

A woman with blonde hair, wearing a light blue short-sleeved dress and a dark headband, is smiling and holding a wicker basket. She is standing outdoors on a paved path with trees and a building in the background. The image is slightly faded to serve as a background for the text.

# 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

## 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

## Customer Segments

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

## Key Resources

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

## Channels

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

## Cost Structure

- Production costs
- Influencer fees
- Marketing expenses

## 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



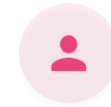
## Strategic Focus

- 👁️ 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



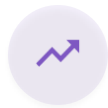
## Influencer Marketing

- 👤 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

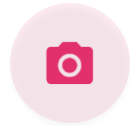
- 💬 Streamline DM/WhatsApp ordering
- 📄 Clear product information & sizing
- 💎 Limited-time offers & discounts



## 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 Carousel

Detailed fabric shots and built-in inner layer showcase



Product focus



Quality highlight



## 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



## 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

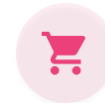


## Engagement

**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

A woman with long dark hair, wearing a white long-sleeved dress and pink sunglasses, stands on a rocky beach. She is holding her hair with her right hand. The background shows the ocean and a clear sky. The text "Thank You" is overlaid in large white letters.

# Thank You