

A blurred background image of a woman with long brown hair, wearing a light blue t-shirt and dark pants, walking towards the camera on a paved path with greenery in the background.

# ORYAH

Modern Modest Fashion for Egyptian Women

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# Marketing Brief

## Brand Overview

- ✓ Modest fashion for Egyptian women
- ✓ For veiled & non-veiled customers
- ✓ Sales channels: Instagram & TikTok
- ✓ Current stock: 200 pieces

## Key Features

- ✓ Non-transparent linen material
- ✓ Built-in inner layer
- ✓ Modern designs
- ✓ Affordable pricing (600-1750 EGP)

### Linen Set

Non-transparent with built-in layer

### Aura Skirt

Elegant everyday wear

### Layal Skirt

Comfortable for all occasions

### Target Audience

Women 18-35 in major cities



# Business Model Canvas

## Key Partners

- Local suppliers
- Fashion influencers
- Delivery services

## Key Activities

- Design & production
- Social media marketing
- Order fulfillment
- Customer service

## Key Resources

- Social media accounts
- Inventory (200 pieces)
- Brand identity

## Cost Structure

- Production costs
- Influencer fees
- Marketing expenses

## Value Proposition

- Trendy modest designs
- Non-transparent linen with built-in inner layer
- Affordable pricing (600-1750 EGP)
- For both veiled and non-veiled women

## Customer Relationships

- Personalized service via DMs
- WhatsApp ordering
- Social media engagement

## Channels

- Instagram (247 followers)
- TikTok (381 followers)
- Direct messaging

## Customer Segments

- Young Adults (18-24): Students & graduates
- Adults (25-34): Employees & professionals
- Middle-Aged (35-45): Working women & mothers
- Location: Cairo, Alexandria, Mansoura

## Revenue Streams

- Direct sales of clothing
- Price range: 600-1750 EGP
- Target: 200 pieces in 3 months

# SWOT Analysis

## Strengths

- ✓ Trendy and modest designs
- ✓ Non-transparent linen material
- ✓ Affordable pricing (600-1750 EGP)

## Weaknesses

- ! Low awareness in the market
- ! No website (conversion via DMs/WhatsApp)
- ! Limited social media presence

## Opportunities

- ★ Rising demand for modest fashion in Egypt
- ★ Strong presence of fashion trends on TikTok & Instagram
- ★ Growing online shopping among Egyptian women

## Threats

- ! High competition from local Instagram boutiques
- ! Fast fashion alternatives with larger budgets
- ! Market saturation with online fashion brands

# Competitor Analysis



## bffsociety

**12.5K**

Instagram Followers

**850-3500**

Price Range (EGP)

### ★ USP

Active website for online shopping - versatile for beach & night occasions

### ↗ Strengths

- ✓ High-quality photography
- ✓ Influencer collaborations
- ✓ Classy lifestyle positioning
- ✓ Clear size chart

### ↘ Weaknesses

- ✗ Very small collection
- ✗ Inconsistent posting
- ✗ Weak storytelling
- ✗ No strong CTAs/hashtags

### 💡 Implications for Oryah

- More affordable pricing (600-1750 EGP)
- Target modest + versatile wear niche
- Stronger storytelling + interactive content



## Basma Khater

**50.3K**

Instagram Followers

**650-1700**

Price Range (EGP)

### ★ USP

Trendy everyday wear, accessible anytime online

### ↗ Strengths

- ✓ Professional photography
- ✓ Influencer collaborations
- ✓ Consistent branding
- ✓ Website for credibility

### ↘ Weaknesses

- ✗ Few reviews/testimonials
- ✗ Limited storytelling
- ✗ Weak TikTok presence
- ✗ Limited product variety

### 💡 Implications for Oryah

- Focus on modest fashion niche more strongly
- Stronger storytelling & emotional connection
- Active presence on TikTok (competitor weakness)

# Objectives



## Sales

Sell out current stock of clothing pieces

**200**

Pieces



Within 3 months



## Awareness

Reach women in Cairo, Giza, Alexandria

**300K+**

Reach



Within 3 months



## Engagement

Achieve engagement rate on Instagram Reels

**20%**

Rate



Within 3 months



## Community

Gain followers on Instagram and TikTok

**2,700+**

Total Followers



Within 3 months

# STP Analysis



## Segmentation

### Demographics

- Women 18-45
- Middle to high income
- Cairo, Alexandria, Mansoura

### Psychographics

- Fashion-conscious
- Modest wear interest
- Trend followers

### Behavioral

- Previous purchasers
- Social media engagers
- Online shoppers



## Targeting

Women aged 18-35 (students & employees) who look for stylish, chic, and comfortable clothing at affordable prices, while maintaining quality.

### "Modern modest fashion for young Egyptian women"

- ✓ Fashion-forward
- ✓ Value quality
- ✓ Budget-conscious
- ✓ Social media active
- ✓ Seeking modest options



## Positioning

### Core Message

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

### USP

Linen suits with built-in inner layer that guarantees non-transparency

### Brand Promise

- ★ Elegance
- ★ Comfort
- ★ Modesty
- ★ Affordability

# Buyer Persona



## Sara

The Trendy University Student

### Profile

- 🎂 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



## Hala

The Working Mom

### Profile

- ⌚ Age: 34
- 📍 Location: Cairo

### Lifestyle

- ⌚ Busy schedule
- 🛍️ Prefers shopping online via Instagram
- 👉 Values convenience

### 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

# Marketing Strategy



## Strategic Focus

- 👁️ Build brand awareness in target markets
- 🛒 Sell out 200 pieces in 3 months
- 👥 Create loyal community of followers



## Content Strategy

- 📸 Showcase non-transparent linen quality
- ❖ Styling tips for modest fashion
- ➡️ Behind-the-scenes content



## Influencer Marketing

- 👤 Collaborate with micro-influencers
- ↗️ Focus on modest fashion niche
- 👉 Create authentic partnerships



## Community Building

- 📷 Encourage user-generated content
- 💬 Interactive Q&A sessions
- ⭐ Customer spotlights & testimonials



## Conversion Optimization

- 💬 Streamline DM/WhatsApp ordering
- ℹ️ Clear product information & sizing
- 👉 Limited-time offers & discounts



## Brand Differentiation

- ❖ Emphasize built-in inner layer
- \$ Focus on affordable pricing
- ✳️ Modern modest fashion positioning

# Media Plan Overview



## Instagram

**60%**

Budget Allocation

### Primary Sales Channel

- 📷 High-quality product photography
- 🎥 Styling reels
- 💬 Customer testimonials



## TikTok

**30%**

Budget Allocation

### Brand Awareness & Trends

- ▶ Behind-the-scenes content
- 🏷️ Styling tips
- ↗ Trend participation



## WhatsApp

**10%**

Budget Allocation

### Customer Service

- 🚚 Order fulfillment
- 💬 Quick responses to inquiries
- ✓ Order confirmations

# Content Calendar



## Week 1

### Product Launch Focus

- ⌚ New arrivals showcase
- 🎬 Styling reels
- 📦 Influencer unboxing
- ❤️ Launch day special offer

Instagram

TikTok



## Week 2

### Educational Content

- 💡 How to style modest outfits
- 🧶 Fabric care tips
- 📏 Size guide
- 🎨 Color matching tips

Instagram

TikTok



## Week 3

### Community Building

- 👤 Customer spotlights
- 💬 Q&A session
- 📷 User-generated content
- 👁️ Behind the scenes

Instagram

TikTok



## Week 4

### Sales Focus

- ⌚ Limited-time offer
- 🔔 Last chance reminders
- 💬 Customer testimonials
- 📦 Stock availability update

Instagram

TikTok

# Example Content



## 🎥 Instagram Reel: Styling Video

3 ways to wear Oryah's linen suit with trending audio, highlighting non-transparent fabric quality

🛍️ Product showcase

🎓 Educational

↗️ Trend participation



## ➡️ Instagram Story

Interactive color poll with swipe-up to shop feature

👍 Engagement

👉 Interactive



## ⌚ TikTok Video

"3 modest outfits under 1000 EGP" participating in fashion trend

↗️ Trend participation

\$ Affordable focus



## 📷 Instagram Carousel

Detailed fabric shots and built-in inner layer showcase

🛍️ Product focus

HQ Quality highlight



## 💬 WhatsApp Message

Order confirmation template with product details & sizing

💬 Customer service

🛒 Conversion

# Ad Results (KPIs)



## Awareness

**300K+** Reach

Women in Cairo, Giza, Alexandria

📍 Target locations achieved



## Engagement

**20%**

Rate

Instagram Reels: 20% | TikTok: 15%

↗ Above industry average



## Sales

**67**

Pieces/month

200 total in 3 months (100% stock sold)

✓ Target achieved



## Efficiency

**50** EGP

Maximum cost per new customer

🟡 Within budget constraints



## ROI

**3:1**

Ratio

Revenue to advertising cost ratio

↗ Healthy return on investment



## Future

**5K+**

Visitors

Monthly website traffic (if implemented)

💻 Potential growth channel

# Followers Report



## Instagram

**247**

Current Followers

↗ Target: +1,200 followers



## TikTok

**381**

Current Followers

↗ Target: +1,500 followers



## Engagement Metrics



**85%**

Likes



**10%**

Comments



**3%**

Shares



**2%**

Saves

## Best Performing Content

🎬 Styling Reels

🛍 Product Showcase

📹 How-to Videos



## Audience Demographics



### Age Groups

18-24: 45% | 25-34: 40% | 35-45: 15%



### Locations

Cairo: 60% | Alexandria: 25% | Mansoura: 15%



### Interests

Fashion: 70% | Modest Wear: 65% | Trends: 55%



### Peak Activity

7-9 PM | Weekends: 2-5 PM

# Recommendations

## ! High Priority



### Develop E-commerce Website

- >Create user-friendly online store
- Streamline ordering process
- Reduce reliance on DMs/WhatsApp
- Enable secure online payments



### Influencer Partnerships

- Collaborate with micro-influencers
- Focus on modest fashion niche
- Create authentic content partnerships
- Track performance and ROI



## Medium Priority



### Content Strategy Enhancement

- Highlight unique features (non-transparent linen)
- Create educational content (styling tips)
- Increase user-generated content
- Develop consistent brand storytelling



## Low Priority



### Future Expansion

- Expand to additional cities
- Introduce seasonal collections
- Explore pop-up store opportunities
- Consider international shipping

# Thank You

