

Marketing Plan for Oryah

Presented By :

Zeinab Wageh
Mai Mohamed
Hend Ehab
Fatma Eid
Mahmoud Khodary

Presented To :



Marketing Plan September 2025 *





1. Executive Summary

Oryah is a modest fashion brand for women, targeting both veiled and non-veiled customers in Egypt. With sales channels limited to Instagram and TikTok, the plan focuses on selling out the current stock (200 pieces) while building a strong digital presence to prepare for future product drops.



2. Situation Analysis (AS-IS)

Current Platforms:



&



Followers:

Instagram 247

TikTok 381

Engagement:

Low, mostly likes from friends/family

SWOT Analysis ↑

Strengths

- Trendy and modest designs suitable for a wide audience.
- the linen is non-transparent
- Affordable pricing.

Weaknesses

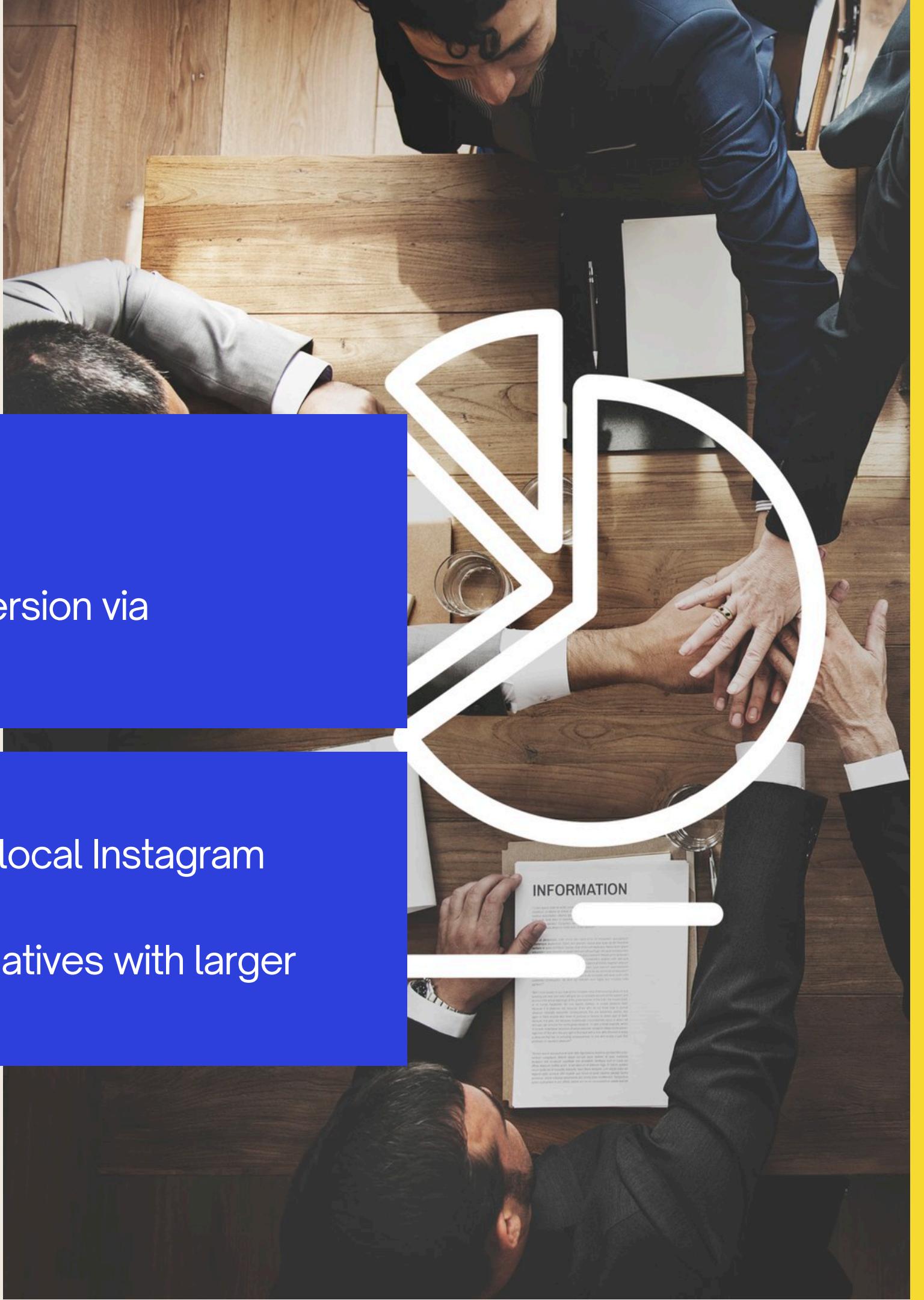
- Low awareness.
- No website (conversion via DMs/WhatsApp).

Opportunities

- Rising demand for modest fashion in Egypt.
- Strong presence of fashion trends on TikTok & Instagram.

Threats

- High competition (local Instagram boutiques).
- Fast fashion alternatives with larger budgets.



3. Objectives

- **Sales:** Sell out current stock (200 pieces in 3 months).
- **Awareness:** Reach at least 300K women in Cairo, Giza, Alexandria in 3 months.
- **Engagement:** Achieve 20% engagement rate on Instagram Reels.
- **Community:** Gain 1200+ Instagram followers and 1500+ TikTok followers in 3 months.



1. Segmentation (S)

Segment 1: University Students and New Employees (Age 18-25)

Characteristics: They seek practical and comfortable clothing suitable for university or work, while still being trendy and aligned with the latest fashion trends. Price sensitivity is slightly higher for this group.

Segment 3: Mature Women (Age 36-45)

Characteristics: Comfort and inclusivity are their top priorities. They highly value natural fabrics like linen and prefer modest, elegant clothing suitable for morning outings or family visits. They focus on getting the best value for their money.

Segment 2: Professional Workers and Young Mothers (Age 26-35)

Characteristics: They prioritize fabric quality and attention to detail. Their wardrobe consists of practical yet elegant outfits suitable for work and meetings, while ensuring comfort for easy mobility. They often shop online due to limited time availability.

2: Targeting (T)

- **Target Group: Segments 1, 2 & 3 (Women ages 18-45).**
- **Justification:** the product (linen suits with a non-transparent lining) aligns best with their needs for quality, elegance, and modesty.

3: Positioning (P)

Core Message: "The first choice for women seeking elegance, comfort, and modesty in one design."

Unique Selling Proposition (USP): Linen suits with a built-in inner layer that guarantees they are non-transparent.



4. Target Audience

Demographics	Psychographics	Behavior
Gender: Women	Interested in fashion, modest wear, trends, online shopping.	Heavy Instagram & TikTok users.
Age: 18–45	Looking for affordable yet stylish clothing.	Engages with influencers and fashion pages.
Location: Cairo, Giza, Alexandria		Comfortable shopping via DMs/WhatsApp.

Buyer Persona

Persona 1:

Sara (The Trendy University Student)

Age:	20
Location:	Cairo
Lifestyle:	Active on TikTok, follows fashion influencers, loves modest but modern outfits.
Motivation:	Wants to look stylish at university without spending too much.
Challenge:	Can't find affordable modest fashion that feels trendy.
Buying Trigger:	Sees TikTok trend + limited discount → purchases through Instagram DM.



Buyer Persona

Persona 2:

Hala (The Working Mom)	
Age:	34
Location:	Cairo
Lifestyle:	Busy schedule, prefers shopping online via Instagram.
Motivation:	Wants modest, comfortable, elegant outfits for work and outings.
Challenge:	Doesn't have time for malls.
Buying Trigger:	Clear product photos + easy order via WhatsApp.



Thank you!

Have a great
day ahead.