

# Marketing Plan for Oryah

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Presented To :



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# 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

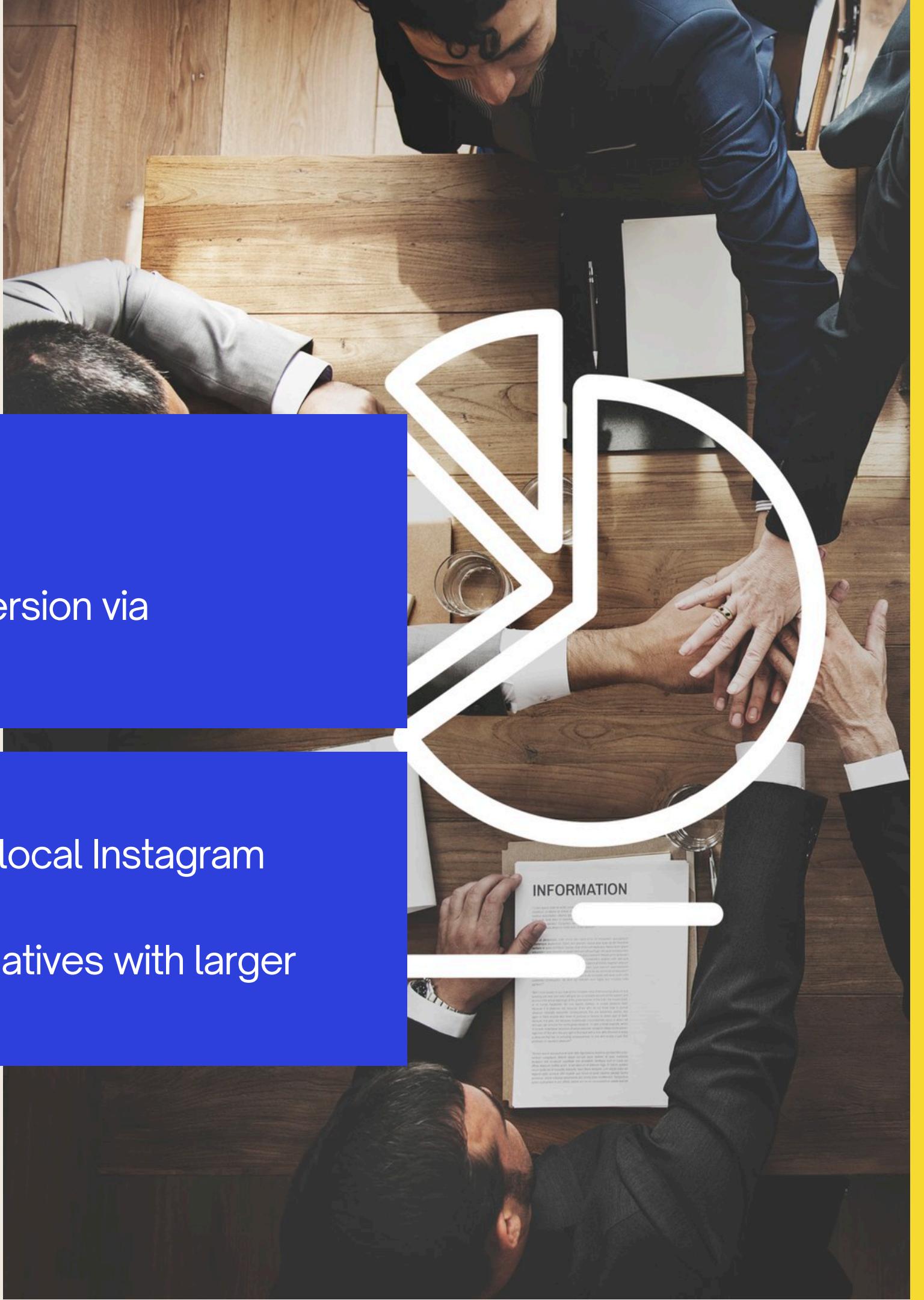
- Low awareness.
- No website (conversion via DMs/WhatsApp).

## 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)

## Demographics:

- Age 18–45 years
  - Young Adults (18–24): Students & fresh graduates
  - Adults (25–34): Employees, young professionals
  - Middle-Aged Adults (35–45): Working women, mothers
- Gender: Female
- Income: Middle to high income (Class A & B)
- Location: Cairo, Alexandria, Mansoura

## Psychographics:

- 18–24: Trendy, follow fashion influencers, interested in stylish modest outfits
- 25–34: Seek high-quality, elegant, and practical clothing
- 35–45: Value comfort and quality in everyday wear

## Behavioral:

- Customers who purchased similar products before
- Customers who engaged with Oryah's social media content
- Cart abandoners (interested but didn't complete purchase)
- Regular visitors to brand's social media pages/website

## 2: Targeting (T)

- We will target women aged 18–35 (students & employees) who look for stylish, chic, and comfortable clothing at affordable prices, while maintaining quality.
- ➡ This matches Oryah's brand promise: "Modern modest fashion for young Egyptian women."



### 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.

**"Stay trendy with Oryah! Stylish and modern modest clothing designed to make every woman look unique and confident. Oryah combines elegance, comfort, and affordability — making fashion accessible for your everyday style."**





# 4. Target Audience

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

# Buyer Persona

## Persona 1:

### Sara (The Trendy University Student)

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



# Buyer Persona

## Persona 2:

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



# 5- Competitor Analysis —

## bffsociety

### **Summary:**

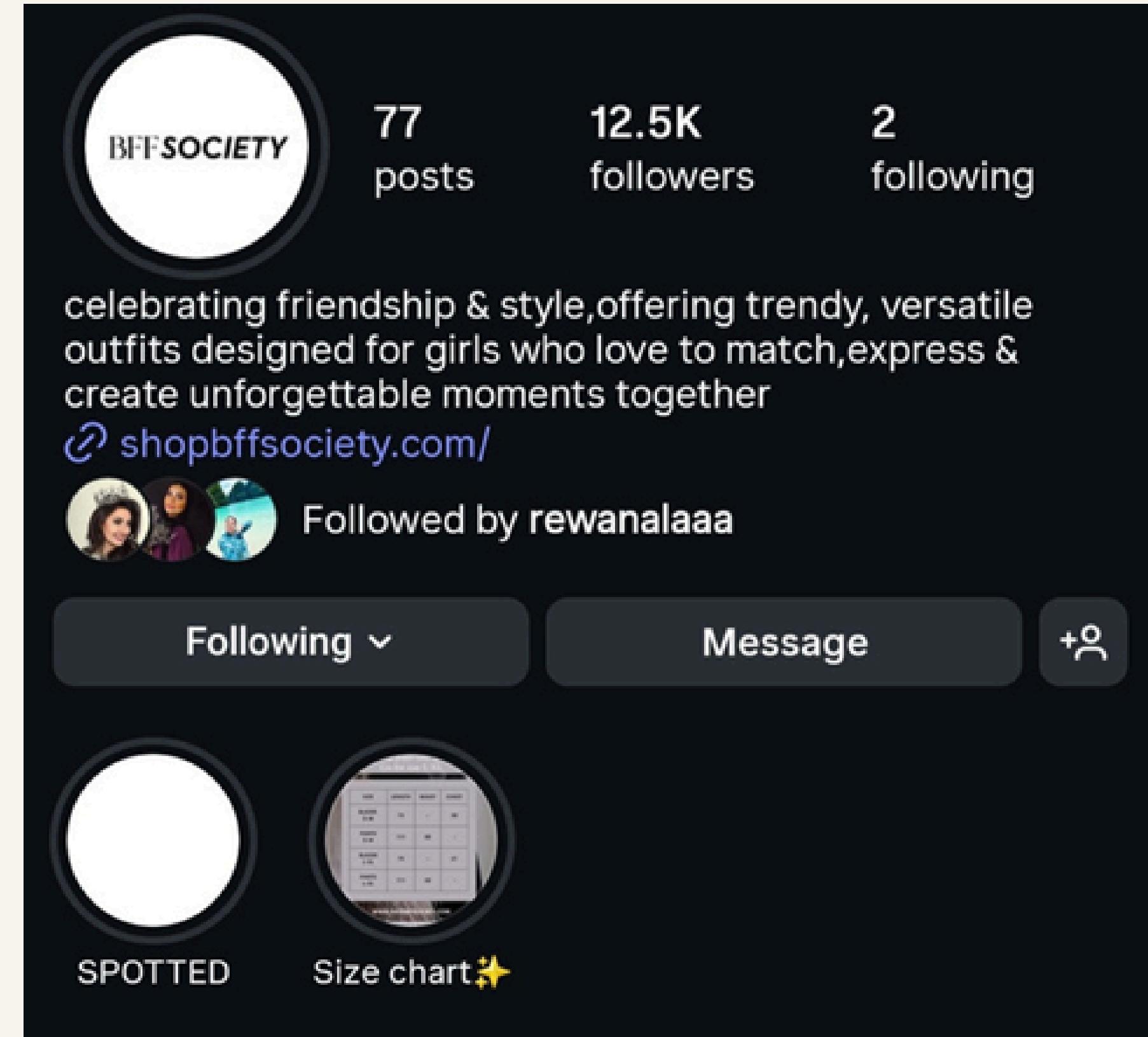
**Followers:** 12.5K (Instagram)

**Established:** Dec 2024

**Products:** 4 statement sets only

**Price Range:** 850 – 3500 EGP

**USP:** Has an active website for online shopping – versatile for beach & night occasions



# BFF SOCIETY



Strengths	Weaknesses
High-quality photography	Very small collection
Influencer collaborations	Inconsistent posting
Classy lifestyle positioning	Weak storytelling
Clear size chart	No strong CTAs/hashtags
Opportunities	Threats
Creative reels + storytelling	Stronger competitors with bigger collections
Build brand consistency	Market saturation
Long-term influencer branding	Losing credibility without influencers

## Implication for Oryah

- More affordable pricing (600–1750 EGP).
- Target modest + versatile wear niche.
- Stronger storytelling + interactive content.
- Consistent posting & clear shopping process.

# 5- Competitor Analysis

## – Basma Khater

### Summary:

**Followers:** ~50.3K (Instagram)

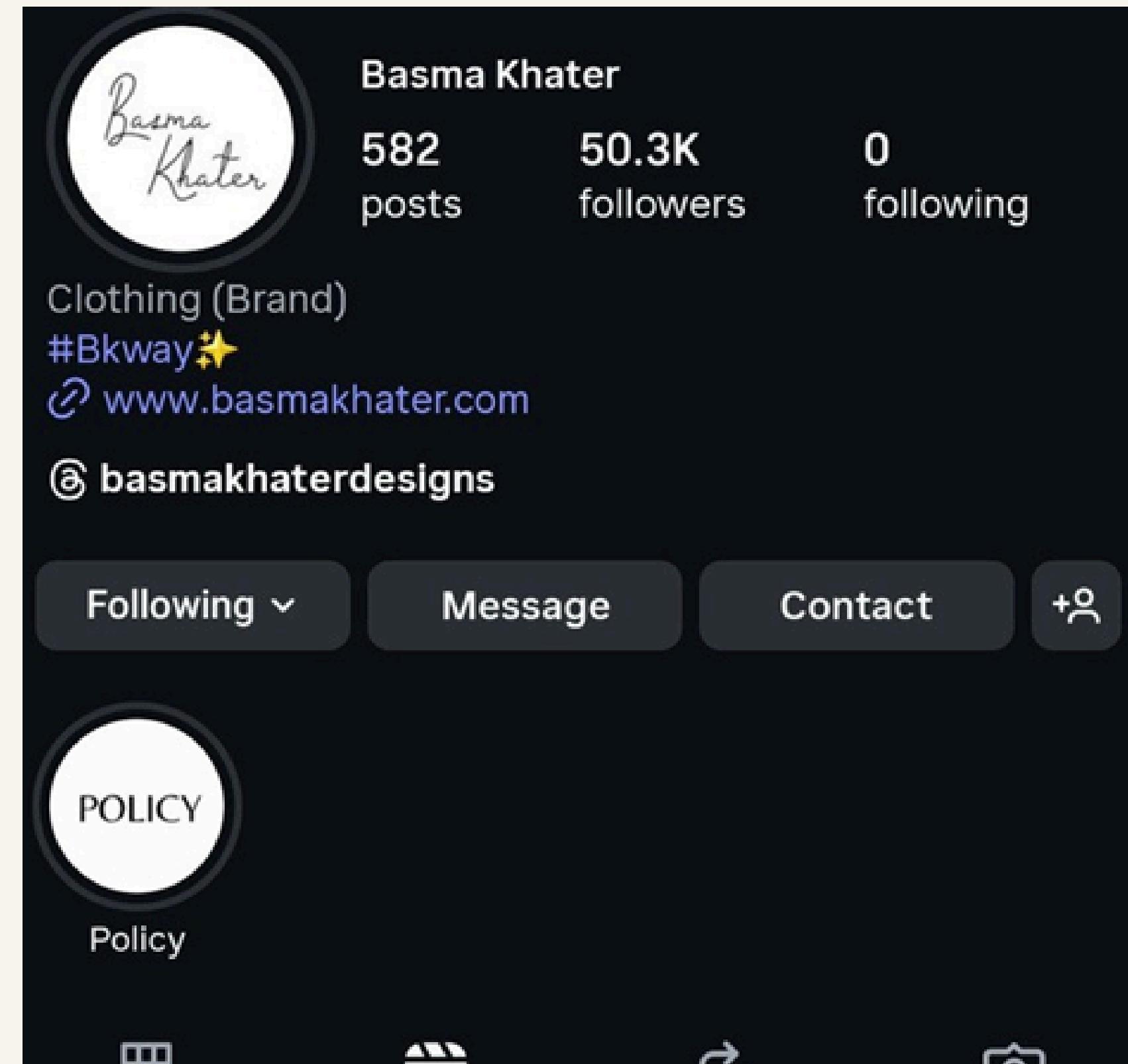
**Established:** May 2018

**USP:** “Trendy everyday wear, accessible anytime online.”

**Price Range:** 650 – 1700 EGP

**Website:** Yes → <https://basmakhater.com/>

**Channels:** Facebook, Instagram, TikTok, Threads





Strengths	Weaknesses	
Professional photography & strong influencer collaborations (boost credibility)	Few reviews/testimonials online	✓ <b>Where Oryah can learn:</b>
Consistent branding & visual identity.	Limited storytelling → focus only on visuals	• Consistent visuals & branding across all posts.
Content variety (Reels, Carousels, Stories)	Weak TikTok presence	• Seasonal drops (e.g., Summer / Ramadan collection).
Website → builds credibility &	Limited product variety	• Collaborations with micro-influencers.
Opportunities	Threats	✓ <b>Where Oryah can differentiate:</b>
Seasonal collections (Ramadan, Summer, Winter)	Fast-changing fashion trends	• Focus on modest fashion niche more strongly (not just casual wear).
Niche targeting (modest, plus-size, college girls)	Designs can be copied easily	• Stronger storytelling (not just visuals → brand message, emotional connection).
Influencer collabs expand reach affordably.	Fast-fashion competitors (cheaper)	• Active presence on TikTok (since Basma Khater weak there).
Growing online shopping among women in Egypt	Rising number of online boutiques	• More affordable pricing (Oryah avg. 600–800 EGP vs. 650–1700).

## Implication for Oryah

### ✓ **Where Oryah can learn:**

- Consistent visuals & branding across all posts.
- Seasonal drops (e.g., Summer / Ramadan collection).
- Collaborations with micro-influencers.

### ✓ **Where Oryah can differentiate:**

- Focus on modest fashion niche more strongly (not just casual wear).
- Stronger storytelling (not just visuals → brand message, emotional connection).
- Active presence on TikTok (since Basma Khater weak there).
- More affordable pricing (Oryah avg. 600–800 EGP vs. 650–1700).

# Thank you!

Have a great  
day ahead.