



Kanawaty Trade

Digital

Marketing

Strategy

Presentation

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Our Key Discussion Points

- **Project Overview**
- **Buyer Persona**
 - **Competitor Analysis**
 - **Business Model Canvas**
 - **SOSTAC Plan**
 - **SWOT**
 - **The 7 Psc**
 - **Action Plan**
 - **KPIs**
 - **Facebook Ads Performance**
 - **Posts & Recommendations**

Project Overview

Client:

Kanawaty Trade "Kanawaty Candles"

Product:

High-quality, imported scented jar candles from the USA.

Challenge:

Overcoming low-price competition from local manufacturers while managing high operational costs (retail space rentals, in-store promotions).

Goal:

Build a powerful brand, increase followers, and generate direct online sales.

Timeframe: 6 months

Buyer Persona	Persona Name	Profile	Goals	Challenges	Preferred Platforms	How Kanawaty Helps
	1. Sara - Interior Designer	29 yrs, Alexandria, Independent Designer, High Income	Decorate her home with luxury candles that reflect her sophisticated taste	Poor candle quality, unremarkable scents, high prices for low quality	Instagram, Facebook, TikTok	Offers premium imported candles with distinctive scents at competitive prices
2. Basem Ali - Luxury Event Planner	38 yrs, Alexandria, Owner of Luxury Event Planning Company	Find beautiful, fragrant candles matching event themes; flexible orders with unique designs	Hard to find luxurious-looking candles fitting event budgets; last-minute orders; uneven burning	Instagram, WhatsApp	Wide variety of designs/scents for any theme; reliable quality; special pricing for large events	
3. Karim - Musician/Yoga Enthusiast	30 yrs, Giza, Musician & Yoga Instructor, Medium Income	Create calming atmosphere for meditation/music sessions; find eco-friendly candles that enhance relaxation	Most candles have artificial scents that cause headaches; poor quality candles with smoke and soot; hard to find natural, clean-burning options	Instagram, TikTok, YouTube	Offers eco-friendly imported candles with natural scents (lavender, sandalwood, eucalyptus); clean burn with no smoke; creates perfect ambiance for relaxation	
4. Mona - Upscale Housewife	42 yrs, Cairo, Housewife from affluent family, Very High Income	Decorate home with finest candles to impress guests; create luxurious atmosphere for family gatherings	Insufficient luxury candles in local market; difficulty finding suitable collections for upscale decor; ordinary candles don't match her elegant home style	Instagram, Facebook	Offers high-end imported candles with appropriate collections for luxury home decor; elegant packaging suitable for display	

Competitor Analysis

<u>Criteria</u>	<u>Kanawaty</u>	<u>Bath & Body Works</u>	<u>IKEA</u>	<u>Candle Connection</u>	<u>Gammbaz</u>	<u>Marina</u>	<u>Tayeba</u>
Price	Premium (Best Value)	Very High	Medium-high	High	High	Low	Low
Quality	Imported High Quality	High	Medium-high	High	High	Medium-Low	Medium-Low
Presence	Online + Wide Offline	Online + Limited Offline	Online + Offline	Online + Limited Offline	Online + Limited Offline	Offline Only	Offline Only
Followers	1.2K	2.3M	33M	22K	96.8K	0	0
Social Media Activity	Weak	Very Active	Very Active	Active	Active	Nonexistent	Nonexistent
Value Proposition	Global Quality + Local Pricing + Instant Availability	Wide Variety of Products	Affordable Furniture for Everyone	Egyptian Handmade Candles Since 1999	Premium Soy Candles	Low Price	Low Price
Strengths	Imported Quality, Competitive Pricing, Wide Distribution	Brand Recognition, Product Diversity, Strong Marketing	Strong, famous brand name and professional marketing	Long History, Content Quality	Strong Marketing, Premium Products	Low Price, Wide Distribution	Low Price, Wide Distribution
Weaknesses	Weak Digital Presence, Limited Engagement	High Price	Limited product range	Overpriced for a local handmade brand	No facebook page, Overpriced for a local handmade brand	Low Quality, No Online Presence	Low Quality, No Online Presence

Business Model Canvas

Key Resources

High-quality product portfolio

Strong retail distribution network

Long-standing brand reputation (since 1986)

Customer Relationships

Online: Direct social media engagement

Offline: Long-term B2B relationships with joint marketing initiatives

Customer Segments

B2C: End-consumers (20–65+ yrs), gift shoppers

B2B: Interior designers, event planners, retail buyers.

Revenue Streams

revenue from retail partners.

Direct social media sales.

Value Propositions

Premium quality, competitive pricing,

immediate

availability in major hypermarkets.

Key Activities

Importation &

Digital &

Traditional Marketing

Customer

Relationship Management (Hypermarkets)

Social Media Sales

Channels

Facebook, Instagram, Hypermarket chains (Home Centre, Saudi Market, etc.)

Key Partners

Candle Lite (USA supplier),

Hypermarket chains (Home Centre, Saudi Market, etc.)

Cost Structure

Import costs, Marketing expenses

Operational: Retail space rentals,

promotional discounts, in-store advertising

SOSTAC Plan

SWOT Analysis

Strengths

- Imported quality from "Candle Lite" USA
- Competitive pricing vs global brands.
- Strong retail presence in major hypermarkets (60%+ market share).
- Established brand since 1986.
- Wide variety of scents and sizes.

Weaknesses

- Recent digital presence (only 3 months on social media)
- Small follower base (~700 Facebook, ~300 Instagram)
- No official website
- High operational costs (store rentals, promotions)

Opportunities

- Growing online candle market in Egypt
- Price gap vs premium competitors (Bath & Body Works)
- Leveraging retail presence as marketing tool
- Targeting event planners and interior designers

Threats

- Global premium brands with strong digital presence
- Low-price local competitors with cheaper products
- Price-sensitive consumers choosing lower quality alternatives
- Rising operational costs affecting profitability

Objectives SMART Goals

Increase followers to 10,000 within 6 months in facebook.

Increase TikTok and Instagram followers by 10,000 within 6 months.

Achieve 50+ direct online sales per month.

Increase Engagement Rate to 15%.

Generate 5 qualified leads from B2B segment (designers, shops).

Strategy

Segmentation: B2C (End-users), B2B (Businesses).

Targeting: Primary Focus: End-users interested in affordable luxury, secondary on commercial clients

Positioning: "Imported KANAWATY positions itself as an affordable luxury imported candle brand that delivers premium scents, elegant designs, and long-lasting performance — all easily accessible through major hypermarkets, offering customers a stylish high-quality experience without the premium price."

Tactics

Product: Promote best-selling scents and sizes (3oz,7oz, 11.5oz,19oz,20oz)

Price: Emphasize "Value for Money" candles ranging from 120–650 EGP depending on size and collection

Place: Sell via Instagram/Facebook & highlight hypermarket availability across all of Egypt.

Promotion: Use high-quality visuals, targeted ads.

People: Ensure friendly and professional customer service.

Process: Streamline order-taking and delivery for a smooth experience.

Physical Evidence: Use professional photos/videos of candles and packaging, "Shelf" videos showcasing product in hypermarkets

Action Plan

6-Month Roadmap

Months 1-2: Brand Awareness Campaigns.

Months 3-4: Sales Drive & Lead Generation.

Months 5-6: Community Building & Retention

Key Tools: Canva (Design), Meta Business Suite (Scheduling & Ads).

Action & Control Breakdown

Action

Campaign 1 (Weeks 1-2): "Find Us at [Hypermarket Name]" availability.

Campaign 2 (Weeks 3-4): "Discover the Difference" - Highlight quality & price.

- **Weekly Routine:** 3 posts (educational, comparison, interactive) + 2 reels (product showcase, store tour)

Control

Monitor KPIs weekly (Followers, Engagement, Messages, Sales).
Use Instagram Insights & Facebook Meta Business Suite.
Adjust strategy based on data.

KPIs

1. Awareness & Growth

 **New Followers: +1000/month**

 **Reach: 100.000 people monthly**

2. Engagement

 **Engagement Rate: 10% across all platforms**

 **Content Saves: 200+ monthly**

**Key Performance
Indicators**

3. Sales & Conversion

 **Online Sales: 50+ monthly via social media**

 **Average Order Value: 350+ EGP**

4. Lead Generation

 **B2B Leads: 5+ qualified leads monthly**

 **Response Time: < 5 minutes to messages**

5. Customer Satisfaction

 **Rating: 4.5+ stars from reviews**

 **Return Rate: < 1% of total sales**

"Facebook Ads Performance Overview"

Campaign name	Results	Result indicator	Cost per results	Amount spent (EGP)	Impressions	Reach	New messaging contacts	Cost per new messaging contact (EGP)	Facebook likes
Home Center Campaign	1115	actions:post_engagement	0.08	88.12	1446	1422			
Home centre campaign	134	actions:post_engagement	0.54	71.86	830	717	4	17.97	2
more like campaign - video	15	actions:post_engagement	0.64	9.58	115	112			
Post: ""Meet your new favorite candles! ✨"	51	actions:post_engagement	0.49	24.92	231	205	3	8.31	
[30/10/2025] Promoting Kanawaty trade	3	actions:like	2.71	8.14	34	34			3
home centre	25	actions:onsite_conversion.messaging_conversation_started_7d	29.97	749.36	4653	2543	25	29.97	18
facebook likes	148	actions:like	2.7	399.68	2274	1524			148
Test - facebook likes	148	actions:like	2.55	377.37	1982	1366			148
Page like - Nov 2025	15	actions:post_engagement	6.79	101.84	806	662			68
page like 2	111	actions:like	1.07	118.24	1695	1424			111
Page like Nov 2025	55	actions:like	1.8	99.26	617	533			55
ugc	33	actions:onsite_conversion.messaging_conversation_started_7d	12.65	417.35	3032	2078	32	13.04	2
Awareness campaign 15 Nov 2025	49006	reach	3.98	195.27	53788	49006			
New Engagement campaign 15 Nov	4603	actions:post_engagement	0.04	197.34	9212	8277			

"Posts Type Overview"

Content Type	Purpose	Professional Explanation
Awareness + Product Highlight	Introduce a specific scent & strengthen brand recall	Uses seasonal summer messaging to increase product visibility and push discovery of full collection.
Sales + Informative	Drive purchases by highlighting product benefits & competitive advantages	Uses strong value-driven copy (long burn + affordable) to persuade buyers near point of purchase.
Brand Positioning + Trust Building	Show brand prestige & differentiate from competitors	Focuses on heritage, craftsmanship, and U.S. manufacturing to frame Kanawaty as a premium, long-standing brand.
Engagement + Awareness	Spark conversation + highlight where to buy	Combines lifestyle messaging with interactive question-based engagement & store distribution awareness.
Awareness (Repetition Strategy)	Reinforce recognition & consistency	Repetition is intentional to build scent recall and keep product top-of-mind.
Brand Positioning (Consistency)	Maintain brand storytelling thread	Reinforces premium identity and long-standing reputation to build emotional trust.
Engagement + Product Highlight	Trigger conversations & promote physical store availability	The CTA "Tag a friend" boosts organic reach while promoting scent discovery.



"Posts Design Samples from Our Facebook Page"



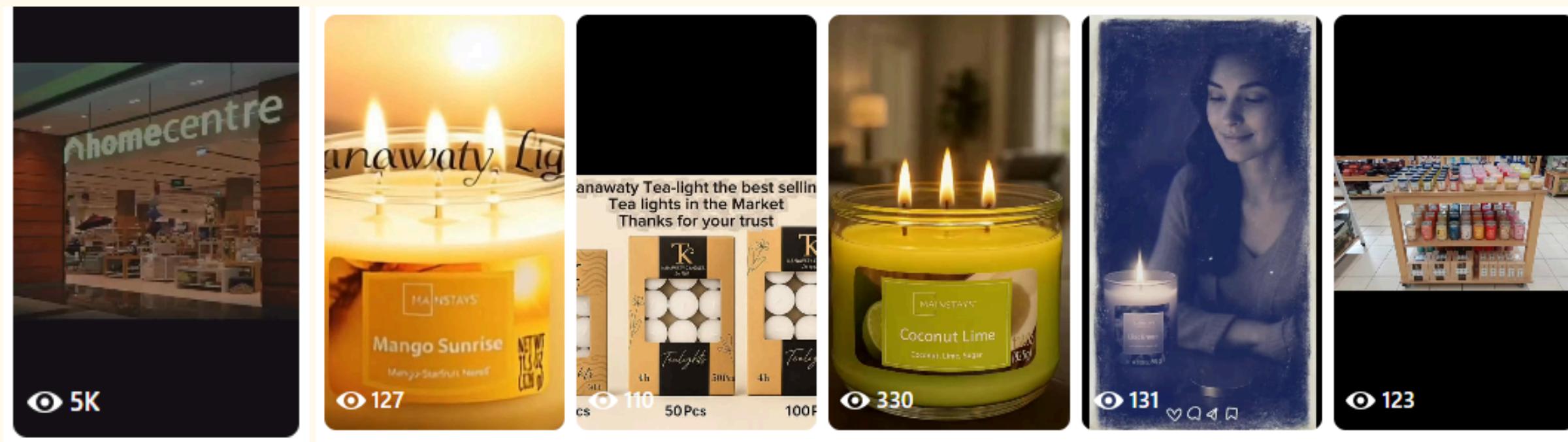
🌟 Visual Content Creation

All visuals used across the posts were created using a hybrid design workflow that combines:

- AI-powered image generation tools
- Professional Canva layouts and enhancements

This approach ensures high-quality, consistent, and visually engaging content that aligns with Kanawaty Candles' brand identity.

"Reels Samples from Our Facebook Page"



🎥 Reels Production

Our reels were created using

- AI-generated video content for enhanced creativity and visual appeal
- Real in-store product footage captured inside major hypermarkets to reflect authenticity and real customer experience

This combination ensures engaging, credible, and high-quality video content that strengthens brand trust and visibility.

"Reels Samples from Our Instagram Page"



🎥 Reels Production

Our reels were created using

- AI-generated video content for enhanced creativity and visual appeal
- Real in-store product footage captured inside major hypermarkets to reflect authenticity and real customer experience

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"Posts Text Overview"

🌟 KANAWATY Candles – Forever Yours 🌟
Experience the refreshing scent of Frosty Sorbet Pops 🍊
A burst of orange and citrus that brings summer energy
into your home! ☀️💡

🕯️ Discover our full collection of luxury scented candles
now at Kanawaty Candles
Find your perfect vibe ❤️

#KanawatyCandles #AromaticExperience #CandleLovers
#LuxuryScent #HomeVibes #CitrusBliss #MadeWithLove

Since 1986, our name means trust ✨
Always close to you ❤️
Find us in hypermarkets, gift shops, and supermarkets." من 1986 اسمنا يعني الثقة ✨
 موجودين دايماً في كل مكان جنبك ❤️
هتلاقونا في الهاiper ماركت، محلات الهدايا، والسوبر ماركت.
#homedecor #candles #lifestyle #kanawatycandles
#candlelovers #candleshop

🌟 The Long Burn Promise 🌟
With KanawatyCandles Cinnamon Bliss, enjoy a fragrance
that lasts longer, fills your home with warmth, and gives
you more value for less. 🕯️🌟
✓ Imported quality
✓ Longer burn time
✓ More affordable than local market prices
Find KanawatyCandles now at:
🛒 Saudi Market – El Far Market – Zahran – Oscar Market –
Hyper 1 – Home Center – Amazon
Because comfort, warmth, and value should always glow
together. ✨

Transform your evening routine into a peaceful ritual.
Because you deserve it.
What's your favorite way to unwind after a long day?
[#KanawatyCandles #LuxuryCandles #HomeAmbiance](#)
[#RelaxWithCandles](#)

🌟 Discover the Essence of Candle Light by Kanawaty Trade Company 🌟

For over decades, Kanawaty Trade Company has been
redefining the art of premium scented candles.
Our brand, Candle Light, embodies warmth, elegance, and
timeless craftsmanship – designed to bring a soft glow
and serene ambiance into every home.

🕯️ Proudly made in the USA, each candle is carefully hand-poured using refined wax blends and luxurious fragrances – turning everyday moments into unforgettable experiences.

Because with Candle Light, you don't just light a candle...
✨ You ignite emotion, comfort, and beauty. ✨

📍 Available at:
Amazon – Home Center – Saudi Market – Oscar Market –
Zahran Market – El Far Market – Hyper One

Escape into Lilac Breeze – a fresh summer mix of lilac
blossoms, crisp apple & sweet violet. 💐🍏 Perfect for
peaceful vibes & cozy nights in.

🛍️ Find Kanawaty Candles at your favorite local spots:
Al Morshey Mall
Zahran Market
Saudi Market
Amazon Egypt
➡️ Swipe to see where!
👉 Tag a friend who needs a cozy night in! ❤️

"Posts Text Overview"

في لحظة... بيتك يتحول لمكان مريح ورائع

المستوردة بعناية من أمريكا "Kanawaty candles" شموع. هتعيشك في أجواء مختلفة بكل مرة تشعليها. شكل أنيق، قتيل لا يدخن، وريحة بتفوح وتفضل جديد Mood هتعيشي مع كل شمعة ✨

Your search for perfect candles ends here! 🕒 Watch now
👉 "Meet your new favorite candles! ✨
🔥 Burns for up to 120 hours
🌸 So many lovely scents and colors to choose from
🕒 The best quality you can find
🇺🇸 Made in the USA
💚 Safe and healthy for your home
💎 Pretty design that looks great anywhere
Perfect for treating yourself or gifting! 🎁
Let Kanawaty Candles make your home smell amazing! ✨

❗️مافيش أحلى من رائحة الخبز الطازج في البيت 🥐🍞!
الجديدة Banana Nut Bread شمعة 🔥:
عطر دافئ يجمع بين الموز الطازج، الجوز محمص، والسكر البني •
بتخلق جو دافئ ومرح في أي غرفة •
وزن (566 جرام) - تدوم معاكي فترة طويلة حتى ١٢٠ ساعة •
آمنة ومصنوعة من أفضل الخامات •
اطلبها أونلاين دلوقتي 🛒!
خلي بيتك برائحة الشتاء الدافئ ✨
شموع_برائحة_خبز_الموز #ديكور_منزلي #رائحة_البيت #جو_شتوي #BananaNutBread
شمعة_دافئة #هدية_مميزة #مميزة #هداية
#راحة_واسترخاء #واسترخاء

المميزات 💙:
حجم كبير: 566 جرام (20 أونز) -
فتيل نظيف لا يصدر دخان -
اشتعال يدوم حتى 120 ساعة كاملة -
تصميم فخم يضيق لمسة ديكور في أي ركن من بيتك -

روائح متنوعة تناسب كل الأذواق 🌸:
Blood Orange & Golden Leaves
Strawberry Dandelion
Hawaiian Coconut
Apple Toddy & Juniper
Pumpkin Spice & Cinnamon
وغيرها كتير... وكل ريحها حكاية!

إيه أكتر نوع من الروائح تحبي يكون موجود عندك في البيت؟
💬🌟 شاركينا في الكومينتات

اطلب الآن واستمتعي بأجواء راقية كل يوم 📦!

Recommendations

Implement "Shelf" campaign to showcase retail availability

Focus on quality differentiation vs local competitors

Use WhatsApp as primary sales channel (no website)

Target both premium-brand followers and price-sensitive audiences

Show luxury quality at a great value, and emphasize affordability vs. other imported brands.

Use videos and evocative captions to showcase fragrances and the ambiance they create.

Presented By:

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Thank You