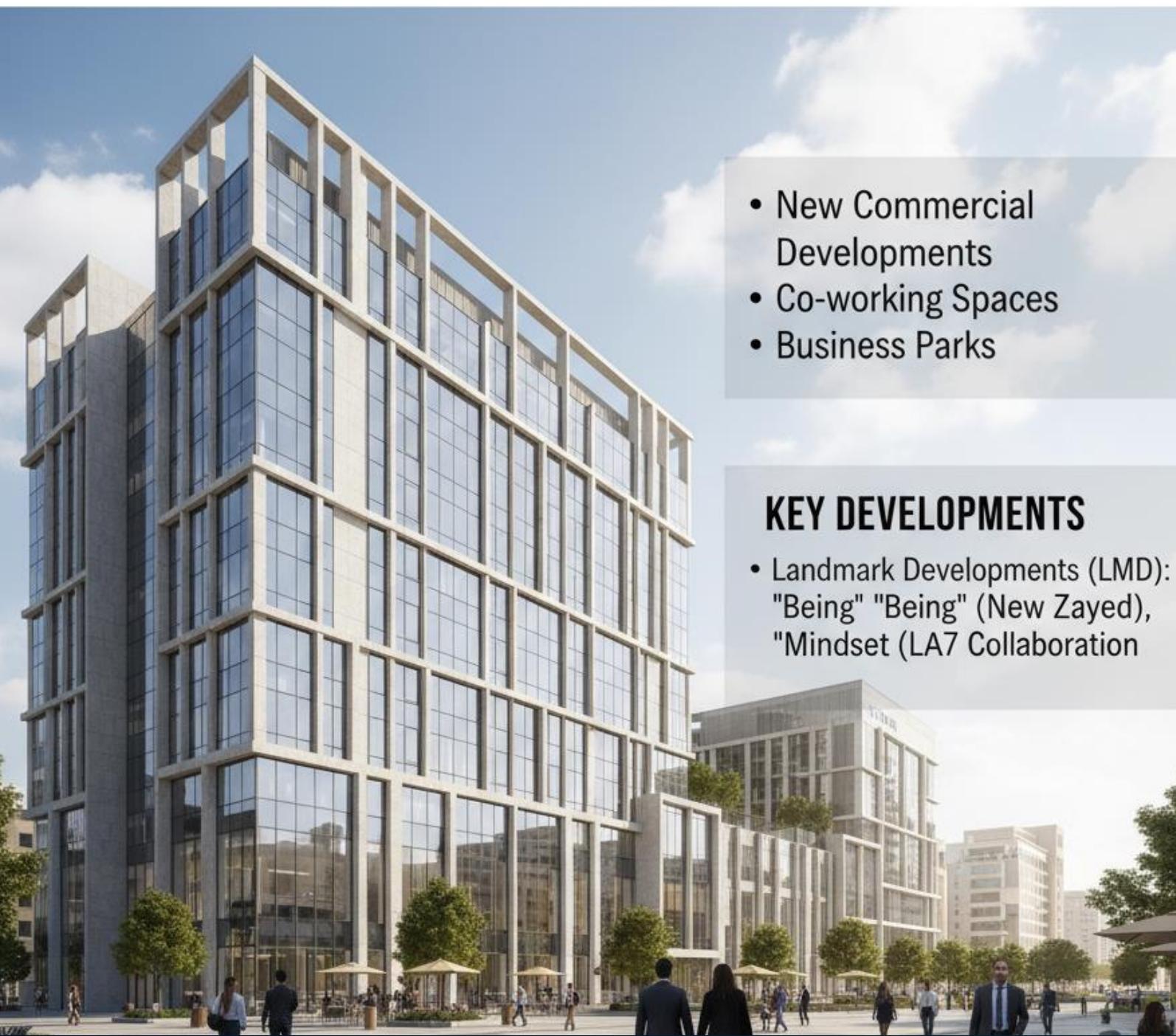




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EGYPT OFFICE FURNITURE MARKET TRENDS

Growth of the Real Estate Sector: Fueling Demand for Modern Workspaces



- New Commercial Developments
- Co-working Spaces
- Business Parks

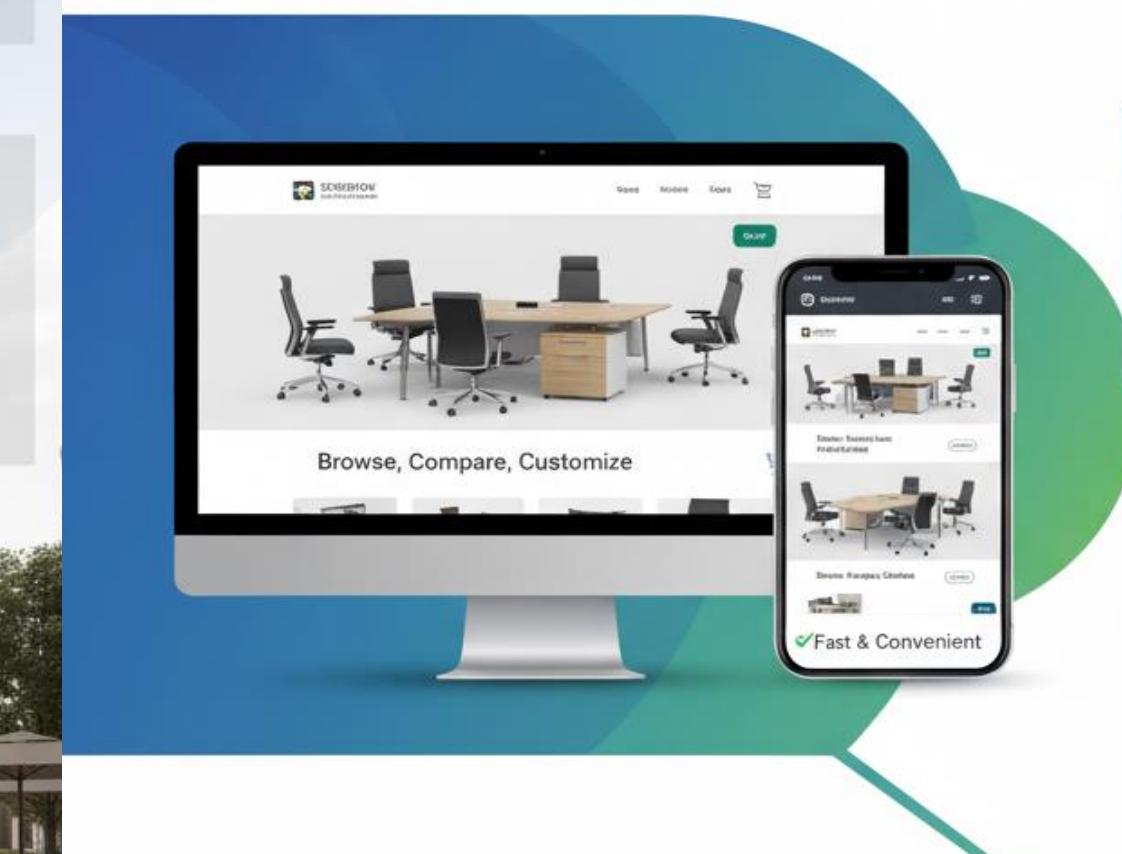
KEY DEVELOPMENTS

- Landmark Developments (LMD): "Being" "Being" (New Zayed), "Mindset" (LA7 Collaboration)

Market Trends

EGYPT OFFICE FURNITURE MARKET TRENDS

Shift Toward Digital & Online Shopping:
The Future of Procurement



KEY E-COMMERCE GROWTH STATISTIC

8.36% CAGR 

E-commerce Market Egypt (2025-3033)

ONLINE PLATFORM BENEFITS

- Wider Product Range
- Competitive Pricing
- User Reviews
- Customization Options
- Direct Marketplaces





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EGYPT OFFICE FURNITURE MARKET: PRACTICAL & ACTIONABLE RECOMMENDATIONS

Actionable Strategy for Market Entry & Improving Bank Offers



1. Tiered Offer Offer Matrix

- Economy / Mid / Premium Tiers
- Different Specs & Warranty
- Use in Tender Offers

Source: Mordor Intelligence



2. Stipulate Standards & Warranty

- 3-5 Year Warranty & Maintenance

Sources: bifma.org, eos.org,eg, mohr.org,eg, momfurniture.com



3. Hybrid Supply Price Model

4. Focused Field Survey

- Collect 30 Supplier Quotes (Standard)
- Import Specialized Components
- Sample BOffice + Desk + Partition
- Analyze Total Cost of Ownership (TCO)

Source: TendersOnTime SIS



5. Long-Term Contracts

- Offer 3-5 Year Maintenance
- Detailed Price Quotes
- Decisive for B2B Contracts

Source: mohdeisOniture.com

Practical and Actionable Recommendations :

(For market entry or improving bank offers)

EGYPT OFFICE FURNITURE MARKET: PERFORMANCE INDICATORS & STANDARDS



Suggested Standard Specifications in Bank Tenders

- Durability (Test Cycles)
- Fire Resistance / Certified Materials
- Weight & Performance (BIFMA/Equivelent)
- 3-5 Year Spare Parts Warranty
- Installation & Dissambely Terms
- Disposal / Recycling Rules

Sources: bifma.org, eos.org,eg



Testing & Certification Requests

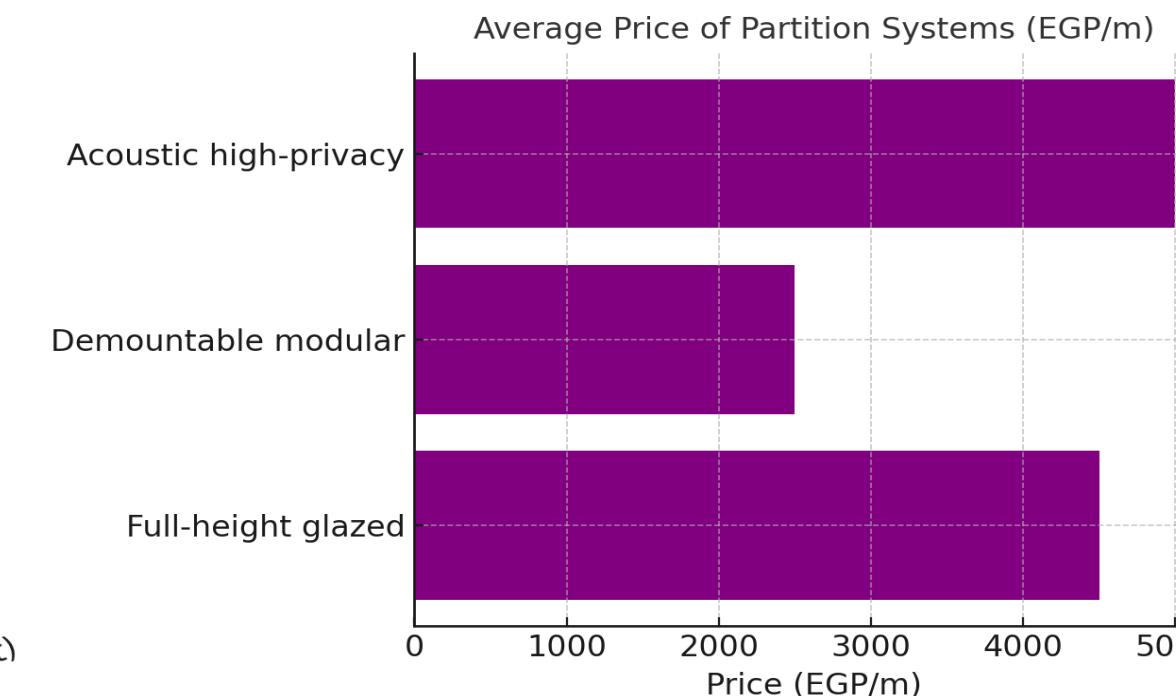
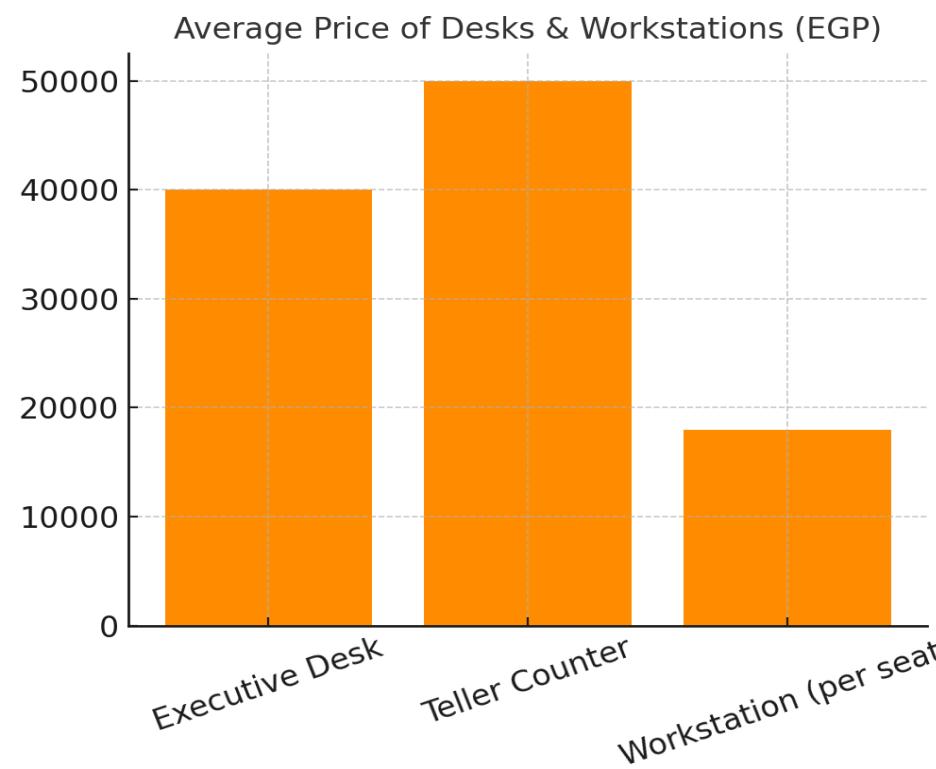
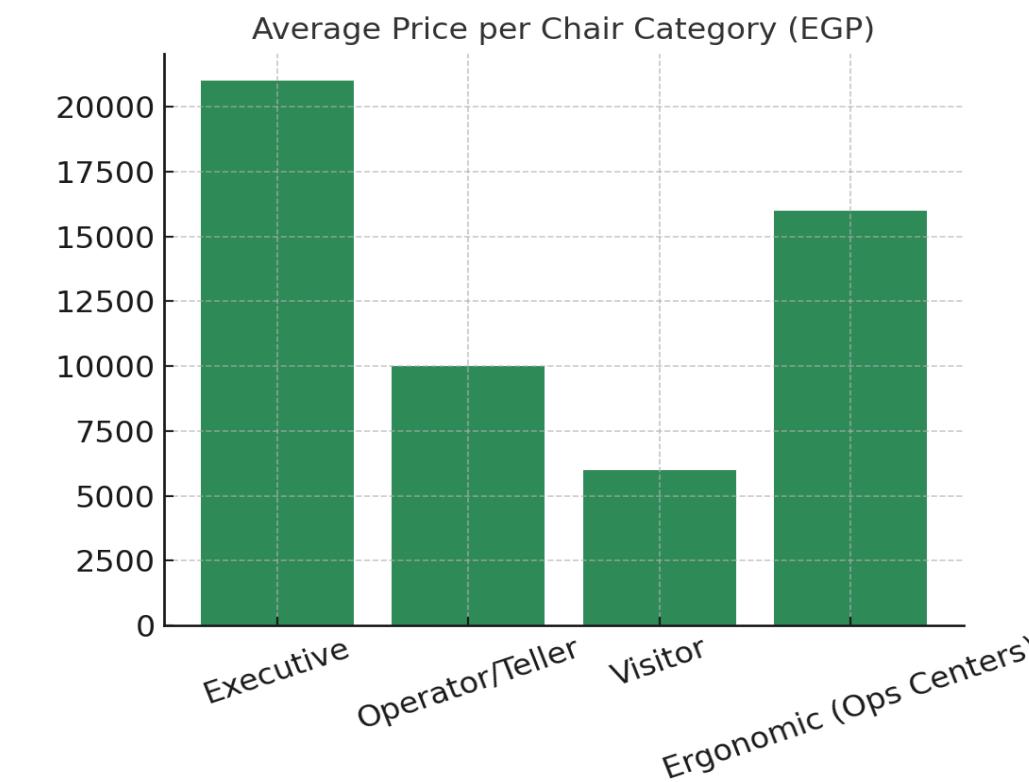
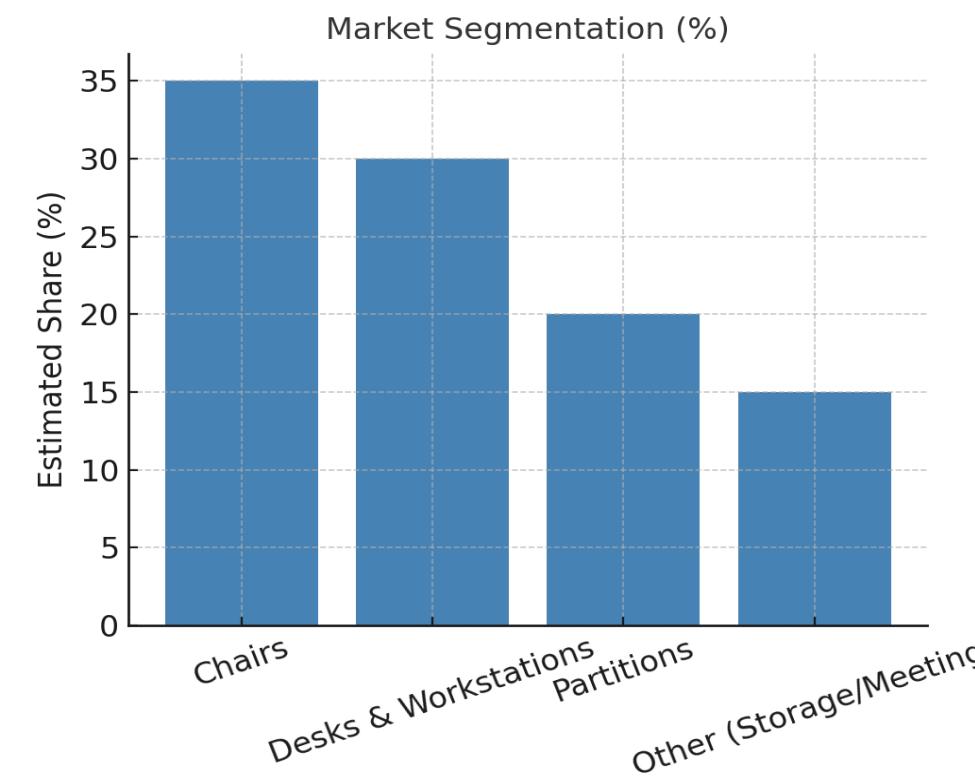
Many banks require:
Performance Certificates,
Laboratory Tests (European Equivalent),
or Product Updates to match locally
tomanety locally approved OOS
Specifications.

Sources: bifma.org, eos.org,eg



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Egypt Office Furniture Market - Banking & Corporate Sector



EGYPT Office Furniture Market (Summary)

1. Executive Summary

- Market Size: \$229.52M (2024) \$310.37M (2033, CAGR ~3.31%)
- Key Drivers: Urban Expansion, New Cities, Bank Renovation
- B2B Demand:
 - Durability
 - After-Sales Service

2. Market Figures & Indicators

- Market Growth**
\$229.52M (2024) > \$310.37M (2033)
- Trade (2023):**
Exports ~261M, Imports ~94-103M
- B2B Share:** ~70%

3. Market Segmentation



4. Market Price Benchmarks (EGP)

	Chic ~2.8k-4k Ergonomic Up to ~13.5k
	Meter Glass/Insulating ~2.5k-6k

Project Prices (Volume/Custom) Vary - BOM Survey Recommended

5. Performance & Standards (Bank Tenders)



- Durability & Testing (BIFMA/EOS)
- Fire Resistance
- 3-5 Year Warranty
- Installation/Desassembly Terms

Testing & Certifications Required by Banks



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1.3 PIVOTAL Framework

- **Abridged details about PIVOT**
- The **PIVOT framework** is a strategic tool used to rethink or reposition a business. It structures thinking into five key areas that guide transformation and growth
- Purpose: Why the business exists
- Innovation: New solutions/products that differentiate
- Value: Benefits delivered
- Outreach: How to reach customers
- Transform: The evolution achieved

1.5 Seven [P] Analysis

- Product: Modular, ergonomic, eco-certified furniture.
- Price: Tiered pricing (Good/Better/Best) + project discounts.
- Place: Showrooms, e-commerce RFQ, distributors.
- Promotion: SEO, LinkedIn ads, webinars, trade fairs.
- People: Skilled B2B consultants, installation teams.
- Process: Streamlined workflow (design → production → after-sales).
- Physical Evidence: VR showroom, case studies, testimonials.

1.4 Business Model Canvas

- **Customer Segments:** Banks, corporates, SMEs, startups, contractors.
- **Value Proposition:** Ergonomic, modular, eco-friendly furniture; turnkey solutions; reliable after-sales.
- **Channels:** Website RFQ, LinkedIn ABM, exhibitions, distributors.
- **Customer Relationships:** CRM-driven ABM, loyalty programs, SLAs.
- **Key Partners:** Suppliers, logistics providers, banks (financing).
- **Key Activities:** Design, manufacturing, R&D, installation, marketing.
- **Key Resources:** Factories, engineers, CRM, sales team.
- **Cost Structure:** Raw materials, labor, logistics, marketing.
- **Revenue Streams:** Product sales, turnkey projects (Proposed), service contracts.
- **Our Recommendation:**
 - Study eco-certified quick-ship modular lines.
 - Localize sourcing to reduce FX risk.
 - Invest in LinkedIn + SEO.
 - Implement CRM for segmentation and nurturing.
 - Create recurring revenue through service subscriptions.



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1.6 SWOT Analysis Future Vision & Competitors

1.6.1 Future Vision SWOT

- **Strengths:** Engineering expertise, pricing agility, after-sales service.
- **Weaknesses:** Lower brand visibility, limited digital presence.
- **Opportunities:** SME expansion, eco-friendly demand, modular adoption.
- **Threats:** FX volatility, imports from Asia, labor skill gaps.

1.6.2 Competitor Profiles

- **Mobica**
 - Largest local player, founded 1979 [\[mobica.net\]](http://mobica.net).
 - Strengths: Scale, brand heritage, sustainability, VR showrooms.
 - Weaknesses: Premium pricing, slower adaptability.
- **Innovo**
 - Founded 2012, imports high-end brands [\[innovo-eg.com\]](http://innovo-eg.com).
 - Strengths: Ergonomics, design-driven, corporate clients (HSBC, Microsoft).
 - Weaknesses: Import reliance, FX exposure, higher costs.

First Wood

- Established 1993, veneer/blockboard producer [\[firstwood.net\]](http://firstwood.net).
- Strengths: Material quality, vertical integration.
- Weaknesses: Limited range, weak marketing, low brand awareness.

Recommendation: Differentiate through speed, modular innovation, eco-certification, and digital leadership.

1.7 Overall Recommendations Summary to develop the business of Future Vision

- Dominate **digital demand generation** (SEO + LinkedIn ABM).
- Introduce **modular quick-ship** and **eco-certified product lines**.
- Apply **Value Engineering** to reduce COGS by 8–12%.
- Focus on **service contracts** with SLAs and warranties.
- Build **bank-focused case studies** to secure trust.
- **Market Gap:** There is a significant gap in digital marketing, as most competitors have a weak digital presence relative to their market position.
- **Opportunities for Future Vision:** Invest in digital content (LinkedIn, Instagram, videos), partner with startups, and offer eco-friendly products.

1.8 Financial Assessment & Risk Management

- **Revenue Target (Year 1):** EGP 36M.
- **Gross Margin Goal:** 32%.
- **Marketing Budget:** 5% of revenue (EGP 1.8M).
- **Lead Plan:** CPL EGP 400–800 → 1,000–1,500 MQLs/year → 12–60 projects.
- **Risks:** FX volatility, import delays, raw material inflation, labor shortages.
- **Mitigation:** Local sourcing, dual suppliers, phased campaigns, hedging.



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1.9 Completion Timeline

- **Project Time Schedule Overview**

This is a concise, 90-day digital marketing roadmap designed to position Company X as a key competitor to INN and MOB in the Egyptian banking sector.

- **The plan is divided into three key phases:**

- **Phase 1: Foundation & Planning (Days 1-30):** This phase is dedicated to strategic research, including market and competitor analysis, and creating a solid content and SEO strategy.
- **Phase 2: Execution & Growth (Days 31-60):** This phase focuses on launching core campaigns, publishing content, and running ads to generate qualified leads and increase brand visibility.
- **Phase 3: Nurturing & Optimization (Days 61-90):** The final phase involves analyzing performance data, optimizing campaigns for better results, and preparing a long-term strategy for future growth.

1.10 KPIs with 5S's during (2025)

- **1. Sell**
 - Target: **EGP 36M revenue** in 2025
 - **+25% sales growth** vs. 2024
 - 6 new banking projects **closed**
- **2. Speak**
 - **200,000 LinkedIn impressions/year**
 - **5,000 website leads** (SEO + content)
 - **2 industry events** (expo /webinars)
- **3. Serve**
 - **95% on-time delivery rate**
 - **90%+ client satisfaction** (NPS ≥ 8)
 - **24/7 after-sales response** within 48h
- **4. Save**
 - **15% cost reduction via modular/local sourcing**
 - **20% faster project turnaround**
 - **30% lower client OPEX (workspace efficiency)**
- **5. Seize**
 - **Launch 2 new product lines (eco + smart)**
 - **1 AR/VR showroom live by Q3 2025**
 - **Capture 8–10% market share of Egypt's \$310M sector**



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Live Discussion, Competitive Analysis Sheet, and Formal Communications of Project





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Noor Farrage's post

Noor Farrage · 3h ·

احنا في رواد بنغير فكر وعقول ، ومستقبل وسوق
وبنغير مسار بيزنس برضه 😊
بحب اخر ايام في الرحله بنتظير فيها نتائجها 😍

من مرحلة مراجعة المشروعات لترك Digital marketing

#depi #digitalart #digitalmarketing #project #business

10 comments 1 share

Like Comment

Live Discussion of Project with Dr. Noura Farrage





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9/25, 2:03 PM

Gmail - Invitation to Participate – Future Vision Market Study



Invitation to Participate – Future Vision Market Study

2 messages

Mohamed Abdelhamid <e.mohamed.abdelhamid@gmail.com>

To: "E...

Dear E...

Fri, Aug 29, 2025 at 3:09 PM

I hope this message finds you well.

We are the **Digital Pulse Team**, currently working on a **Digital Marketing project (DEPI)**. As part of this project, we are conducting a market study for **Future Vision Company**, a company specializing in office furniture and workspace design. The study involves creating a business persona to better understand real market needs.

Out of respect for your privacy and appreciation of your expertise, we kindly invite you to share your own details and insights directly with us. Participation is voluntary, and your input will play a valuable role in shaping the success of this project.

If you are happy to participate and support us, please fill in the attached form at your convenience.

Thank you in advance for your valuable contribution.

Regards,

Mohamed Abdelhamid

Project Manager

 Buyer Persona - [REDACTED]
46K

Formal Communications to obtain the involved parties acceptance. we believe Respecting Privacy of People & Focus on Real Personals

Tue, Sep 2, 4:12PM (8 days ago) ⚡ ⓘ ↗ :

to Mohamed, me, Ehab ▾

Dear Mohamed,

Thank you for your initiative and interest to share your project with me and to consider me as one of your personas.

Moreover, I am quite satisfied with the approach of acquiring the information from the proper source and the specific person of scope in complete and professional transparency rather than collecting the information from web pages.

I am looking forward to receive your project's presentation once completed to share the experience with our teams.

Best Regards,

[REDACTED]

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One attachment • Scanned by Gmail ⓘ





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Digital Marketing Strategy		Campaign of Office Furniture for Company "Future Vision"		
4. Competitive Analysis		First - Company	Second - Company	Third - Company
1- Information		Own Business	Competitor (1)	Competitor (2)
About the Company				
Vision				
Mission				
Contact Us				
Egyptian Market Position				
Highly cost-efficient				
Banking-focused with personal support				
Faster project turnaround				
Responsive, tailored, high-value office solutions				
2- Furniture Products Analysis USING FAB MODEL				
Product (1) - Ergonomic Office Chairs and Sofas				
Features (1)				
Features (2)				
Features (3)				
Advantages				
Benefits				
Product (2) - Modular Desking and Workstations Systems				
Features (1)				
Features (2)				
Advantages				
Benefits (1)				
Benefits (2)				
3- Compliance with Technical Requirements - relevant Data to be provided by Engineering Team in the Company (X)				
Overall Products Quality (look & Finish)				
Assembly and Dis-Assembly Solutions for reuse				
Dedicated Contact Manager				
Stock Availability				
Response Time (Resolving Defects and Repairs)				
Spares and Accessories Availability				

Page 1

Competitive Analysis Sheet

	4- Channel
4.1 Website	
Link of channel	
Likes	
Followers	
Reviews	
About	
Posting Regular or not	
# of posts/week	
average likes / post	
average Comments / post	
average shares / post	
Engagement Rate	
paid posts/not	
Type of content	
Tone of voice	
Call-to-Action	
Comments Replies	
Designs ?	
Keep Identity	
Stories content	
Where in buyer journey	
Contacts through?	
Strengths	
Weakness	
Comments	
4.3 Instagram	
Followers	
Shares	
Engagement Rate	
Monthly Posts	
Tone of voice	
CTA	
Posting Regular or not	
4.4 YouTube	
Monthly Posts	
Followers	
Shares	
Engagement Rate	
4.5 TikTok	
Monthly Posts	
Followers	
Shares	
Engagement Rate	
CTA	
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DIGITAL PULSE TEAM



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DIGITAL PULSE TEAM

Thank You For Attention

See You Next