Zena

(women's shirts)

Team members:

Maha Mohammed

Mohamad Gamal

**Key Benefits**

**Stylish Designs**

Benefit: Contemporary and on trend designs that reflect the latest fashion trends.

Customer Pain Point Addressed. : Enables women to stay stylish

**High quality material**

Benefit: Made from high quality materials that withstand frequent wear and washing.  
Customer Pain Point Addressed: Provides a long-lasting product reducing the need for frequent replacements.  
   
 **Comfort**  
Benefit: Designed with soft, breathable fabrics that ensure all day comfort .

Customer Pain Point Addressed: Resolves the discomfort of wearing restrictive or  
itchy materials, especially during long workdays or active schedules.

**Key Features**  
   
 **Premium Fabric**

  Feature: Made from high quality cotton, linen, or blends that are soft, and durable .  
  Benefit Explained: Enhances comfort and longevity, making the shirt

staple in the wardrobe.

**Wrinkle Resistant**

Feature: Fabric treatment that resists wrinkling, reducing the need for ironing.    
Benefit Explained: Saves time and effort in garment care, particularly beneficial for busy professionals.  
   
 **Color Retention**  
  Feature: Fabrics that retain their color and vibrancy even after multiple washes.

  Benefit Explained: Ensures the shirt looks new and fresh for a longer period, providing better value.

**Testimonials**

Showcase positive reviews and testimonials from satisfied customers, highlighting the product's effectiveness and user satisfaction, enhancing credibility and trust among potential customers

**Customers personas**

**Persona 1**

Target Audience Persona: “Leila” the College Student   
 *Demographics*

**Name:** Leila  
 **Age:** 18-24 years old  
**Gender**: Female  
 **Marital Status:** Single  
**Education:** Currently pursuing a university degree (undergraduate level).  
 **Income Level:** Dependent on family support or part time job (monthly disposable income around EGP 2,000 - 7,000).  
 **Occupation:** Full time student, possibly working part time in retail, or internships.

*Geographic Location*

. **Primary Cities:** Cairo, Alexandria, Mansoura.  
 **Urban/Suburban:** Mostly urban residents, with some from suburban. areas, attending universities in major cities.

*Psychographics*

**Lifestyle**: Active social life, enjoys exploring new trends, attending university events, and spending time with friends. Values self-expression and individuality

**Values:** Values education, social connections, and staying up to date with fashion trends. Seeks independence and personal growth.  
**Interests:** Fashion, social media, fitness, and digital content creation, Engaged in extracurricular activities, clubs, or student organizations.  
 **Personality Traits**: Outgoing, trend conscious, and digitally savvy. Enjoys experimenting with fashion and is keen on showcasing her style on social media.  
*Professional Background*  
 **Career Level:** Student, with some experience in internships or part time jobs.  
 **Work Environment:** Balances academic responsibilities with part time work or internships.

**Work Ethic:** Motivated to succeed academically and professionally.

*Pain Points and Challenges*

**Style Consistency:** Difficulty finding shirts that are versatile enough for both casual and semi-formal occasions, such as university presentations or social events .  
   
*Goals and Aspirations*

**Academic Success:** Aims to excel in her studies while maintaining a strong social presence.  
 **Personal Style Development:** Aspires to develop a personal style that reflects her individuality and creativity.  
 **Social Media Influence:** Wants to grow her social media following by sharing fashion looks and lifestyle content.  
 **Career Preparation:** Preparing for future career opportunities.

*Shopping Habits and Preferences*

**Shopping Channels:** Primarily shops online due to convenience, but also enjoys shopping at local malls with friends.  
**Decision Making:** Influenced by social media trends, peer recommendations, and online reviews.   
**Brand Loyalty:** Likes to explore new brands, especially those that align with her personal style.  
**Purchase Frequency:** Shops for new clothes frequently, especially when a new trend catches her eye.

*Media Consumption*

**Social media:** Highly active on Instagram, TikTok, and Snapchat. Uses these platforms to stay updated on fashion trends and share her own style.  
**Content Preferences:** Engages with content from fashion influencers, lifestyle bloggers, and DIY fashion hacks.  
 **Preferred Formats:** Enjoys short form video content, and style guides, Participates in online fashion challenges and hashtags.  
 **Frequency:** Daily engagement, especially during downtime between classes or in the evening.  
 *Influencers and Decision Makers*

**Fashion Influencers:** Follows young fashion influencers like Nadia EIKHOLY, Menna Elsony.  
 **Peers:** Highly influenced by friends and classmates, often discussing and sharing fashion ideas within her social circle.  
 **Family:** While mostly independent, her family might occasionally influence her decisions.  
 **Media Trends:** Decisions are often driven by popular social media trends and viral fashion items.

*brand Perceptions and Preferences*

**Preferred Brands:** Prefers brands that cater to youth, offering trendy clothing.

**Brand Loyalty:** Loyal to brands that offer consistent trendiness, though she’s open to trying new brands if they offer something unique. **Perception:** Sees brands that are youth focused, trend conscious, and active on social media as more appealing.

**Shopping Experience:** Values a seamless online shopping experience, with clear sizing information, easy returns, and quick delivery. She appreciates brands that engage with her on social media and offer personalized shopping experiences.

**Customer journey for persona 1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Retain | Purchase | Test | Evaluate | Search |  |
| Email | Zena's website, stores | In store, Testimonials | Product review, talk to friends | Search engine, social media ads | **Touch Points** |
| Email, WhatsApp | Store, website | reviews | Instagram posts, snapchat stories | Google, Instagram, TikTok | **Channels** |
| Loyalty | Satisfaction, trust | Excitement | Evaluation, doubt | Interest | **Emotions** |
| Engage with customers on social media | Provide secure payment options | Encourage UGC on social media platforms | Reviews, influencers marketing | SEO optimization, collaborate with fashion influencers | **Internal processes** |

**Value proposition for persona 1**

At Zena , we make sure that you are distinguished while you are at university, while remaining comfortable throughout the day. We offer you a wide range of fashionable shirts made from the finest fabrics to ensure that you are comfortable and in your best outfit, whether at university or when you go out with friends.

Story for persona 1 (petal structure)

في بنت اسمها ليلى، طالبة في كلية الإعلام. معروفة بين أصحابها إنها دايماً لابسة على الموضة وبتحب تعبر عن شخصيتها من خلال لبسها. بس مع ضغط الدراسة وحياتها الاجتماعية، كان دايماً عندها مشكلة إنها تلاقي الهدوم اللي بتناسب كل المناسبات، سواء كانت محاضرة الصبح أو خروجة بالليل  
ليلى كانت بتدور على هدوم تكون شيك، مريحة، ويفضل شكلها حلو طول اليوم. كانت ساعات بتلاقي نفسها مضطرة إنها تختار بين الراحة والشياكة، وكانت بتعاني لما تجيب شميز شيك بس بعد غسلتين تلاقي اللون بهت ، بس كل حاجة اتغيرت لما ليلى اكتشفت زينه براند . لقت عندهم تشكيلة من الشميزات اللي مصنوعة من خامات عالية الجودة، مش بس مريحة وكمان بتحافظ على لونها وشكلها حتى بعد غسيل كتير.   
بفضل زنية براند ليلى بقت تقدر تكون مرتاحة وأنيقة في نفس الوقت. مهما كان عندها محاضرة أو مقابلة مع أصحابها، بتقدر تلبس الشميزات اللي تخليها تحس بالثقة طول اليوم.   
  
زينة براند مش مجرد هدوم. دي بالنسبة لليلى وسيلة تعبر بيها عن شخصيتها، كل شميز بتلبسه بيساعدها تكون على طبيعتها وتقدر تركز على دراستها وحياتها الاجتماعية من غير ما تشيل هم إنها مش لابسة على الموضة.

**Persona 2**

Target Audience Persona: “Nour” the Young Professional  
 *Demographics*  
 **Name:** Nour  
 **Age:** 25-35 years old  
 **Gender:** Female  
 **Marital Status:** Single or newly married  
 **Education:** University graduate, possibly with a postgraduate degree  
 **Income Level:** Middle to upper middle class (monthly income ranging from EGP 10,000 to 25,000)  
 **Occupation:** Works in corporate settings, such as finance, marketing, IT, or other professional services

*Geographic Location*  
 **Primary Cities:** Cairo, Alexandria, Giza.  
 **Urban/Suburban:** Mostly urban residents, with a few living in suburban areas of major cities.  
 *Psychographics*  
 **Lifestyle:** Balances a fast paced career with an active social life. Prioritizes both professional success and personal well being.  
 **Values:** Values self-expression, independence, and empowerment. Fashion is seen as a means of expressing personality and confidence.  
 **Interests:** Interested in fashion, fitness, travel, and cultural activities like attending events, exhibitions, and dining out at trendy places.  
 **Personality Traits:** Ambitious, trend conscious, and social. She enjoys keeping up with the latest fashion trends and often seeks out unique clothing that reflects her personal style.

*Professional Background*  
 **Career Level:** Mid level professionals with a few years of experience in their field.  
 **Work Environment:** Works in an office environment, which requires a wardrobe that’s both stylish and professional.  
 **Work Ethic:** Highly career focused, striving for advancement in her career, and appreciates clothing that complements her professional image.  
 *Pain Points and Challenges*  
 **Fashion Dilemma:** Struggles to find shirts that are both modern and appropriate for work. Often, the available options are either too formal or too casual.  
 **Limited Time:** With a busy work schedule, she has limited time to shop and often seeks convenient online shopping experiences.

*Goals and Aspirations*  
 **Career Advancement:** Aims to climb the corporate ladder and needs a wardrobe that supports her professional image.  
 **Work Life Balance:** Aspires to maintain a balance between work and personal life, seeking clothes that can transition from day to night.  
 **Self-Expression:** Desires to express her personality through fashion, standing out in a competitive work environment while still adhering to dress codes.

*Shopping Habits and Preferences*  
 **Shopping Channels:** Prefers online shopping due to convenience but still enjoys visiting malls for a more tactile shopping experience.  
 **Decision Making:** Takes time to research before making a purchase, reading reviews, and comparing options.  
 **Brand Loyalty:** Tends to stick with brands that consistently deliver quality and style but is also open to trying new brands that offer unique designs.  
 **Purchase Frequency:** Shops for clothing monthly, focusing on key pieces that enhance her existing wardrobe.  
 **Important Factors:** Prioritizes quality, fit, and style. she

*Media Consumption*  
 **Social Media:** Active on Instagram, Facebook, and LinkedIn. Instagram is her go to platform for fashion inspiration.  
 **Content Preferences:** Enjoys following fashion influencers, professional women, and lifestyle bloggers. Also consumes content related to career development and personal growth.  
 **Preferred Formats:** Prefers visual content like images and videos. Engages with “how-to” guides, style tips.  
 **Frequency:** Consumes content daily, especially during breaks at work or in the evenings.

*Influencers and Decision makers*  
 **Fashion Influencers:** Follows local and regional fashion influencers. who align with her taste and values, like Rania Yehia, Mai Ibrahim   
 **Professional Mentors:** Looks up to successful women in her industry, who often influence her professional wardrobe choices.  
 **Peers:** Values the opinions of friends and colleagues, often discussing fashion choices and seeking recommendations before making a purchase.  
  
 **Family:** Family members may influence her decisions, especially if she is newly married, where fashion choices might be discussed with a partner.

*Brand Perceptions and Preferences*  
 **Preferred Brands:** Favors brands that combine modern design with professional aesthetics. Egyptian brands with a contemporary flair, as well as international brands that cater to the modern working woman, are appealing.  
 **Brand Loyalty:** Loyal to brands that offer consistent quality and fit. However, she is also on the lookout for new brands that meet her evolving style needs.  
 **Perception:** She perceives brands that are socially responsible, innovative, and customer centric as more trustworthy and aligned with her values.  
 **Shopping Experience:** Appreciates brands that offer an effortless shopping experience, whether online or in store, with clear sizing guides, easy returns, and responsive customer service.

**Customer journey for persona 2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Retain** | **Purchase** | **Test** | **Evaluate** | **Search** |  |
| Order delivery, follow-up emails, loyalty program offers, social media engagement | Checkout process, payment gateway, order confirmation email | Size guides, virtual fitting tools, “try before you buy” options | Website visits, product pages, customer reviews, social media profiles | Social media ads, influencer posts, word of mouth | **Touch Points** |
| Email, Social media, Loyalty program | Zena's website, Email | Zena's website, Email | Zena's website, Instagram, Facebook | Instagram, Facebook, Search engines | **Channels** |
| 😊 Contentment , Trust, Loyalty | 😄 Excitement, Satisfaction | 😬 Caution, Reassurance | 🤔 Anticipation, Skepticism | 😃 Curiosity, Interest | **Emotions** |
| Zena follows up with personalized emails, man9ages a loyalty program, and encourages social sharing, aiming to convert Nour into a repeat customer and brand advocate. | Zena optimizes the checkout process for ease and security, sends order confirmation s, and prepares for order fulfillment. | Zena offers virtual fitting tools, detailed size guides, and incentivizes newsletter sign-ups for first-time buyers. | Zena ensures the website is user-friendly, provides detailed product info, and engages on social media to build trust. | Zena runs targeted ad campaigns, partners with influencers, and manages SEO strategies to drive traffic. | **Internal processes** |

**Value proposition for persona 2**

We appreciate the importance of time for you as a working woman, so Zena offers trendy shirts made of wrinkle-resistant fabric, which eliminates the need for an iron. Our collection is designed to provide you with comfort and a stylish look at the same time, to ensure that you are able to be productive as required.

Story for persona 2

قبل ما تكتشف نور زينة براند، كانت كل يوم بتواجه نفس المشكلة. بتقوم من النوم بدري، تلف على دولابها، تحاول تختار لبس مناسب للشغل. بس كل مرة بتلاقي اللبس يا إما رسمي بزيادة ومافيهوش أي لمسة عصرية، أو كاجوال بزيادة ومش لايق على الشغل، كانت بتلاقي نفسها محبطة لأنها مش لاقية الحاجة اللي تخلِّيها مرتاحة وشيك في نفس الوقت. ده غير مشكلة اللبس اللي بيكش أو بيتبهدل بعد أول غسلة.  
بس بعد ما جربت نور زينة براند، حياتها اتغيرت تماما. دلوقتي بقت بتلبس شميزات شيك وعصرية، بتعكس شخصيتها المميزة وكمان مريحة طول اليوم. الخامات الفاخرة والمصممة بعناية بقت بتحافظ على شكلها وبتريحها طول اليوم في المكتب. مابقاش عندها مشكلة في اختيار لبسها كل يوم، لأنها عارفة إنها هتلاقي حاجة تليق بيها .  
 زينة براند كان هو الحل اللي وفر لنور تشكيلة من الشميزات اللي بتجمع بين الشياكة والعصرية وكل ده بخامات عالية الجودة، عملية ومريحة. دلوقتي نور قادرة تروح شغلها كل يوم وهي واثقة من نفسها، عارفة إنها مش بس لابسة حاجة شيك، لكن كمان مريحة وتناسب شغلها. لو عايزة نفس التغيير في حياتك، اختاري زينة براند  وخلي مظهرك يعكس أناقتك

**Brand name**

Zena

**Brand identity**



**The branding strategy**

More value for more price

**Brand Positioning Statement:**  
To Women who prioritize style, quality, and comfort  
zena provides contemporary and on-trend designs that keep you stylish while ensuring high-quality and comfort throughout the day.  
Zena is the: Premium women's clothing brand That Offers contemporary, durable, and comfortable designs that keep you stylish and confident throughout your day.   
That's because We prioritize high-quality fabrics, innovative garment care features, and on-trend designs that fit seamlessly into your active lifestyle. Zena uses carefully selected fabrics recommended by industry experts, guaranteeing both style and durability. Plus, our designs are inspired by the latest fashion trends, making sure you're always in vogue.  
   
**Brand Mantra:**  
be unique , we are here for you

**Brand voice**

|  |  |  |  |
| --- | --- | --- | --- |
| **Don't** | **Do** | **Description** | **Voice characteristic** |
| Avoid sounding arrogant or overpromising.  - Do not undermine other brands or compare negatively.  - Avoid phrases like: "Only our brand knows real fashion." | - Use statements that show certainty.  - Ensure the customer feels their choice is smart and right. | Speak with authority and certainty to reassure the customer that they are making the right choice by choosing Zena. | **Confident** |
| - Don't speak down to the customer or imply they need to change to fit a mold.  - Avoid phrases like: "You need our shirts to be your best self | - Use positive, inspiring language that highlights individuality.  - Acknowledge their busy lifestyle and emphasize how zena fits seamlessly | -Motivate them to feel bold, strong, and in control of their fashion choices.  -Let them know their style reflects their personal power. | **Empowering** |

**Digital marketing objective:**

Increase website sales by 30% in 8 months

**The key message:**

Zena Brand shirts provide you with ultimate comfort while keeping you looking stylish at all times.

**Keyword:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Rationale/ content ideas** | **Repetition frequency** | **Keyword** | **Journey stage** |
| Instagram reel: "how to style trendy shirts for every occasion " | 3-4 | Trendy | **Search** |
| Tiktok video:" best women fashion trends to follow this year | 4-5 | Women fashion |  |
| YouTube: "10 stylish shirts for the fashionable women " | 3-4 | Stylish | **Evaluation** |
| Blog post: "how to achieve a chic look with Our collection " | 3-4 | Chic |  |
| Instagram poll: "comfort or style? What do you prefer in women's shirts? " | 4-5 | Comfortable | **Test** |
| YouTube:" the most Durable shirts that last all year " | 4-5 | Durable |  |
| Product page description:" explore our high quality shirts " | 3-4 | High quality | **Purchase** |
| Google ad: "shop elegant shirts for women on sale now" | 3-4 | Elegant |  |
| Email: "our most colorful and vibrant shirts, just for you" | 3-4 | Colorful | **Retention** |
| Blog post: " explore our rang of women's clothing " | 4-5 | Women's clothing |  |

**Competitor analysis**

1st analysis (EZAR)

|  |  |
| --- | --- |
| Competitor 1 | Channels |
| EZAR | Instagram |
| [click here](https://www.instagram.com/ezar___?igsh=MWhhc2R3NnAwczdrbA==) | Link of channel |
| 39,3K | Followers |
| Posting regular | Posting regular or not |
| They don't use hashtags | Hashtags of posts |
| 42 | Average likes per post |
| 6 | Average comments per post |
| Not | Paid post or not |
| Reels and photos | Type of content |
| Confidence, professional | Tone of voice |
| Search, evaluation | Where in the buyer journey |
| Email, message | Contacts through |
| Modern and attractive design | Strength |
| Lack of interaction | Weakness |

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|  |  |
| --- | --- |
| Competitor 2 | Channels |
| Yasofiadesigns.eg | Instagram |
| [click here](https://www.instagram.com/yasofiadesigns.eg?igsh=MXJnczQ3eWJ0a3dweg==) | Like of channel |
| 20,3K | Followers |
| Yes | Posting regular or not |
| 32 | Average likes per post |
| 15 | Average comments per post |
| Not | Paid post or not |
| Carocell and reels | Type of content |
| Confidence | Tone of voice |
| Test, purchase | Where in the buyer journey |
| DM and Email | Contacts through |
| Content Creation | Strength |
| Low interactive | Weakness |

2nd analysis (yasofia)

**Content objectives**

Search) )

Increase awareness of brand on social media platforms by achieving a 30%increase in follower count.

(evaluation)

Increase conversion rate by 40% in next 6 months.

Test) )

Generate 250 new customers reviews in next 6 months.

(purchase)

Increase sales by 30%in next 6 months.

Retention))

Enhance brand loyalty by achieving a 15% increase in repeat purchase rate and a 20% increase in customer retention rate.

**The KPI's for every stage in the customer journey:**

**Tiktok**

**Search**

Achieve 6000 views, 250 followers within a week.

**Test**

Achieve 150 comments on videos, 60 shares, 75 link click within a week.

**Instagram**

**Search**

Achieve 3500 views on reels, 150 followers within a week.

**Evaluate**

Achieve 60 likes, 40 comments, 200 story views within a week.

**Test**

Achieve 30 DM inquiries within a week.

**Purchase**

Achieve 10 direct purchases within a week.

**Retain**

Achieve 60 shares, 300 engagement within a week.

**Facebook**

**Evaluate**

Achieve 200 CTR on my content, 70 comments within a week.

**Purchase**

Achieve 15 direct purchases within a week.

**Retain**

Achieve 12 customer reviews, 60 shares within a week.

**Content calendar**

[**click here**](https://docs.google.com/spreadsheets/d/17wwhWm7e9tP2pPwoASUT4tRRtjPlwpVtQHO527BoaZA/edit?usp=drivesdk)

**content tools**

Canva

Invedio

Capcut