Zahya Final



INTRODUCTION



السم 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 هلابس شرعية هتهيزة تركز على الحشهة والراحة دون إههال الأناقة، وتلبي احتياجات عهلائنا هع الالتزام بمعايير الجودة والتركيز على التفاصيل الدقيقة والجهالية والحرص على رضا العهلاء في كل خطوة.

SITUATION ANALYSIS



COMPETITORS ANALYSIS

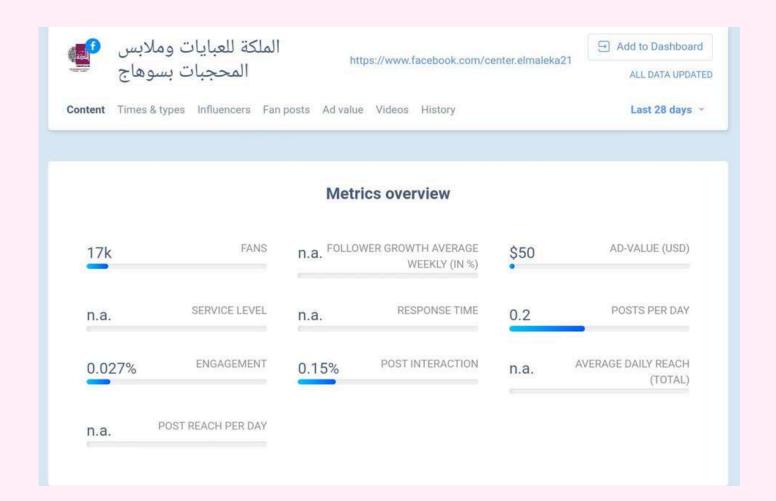
We put everything related to Competitors in this sheet

https://docs.google.com/spreadsheets/d/1XralxIIV-4ar3Ej61nVw_loNOrapNF

QW2vtEpizDnQ/edit?usp=drivesdk_

V





Insights

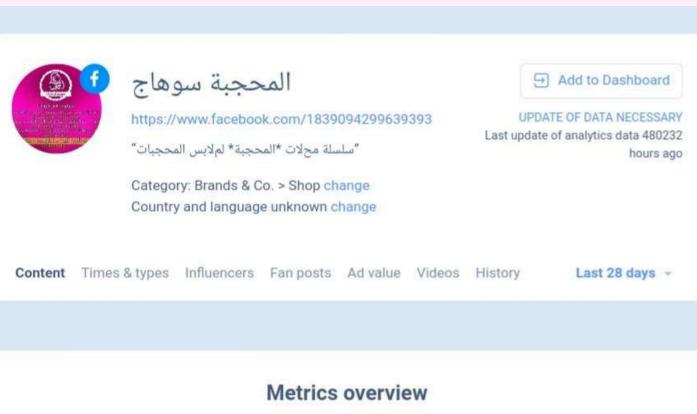
102024/10/	*	كل هذا واكثر تجديه فقط وحصري لدى الملكةةة بخصم	180		
	Printered (20	0	0
052024/10/		متوفر الان 🗸 🎂 سنتر الملكة السنتر رقم 1 في سوهاج وكلا	29	0	0
282024/09/	le .	متوفر الان 🗸 🎂 سنتر الملكة السنتر رقم 1 في سوهاج وكلا	24	0	0
192024/09/		جديد من #الـمـلـكــة كــما عودتـــاكـــــــــــــــــــــــــــــــــ	17	0	1
162024/09/	T	جديد من #الــمــلـكــة كــما عودنـــاگــم	23	2	0





Insights رُم کلثوم

DATE W	PICTURE	POST	LIKES	COMMENTS	SHARES
122024/10/		السلام عليكم ورحمة الله وبركاته اول فرشة شتوي هتنزل انهار	68	3	0
092024/10/	5	وصلت انهارده جدیده	68	15	0
92024/10/		التحفة الفنية دي وصلت انهارده كمان أسود ورصاصي	63	12	0
92024/10/		وصلت تكرار عشان الناس اللي ملحقتش المره اللي فاتت جبئالكم	32	6	0
082024/10/		قولنالكم بعد اسبوعين بس جبنالكم ؛ الوان مؤقت وباقي الأوان	79	58	0
		Total number of posts: 30 SI	ow 10 pos	ts per page Sho	ow all posts



n.a. FOLLOWER GROWTH AVERAGE WEEKLY FANS n.a. (IN %) AD-VALUE (USD) SERVICE LEVEL n.a. n.a. RESPONSE TIME POSTS PER DAY n.a. n.a. ENGAGEMENT POST INTERACTION n.a. n.a. AVERAGE DAILY REACH (TOTAL) POST REACH PER DAY n.a. n.a.

Insights المحية

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 142 followers	Likes/followers	https://www.facebook.com/pr ofile.php? id=61565751371652&mibexti d=ZbWKwL
Instagram	2 followers	Followers	https://www.instagram.com/zahya_bra nd/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	۲ بوست و۱ ریل أسبوعیاً
Pinned Posts	Yes	بوست الانطلاقة
Post type		صور + ریلز

FACEBOOK INSIGHTS







Your Facebook reach increased by 5180% in the last 28 days

Reach

264

↑ 5.2K%

Content

122

↑ 100%

Messaging

0

.. 0%

Follows

137

↑ 13.6K%



+9K% from previous 28 days

80

60 3-second video views •

+100% from previous 28 days



	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 اضافة الـ Key Words في الهاشتاجز
Profile Photo	Yes	صورة تظهر اللوجو بشكل واضح
Frequency and Timing	Yes	۲ بوست و۱ ریل أسبوعیاً
Pinned Posts	No	بوست الانطلاقة
Post type		صور + ریلز



BUDGET

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

BUYER PERSONAS

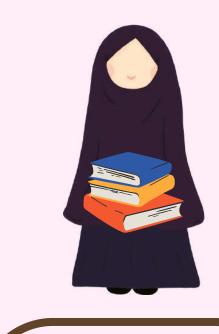
BUYER PERSONAS

Women interested in wearing Islamic clothing.





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

Persona for college students

NAME:

WAFFA

BASIC DEMOGRAPHICS:

22, FEMALE, SINGLE, STUDENT, SOHAGE

LEVEL OF EDUCATION:

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.



	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	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	FB&IG ads	Talk to friends,	Testimonials	Online on	Dems,
Points	influencers	Group		Instagram	phone call,
		recommendation		50.50	WhatsApp
Channels	Facebook	Compare	Reels	ONLINE	WhatsApp
		features,	Stories		
		influencers	Feedback		
		recommendation			
Emotions	Willing	Interested	Hoping	Trust,	Satisfaction
				relief	
Internal	SEO	Reviews	Influencers,	Create a	Engage with
processes	optimization		encourage	website	customers,
			UGC on		follow up
			social media		make a
					community

BRANDING



LOGO &VISUAL IDENTITY

https://docs.google.com/spreadsheets/d/1XralxIIV4ar3Ej61nVw_loNOrapNF

QW2vtEpizDnQ/edit?usp=drivesdk

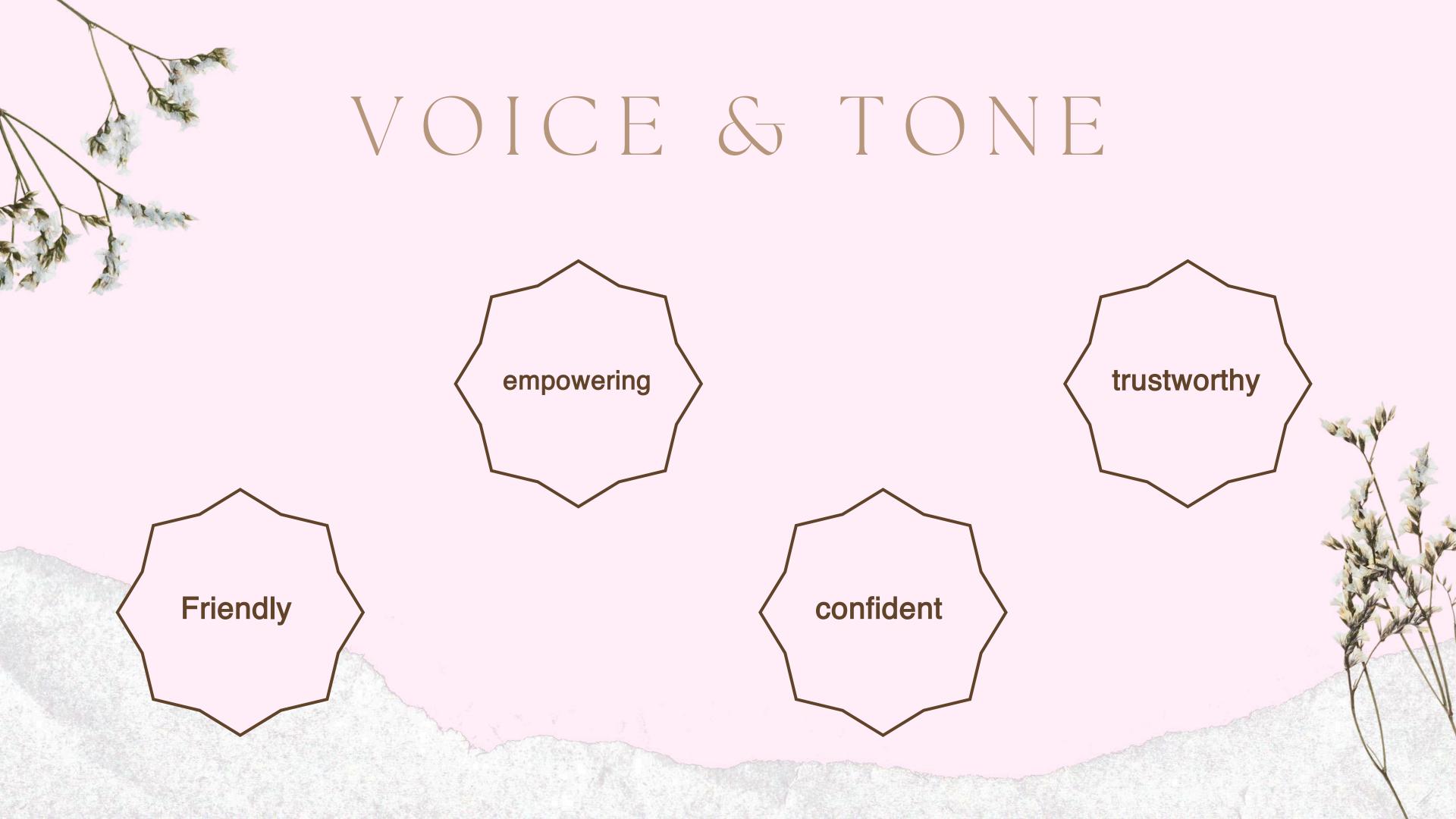




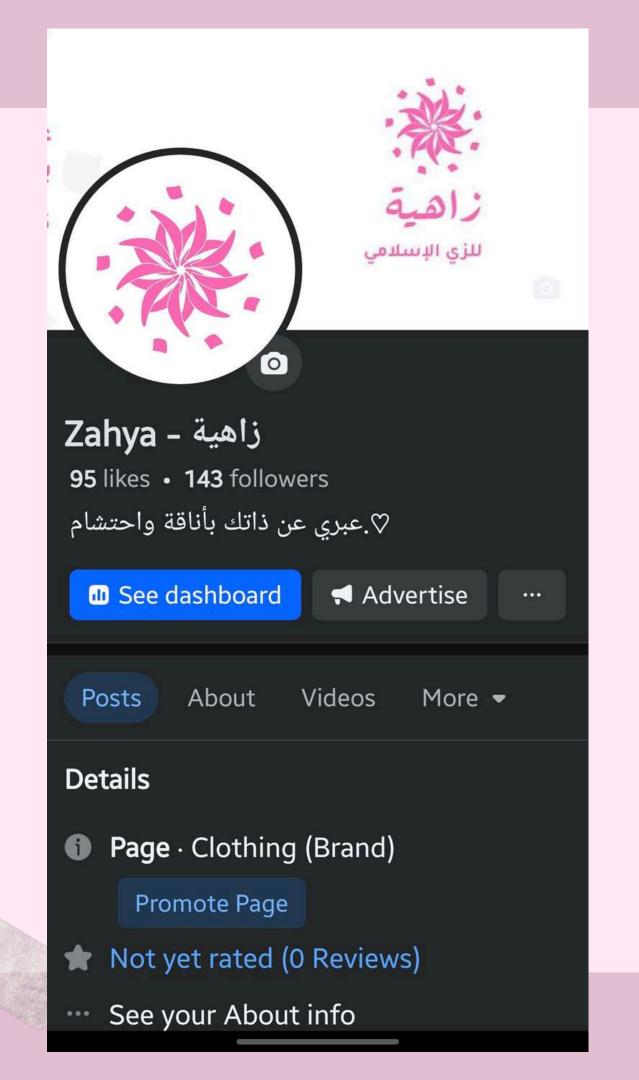
MCDEL CARD







SOCCAL MEDIA CONTENT









SOICAL MEDIA CALENDER

https://docs.google.com/spreadsheets/d/1AUOUYJ URixu

DgywmrK9YJfSWoNZisYXcXXtawfGQzM/edit?

<u>usp=drivesdk</u>



SOICAL MEDIA PLAN

https://docs.google.com/spreadsheets/d/1r6Ks12VrQHc9H 8fByBFTfaK9fJSHP1xK/edit?

<u>usp=drivesdk&ouid=108609014623902800264&rtpof=true</u>

&sd=true



ADS

TOTAL SPENT 750LE

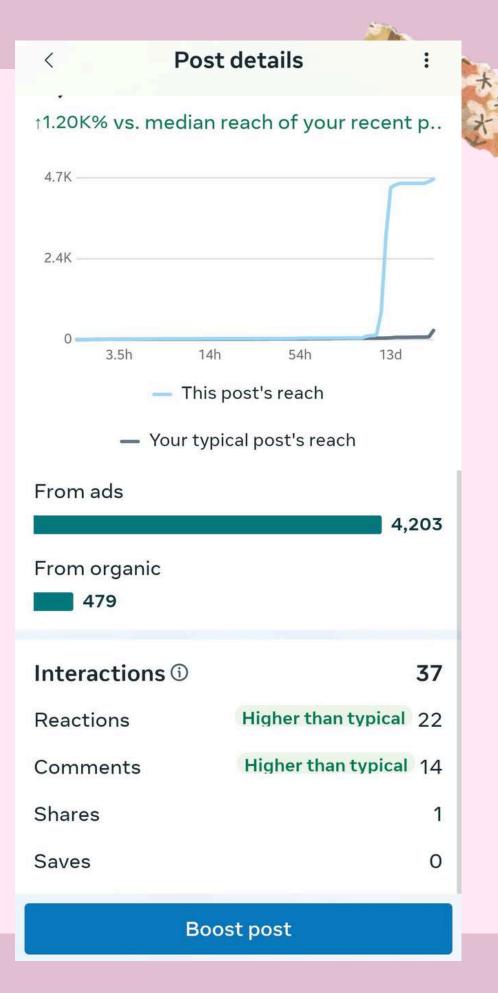


مُستعدة؟

Comment

1st Ad





2nd Ad



Overview (i)

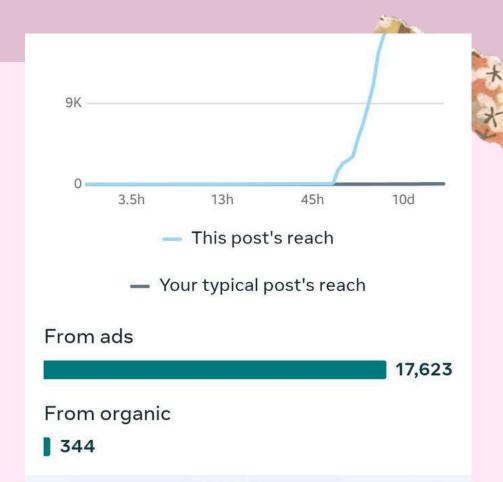
Reach 17,843
Impressions 21,312
Interactions 155
Link clicks 292

Reach ①

17,843

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

18K -



Interactions ①	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 خطواتِ ثابته نحو رضا الله وعلى يقينِ تام إنه ... (لن يُضيعنا :)) ...

Comment

Overview (i)

Reach 22,828 Impressions 25,605

Interactions 99

Link clicks 198

Reach ①

22,828

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

23K ----



Interactions (i)	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