October 2024

# Zahya Final Project

# INTRODUCTION

# OVERVIEW

اسم البراند:زاهية

الموقع: سوهاج

المنتج: ملابس شرعية تتضمن خمارات ونقابات وتصميمات متعددة من الأطقم والفساتين.

فريق العمل: يتكون من فتاتين ذواتنا خبرة في تصميم  وخياطة الملابس وتحديدا الملابس الشرعية.

الفئة المستهدفة: النساء المهتمات بالملابس الشرعية التي تجمع بين الأناقة والاحتشام والراحة.

# OUR MISSION

زاهية تقدم ملابس شرعية متميزة تركز على الحشمة والراحة دون إهمال الأناقة، وتلبي احتياجات عملائنا مع الالتزام بمعايير الجودة والتركيز على التفاصيل الدقيقة والجمالية والحرص على رضا العملاء في كل خطوة.

# SITUATION ANALYSIS

# COMPETITORS ANALYSIS

We put everything related to Competitors in this sheet

https://docs.google.com/spreadsheets/d/1XralxlIV-4ar3Ej61nVw_loNOrapNFQW2vtEpizDnQ/edit?usp=drivesdk

# Insights
# الملكة

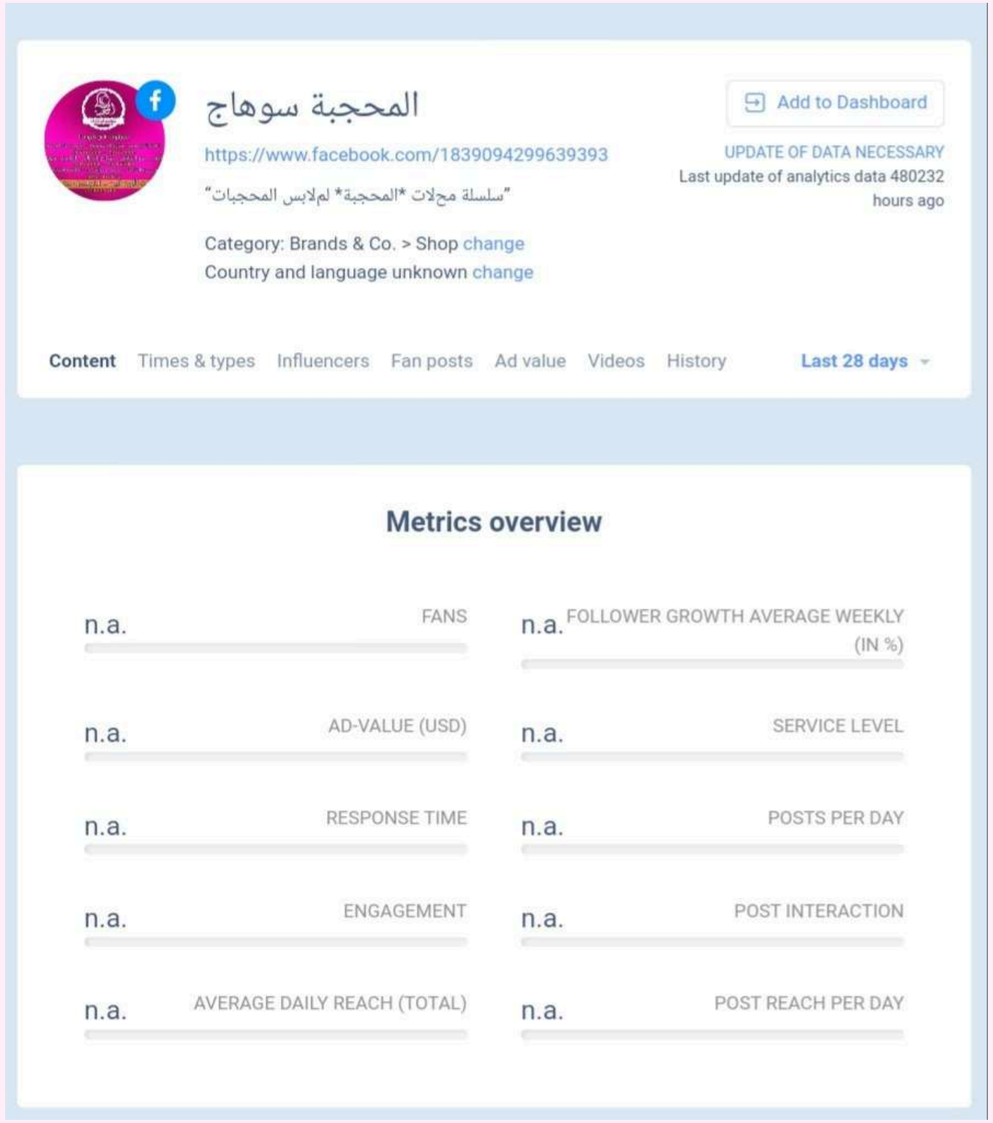
## Complete post list

| DATE | PICTURE | POST | LIKES | COMMENTS | SHARES |
|---|---|---|---|---|---|
| 102024/10/ | | كل هذا واكتر تجديه فقط وحصرى لدى الملكةةة بخصم... | 20 | 0 | 0 |
| 052024/10/ | | متوفر الان ✓ سنتر الملكة السنتر رقم 1 فى سوهاج وكلا... | 29 | 0 | 0 |
| 282024/09/ | | متوفر الان ✓ سنتر الملكة السنتر رقم 1 فى سوهاج وكلا... | 24 | 0 | 0 |
| 192024/09/ | | جديد من #الـمـلـكـة كـمـا عودنـاكـم ... | 17 | 0 | 1 |
| 162024/09/ | | جديد من #الـمـلـكـة كـمـا عودنـاكـم ... | 23 | 2 | 0 |

Total number of posts: 5 Show 10 posts per page Show all posts

# Insights
# أم كلثوم

# Insights
# المحجبة



# MARKETING OBJECTIVES

# OBJECTIVES

INCREASE AWARENESS BY 10% WITHIN 3 MONTHS

INCREASE NUMBER OF FOLLOWERS AND REACH BY10% IN A MONTH

ACHIEVING SALES OF 2500 L.E DURING THE FIRST MONTH

# STRATEGY

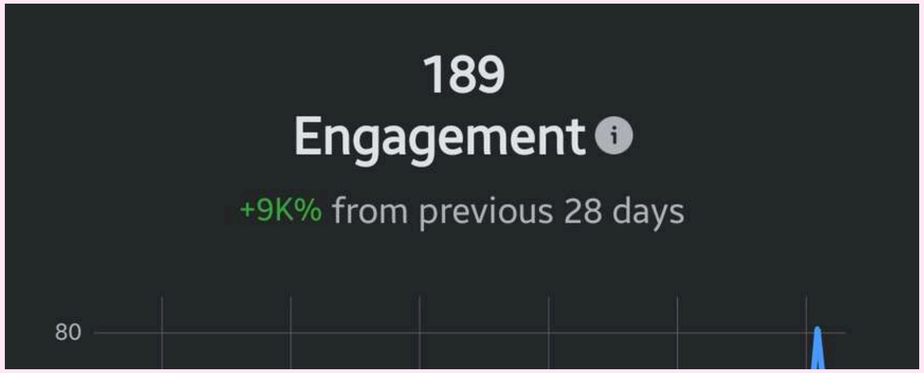
# SOCIAL MEDIA PROFILES

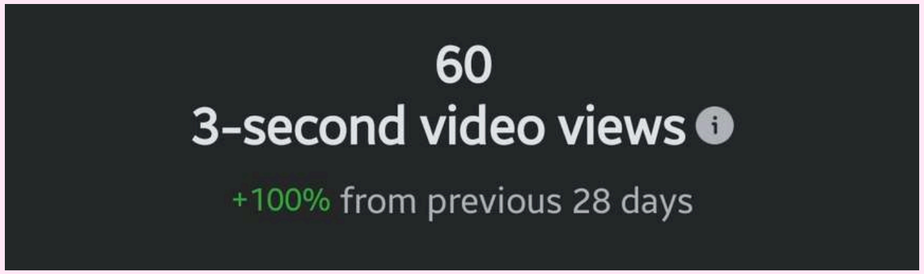
| | Fanbase | Fanbase Type | Link |
|---|---|---|---|
| Facebook | 94 likes<br>142 followers | Likes/followers | https://www.facebook.com/profile.php?id=61565751371652&mibextid=ZbWKwL |
| Instagram | 2 followers | Followers | https://www.instagram.com/zahya_brand/profilecard/?igsh=dG5tYXNhejhocXBo |

# FACEBOOK ANALYSIS

| | Yes/No | Recommendation |
|---|---|---|
| About | Yes | شعار البراند وجملة تدل على الهوية |
| Links | No | إضافة اللينك علي الصفحة الرئيسية |
| Call To Action | Yes | إضافة رقم وطريقة التواصل |
| Profile Photo and cover | Yes | صورة تظهر اللوجو بشكل واضح |
| Frequency and Timing | Yes | ٢ بوست و١ ريل أسبوعياً |
| Pinned Posts | Yes | بوست الانطلاقة |
| Post type | | صور + ريلز |

# FACEBOOK INSIGHTS



# INSTAGRAM ANALYSIS

| | Yes/No | Recommendation |
|---|---|---|
| About | Yes | شعار البراند وجملة تدل على الهوية |
| Links | Yes | اضافة لينك الفيسبوك |
| Call To Action & Hashtags | Yes | إضافة رقم وطريقة التواصل<br>اضافة الـ Key Words في الهاشتاجز |
| Profile Photo | Yes | صورة تظهر اللوجو بشكل واضح |
| Frequency and Timing | Yes | ٢ بوست و١ ريل أسبوعياً |
| Pinned Posts | No | بوست الانطلاقة |
| Post type | | صور + ريلز |

# BUDGET

| | | Plat form | Target |
|---|---|---|---|
| Total | 750le | Meta | Awareness/sales |
| Amount spend | 725 | Meta | Awareness/sales |

# BUYER PERSONAS

# BUYER PERSONAS

## Women interested in wearing Islamic clothing.

**HOUSEWIFE**

Age: 30–45 years

**COLLEGE STUDENTS**

Age: 18–24 years

**YOUNG PROFESSIONALS**

Age: 25–35 years

# Persona for housewife

**NAME:**
SARA

**BASIC DEMOGRAPHICS:**
31, FEMALE, MARRIED,WITH CHILDREN (TYPICALLY PRESCHOOL TO SCHOOL AGED) ,HOUSEWIFE, SOHAGE

**LEVEL OF EDUCATION:**
HIGH SCHOOL DIPLOMA OR HIGHER

**OCCUPATION:**
PRIMARILY HOMEMAKERS; MAY HAVE PREVIOUS EXPERIENCE IN VARIOUS FIELDS.

**INDUSTRY:**
VARIES; MANY PREVIOUSLY EMPLOYED IN EDUCATION, HEALTHCARE, OR SERVICE INDUSTRIES

**INCOME:**
DEPENDENT ON HOUSEHOLD INCOME (MONTHLY INCOME RANGING FROM EGP 12000 TO 25000).

**RESPONSIBILITIES AND SKILLS:**
MANAGING DAILY HOUSEHOLD TASKS, TAKING CARE OF CHILDREN'S NEEDS, BALANCING FAMILY AND SOCIAL RESPONSIBILITIES.

**CHALLENGES AND GOALS:**
STRUGGLING TO FIND CLOTHING THAT IS BOTH STYLISH AND PRACTICAL FOR DAILY FAMILY LIFE AND OUTINGS, BALANCING COMFORT AND EASE OF MOVEMENT IN CLOTHING THAT SUITS HER MODEST STYLE, TO LOOK STYLISH AND PRESENTABLE WHILE MANAGING HER FAMILY AND HOUSEHOLD RESPONSIBILITIES.

**NEEDS:**
COMFORTABLE, MODEST CLOTHING THAT IS PRACTICAL FOR DAILY ACTIVITIES AND FAMILY OUTINGS, DURABLE, HIGH QUALITY MATERIALS THAT LAS
THROUGH ACTIVE, DAILY USE.

**FRUSTRATIONS:**
DIFFICULTY FINDING MODEST CLOTHING THAT IS BOTH FASHIONABLE AND PRACTICAL FOR HER BUSY LIFESTYLE.

**KEY KNOWLEDGE SOURCES:**
•SOCIAL MEDIA: REGULARLY USES FACEBOOK AND INSTAGRAM FOR FASHION INSPIRATION, PARENTING TIPS, AND COMMUNITY ENGAGEMENT.
•INFLUENCERS: FOLLOWS MODEST LIFESTYLE INFLUENCERS LIKE TASNEEM HAMDY FOR STYLE IDEAS AND RELATABLE CONTENT.

**WHAT CANCAN WE DO:**
• PROVIDE STYLISH, MODEST CLOTHING THAT CATERS TO BOTH PRACTICALITY AND ELEGANCE FOR BUSY HOMEMAKERS.
• FOCUS ON OFFERING DURABLE, COMFORTABLE CLOTHING THAT IS EASY TO WEAR AND CARE FOR.
• ENSURE THAT FABRICS ALLOW FOR FLEXIBILITY AND EASE OF MOVEMENT, ADDRESSING HER ACTIVE LIFESTYLE NEEDS.

**PREFERRED TOUCH POINT:**
ONLINE SHOPPING: PREFERS SHOPPING ONLINE DUE TO ITS CONVENIENCE BUT ALSO ENJOYS BROWSING LOCAL MARKETS.

**COMMON OBJECTIONS:**
• CONCERNS ABOUT WHETHER MODEST CLOTHING OPTIONS ARE TRULY PRACTICAL FOR HER ACTIVE, FAMILY CENTERED LIFE.
• DOUBTS REGARDING FABRIC QUALITY, ESPECIALLY THE DURABILITY AND COMFORT OF CLOTHES.

## value proposition for housewife

**Zahya offers you modest and comfortable clothing made from Royal Crepe fabric without sacrificing elegance for practicality. We offer our modern clothes for women who value modesty and practical fashion choices for daily activities with their children. Zahya Royal Crepe fabric is soft, durable and breathable, making it suitable for summers and mild winters. Our clothes are designed to ensure ease of movement while looking stylish.**

## Customer journey for housewife

| | Search | Evaluate | Test | Purchase | Retention |
|---|---|---|---|---|---|
| **Touch Points** | Facebook ads | Talk to friends | Testimonials | Online on Facebook | WhatsApp |
| **Channels** | Facebook | Compare features | Facebook video/ stories | Online | WhatsApp |
| **Emotions** | Curiosity and motivation | Doubt | Anticipation | Trust, relief | Loyalty, satisfaction |
| **Internal processes** | SEO optimization | Reviews | Encourage UGC on social media | Create a website | Engage with customers |

# Persona for college students

**NAME:**
WAFFA

**BASIC DEMOGRAPHICS:**
22 , FEMALE, SINGLE, STUDENT,SOHAGE

**LEVEL OF EDUCATION:**
CURRENTLY ENROLLED IN COLLEGE OR UNIVERSITY

**OCCUPATION:**
PRIMARILY STUDENTS, MAY HAVE PART TIME JOBS OR INTERNSHIPS

**INDUSTRY:**
VARIOUS FIELDS OF STUDY, INCLUDING ARTS, SCIENCES, BUSINESS, AND HUMANITIES

**INCOME:**
DEPENDENT ON FAMILY SUPPORT OR PART TIME JOB (MONTHLY INCOME RANGING FROM EGP 1000 TO 3000).

**RESPONSIBILITIES AND SKILLS:**
BALANCES COLLEGE STUDIES AND POSSIBLY PART TIME WORK OR INTERNSHIPS, MANAGES HER ACADEMIC, SOCIAL, AND PERSONAL LIFE.

**CHALLENGES AND GOALS:**
NEEDS CLOTHING THAT OFFERS COMFORT FOR LONG DAYS ON CAMPUS WHILE BEING STYLISH ENOUGH FOR SOCIAL ACTIVITIES, WANTS TO EXPRESS PERSONAL STYLE WHILE MAINTAINING MODESTY.

**NEEDS:**
COMFORTABLE, STYLISH, AND MODEST CLOTHING THAT SUITS BOTH ACADEMIC AND SOCIAL SETTINGS, AFFORDABILITY, AS HER INCOME IS LIMITED TO FAMILY SUPPORT OR PART TIME JOBS.

**FRUSTRATIONS:**
DIFFICULTY FINDING TRENDY, MODEST, AND AFFORDABLE CLOTHING THAT ALIGNS WITH HER VALUES.

**KEY KNOWLEDGE SOURCES:**
- ONLINE COMMUNITIES FOCUSED ON MODEST FASHION AND STUDENT RELATED GROUPS.
- INFLUENCERS AND PEERS SHOWCASING STYLISH MODEST CLOTHING.

**WHAT CANCAN WE DO:**
- OFFER A COLLECTION OF TRENDY, MODEST CLOTHING THAT BLENDS COMFORT AND STYLE FOR ACADEMIC AND SOCIAL SETTINGS.
- CREATE CONTENT THAT RESONATES WITH WAFAA'S LIFESTYLE AND MODEST FASHION NEEDS, EMPHASIZING PEER REVIEWS AND CUSTOMER TESTIMONIALS.

**PREFERRED TOUCH POINT:**
ONLINE SHOPPING PLATFORMS WITH EASY NAVIGATION AND STUDENT FRIENDLY PRICING.

**COMMON OBJECTIONS:**
- .DOUBTS ABOUT THE QUALITY AND FIT OF ONLINE PURCHASES.
- LACK OF TRENDY MODEST OPTIONS THAT ALIGN WITH HER VALUES.

## value proposition for College students

**At Zahya, we offer you modern, modest fashion that blends culture and personal style without compromising on quality. Our clothes are designed to provide you with comfort during long university days. We enable women to express themselves without compromising their values.**

## Customer journey for college students

| | Search | Evaluation | Test | Purchase | Retention |
|---|---|---|---|---|---|
| **Touch Points** | Online ads | Word of mouth | Social media reviews | Online | Messenger |
| **Channels** | Facebook | Recommendations from peers and influencers | Customers feedback | Online on Facebook | WhatsApp |
| **Emotions** | | | | | |
| **Internal processes** | Include posts with keywords that are often used in searches | Testimonials | Put customers reviews on Facebook | Working on providing multiple payment methods | Respond to customers quickly |

# Persona for young Professionals

**NAME:**
AMINA

**BASIC DEMOGRAPHICS:**
28 , FEMALE, ,SINGLE OR NEWLY MARRIED, MAY HAVE NO CHILDREN, EMPLOYEE, SOHAGE

**LEVEL OF EDUCATION:**
BACHELOR'S DEGREE OR HIGHER.

**OCCUPATION:**
YOUNG PROFESSIONALS IN FIELDS SUCH AS EDUCATION, BUSINESS ADMINISTRATION, OR TECHNOLOGY.

**INDUSTRY:**
EDUCATION, CORPORATE SECTORS, OR STARTUPS.

**INCOME:**

MONTHLY INCOME RANGING (FROM EGP 2500 TO 7000 ).

**RESPONSIBILITIES AND SKILLS:**
BALANCES HER PROFESSIONAL CAREER WITH PERSONAL LIFE, ORGANIZATIONAL SKILLS TO BALANCE CAREER AND PERSONAL COMMITMENTS.

**CHALLENGES AND GOALS:**
DIFFICULTY FINDING STYLISH YET MODEST CLOTHING THAT FITS PROFESSIONAL ENVIRONMENTS, REQUIRES COMFORT FOR LONG WORKDAYS WHILE MAINTAINING A POLISHED LOOK, AIMS TO EXPRESS INDIVIDUALITY WHILE ADHERING TO CULTURAL VALUES OF MODESTY.

**NEEDS:**
PROFESSIONAL, STYLISH, AND MODEST CLOTHING THAT SUITS A CORPORATE OR EDUCATIONAL SETTING, COMFORTABLE ATTIRE THAT CAN BE WORN THROUGHOUT THE DAY WITHOUT COMPROMISING PROFESSIONALISM.

**FRUSTRATIONS:**
DISLIKE FOR CLOTHING THAT REQUIRES FREQUENT OR DIFFICULT MAINTENANCE, DIFFICULTY IN FINDING MODEST YET FASHIONABLE CLOTHING THAT IS ALSO PROFESSIONAL.

**KEY KNOWLEDGE SOURCES:**
- INFLUENCERS LIKE EBTSAM ALQADI WHO SHOWCASE MODERN MODESTY FOR PROFESSIONAL WOMEN.
- SOCIAL MEDIA PLATFORMS LIKE LINKEDIN, FACEBOOK, AND INSTAGRAM FOR NETWORKING AND FASHION INSPIRATION.

**WHAT CANCAN WE DO:**
- OFFER A LINE OF MODEST YET STYLISH PROFESSIONAL CLOTHING THAT COMBINES COMFORT WITH A POLISHED LOOK FOR THE OFFICE.

**PREFERRED TOUCH POINT:**
FACEBOOK, AND INSTAGRAM FOR PROFESSIONAL NETWORKING AND FASHION INSPIRATION, ONLINE SHOPPING PLATFORMS THAT CATER TO MODEST FASHION WITH CONVENIENT DELIVERY OPTIONS, AND LOCAL BOUTIQUES FOR TRYING ON CLOTHES.

**COMMON OBJECTIONS:**
- CONCERNS ABOUT THE DURABILITY AND LONG-TERM VALUE OF CLOTHING.
- WORRY ABOUT THE COMFORT AND FIT FOR LONG WORKDAYS.

## value proposition for Young Professionals

**At Zahya, we offer you a high quality, fashionable, comfortable and modest clothing without .scarificaing your professional look**

**Our clothes is designed for ambitious women who're looking for elegance, modesty and low .maintenance that's easy to order and get**

**.Zahya offer you a well made prices with a different varieties that suits you all day With Zahya, you'll find the perfect blend of fashion and function, empowering you to**

**express your unique style while investing in durable, timeless clothing that grows with you**

## Customer journey for young Professionals

| | Search | Evaluate | Test | Purchase | Retention |
|---|---|---|---|---|---|
| **Touch Points** | FB&IG ads influencers | Talk to friends, Group recommendation | Testimonials | Online on Instagram | Dems, phone call, WhatsApp |
| **Channels** | Facebook | Compare features, influencers recommendation | Reels Stories Feedback | ONLINE | WhatsApp |
| **Emotions** | Willing | Interested | Hoping | Trust, relief | Satisfaction |
| **Internal processes** | SEO optimization | Reviews | Influencers, encourage UGC on social media | Create a website | Engage with customers, follow up make a community |

# BRANDING

# LOGO &VISUAL IDENTITY

https://docs.google.com/spreadsheets/d/1XraIxIlV-4ar3Ej61nVw_loNOrapNFQW2vtEpizDnQ/edit?usp=drivesdk

# MODEL CARD

زاهية
عبري عن ذاتـك
بأناقة واحتشام

زاهية
للزي الإسلامي
Model
Size
Price
01097064016

# VOICE & TONE

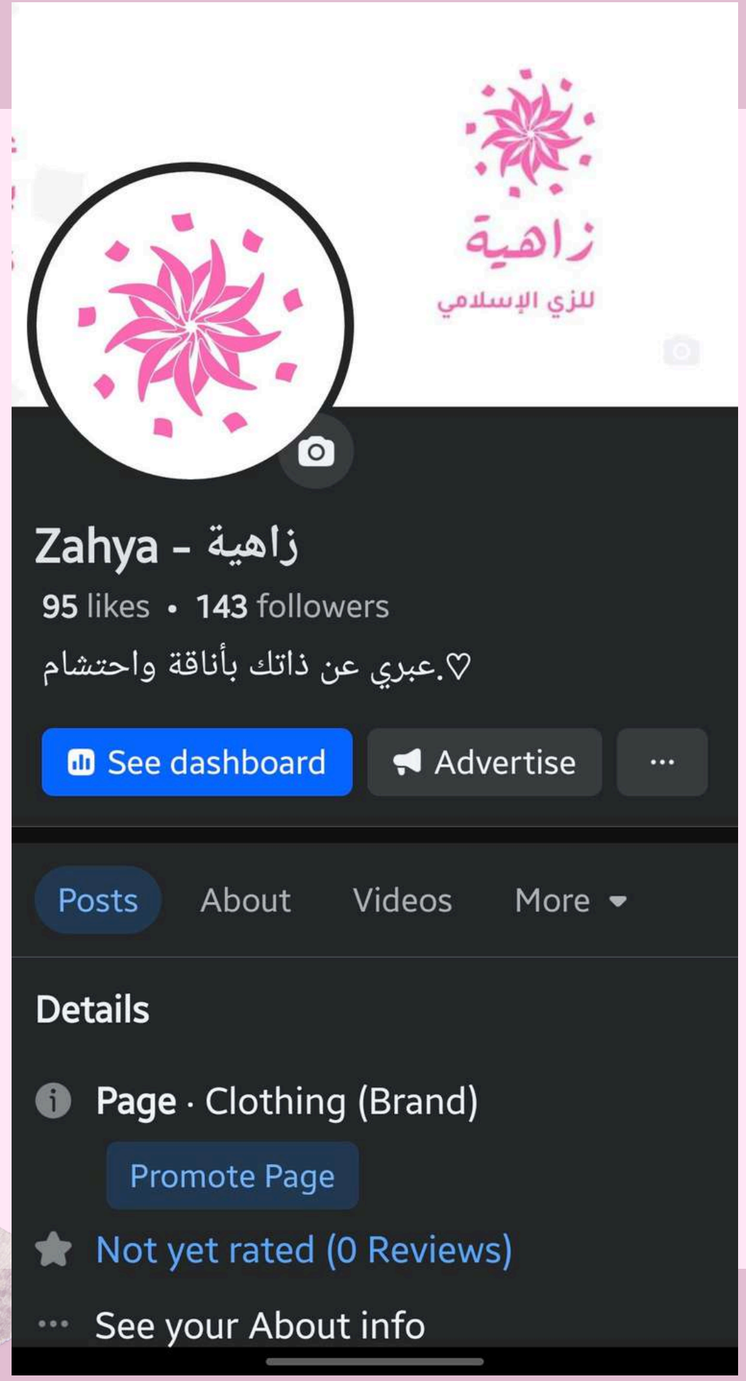
empowering

trustworthy

Friendly

confident

# SOICAL MEDIA CONTENT


زاهية
للزي الإسلامي
Zahya - زاهية
95 likes • 143 followers
عبري عن ذاتك بأناقة واحتشام.♡
See dashboard
Advertise
Posts
About
Videos
More
Details
Page · Clothing (Brand)
Promote Page
Not yet rated (0 Reviews)
See your About info

zahya_brand
6
posts
2
followers
0
following
Zahya
Clothing store
عبري عن ذاتك بأناقة واحتشام.♡
See translation
www.facebook.com/profile.php?id=615657...
Following
Message
موديل 1
خمار ✨
COMING SOON

# SOICAL MEDIA CALENDER

https://docs.google.com/spreadsheets/d/1AUOUYJ_URixuDgywmrK9YJfSWoNZisYXcXXtawfGQzM/edit?usp=drivesdk

# SOICAL MEDIA PLAN

https://docs.google.com/spreadsheets/d/1r6Ks12VrQHc9H8fByBFTfaK9fJSHP1xK/edit?usp=drivesdk&ouid=108609014623902800264&rtpof=true&sd=true

# ADS

TOTAL SPENT 750LE

# 1st Ad

مُستعـدة؟

...

Post • Oct 10th, 7:35pm

Comment

**Overview**

| | |
|---|---|
| Reach | 4,664 |
| Impressions | 6,274 |
| Interactions | 37 |
| Link clicks | 102 |

**Reach**

4,664

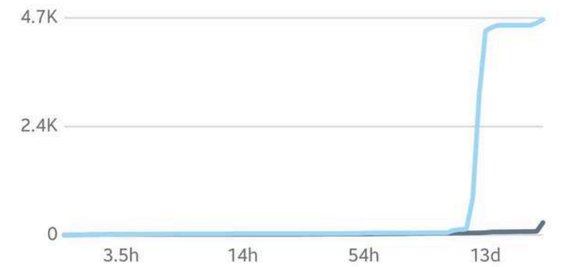
↑1.20K% vs. median reach of your recent p..

4.7K

Boost post

**Post details**

↑1.20K% vs. median reach of your recent p..




From ads 4,203

From organic 479

**Interactions** 37

| | | |
|---|---|---|
| Reactions | Higher than typical | 22 |
| Comments | Higher than typical | 14 |
| Shares | | 1 |
| Saves | | 0 |

Boost post

# 2nd Ad

Post details

الكاب والبيزك هم المنقذ للمشاوير الطويلة!

...

Post • Oct 18th, 11:03pm

Comment

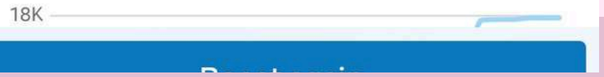
**Overview**

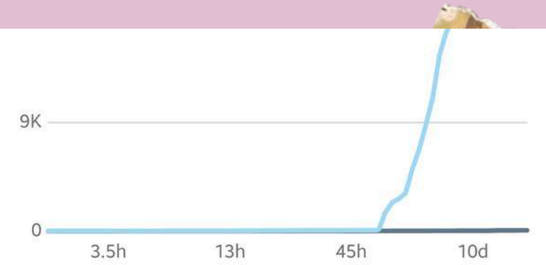
| | |
|---|---|
| Reach | 17,843 |
| Impressions | 21,312 |
| Interactions | 155 |
| Link clicks | 292 |

**Reach**

17,843

↑4.87K% vs. median reach of your recent ...




From ads 17,623

From organic 344

**Interactions** 155

| | | |
|---|---|---|
| Reactions | Higher than typical | 73 |
| Comments | Higher than typical | 67 |
| Shares | | 1 |
| Saves | Higher than typical | 14 |

**Boosted Facebook post** Completed

Oct 21, 2024 - Oct 25, 2024

3,342 Post engagements

EGP300.00 spent

# 3rd Ad

Post details

نمضي في خطواتٍ ثابته نحو رضا الله وعلى يقينٍ تام إنه لن يُضيعنا :)) ...

Post • Oct 28th, 8:48pm

Comment

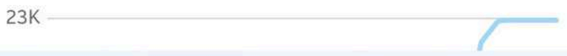
**Overview**

| | |
|---|---|
| Reach | 22,828 |
| Impressions | 25,605 |
| Interactions | 99 |
| Link clicks | 198 |

**Reach**

22,828

↑6.26K% vs. median reach of your recent ...




Post details

This post's reach

Your typical post's reach

From ads

22,721

From organic

153

**Interactions** 99

| | |
|---|---|
| Reactions | Higher than typical 72 |
| Comments | Higher than typical 18 |
| Shares | 1 |
| Saves | Higher than typical 8 |

**Boosted Facebook post** Completed

Oct 30, 2024 - Nov 1, 2024

3,372 Post engagements

EGP138.59 spent

Boost again

# KPIS

- achieve 150 followers within a month on Facebook.
- achieve 100 likes within a month on Facebook page.
- achieve 15 DM inquiries in a month.
- achieve 50 followers on Instagram within a month.
- 5 pieces sold in  a month.

# RECOMMENDATIONS

- create a website and provide multiple payment options.
- Encourage customers to share photos of themselves wearing Zahya’s outfits .
- Regularly use Facebook Stories to showcase flash sales, new arrivals, or sneak peeks.
- Share customer testimonials in both video and post formats .
- Stick to a consistent posting schedule, ideally 3–4 times a week .

# THANK YOU

## MEET THE TEAM

Maha Mohamed – Arwa Mohsen – Mohammed Gamal