

Marketing Brief – Oryah

1. Background

Brand Name: Oryah

Category: Women's modest fashion (for veiled & non-veiled women).

Sales Channel: Instagram & TikTok (no website yet).

Current Stock: 4 products × 50 pieces each (200 pieces total).

Target Audience:

- **Gender:** Women
- **Age:** 18–45
- **Location:** Cairo, Giza, Alexandria
- **Interests:** Fashion, clothing, modest wear, trends

2. Objectives

- **Primary Goal:** Sell out the current stock (200 pieces).
- **Secondary Goals:**
 - Increase brand awareness among women in the target locations.
 - Build a loyal follower base on Instagram & TikTok.
 - Create engaging content that encourages repeat visits and word-of-mouth.

3. Challenges

- New brand with low awareness.
- Limited stock (focus on quick turnover).
- No website (sales depend on social media conversion).

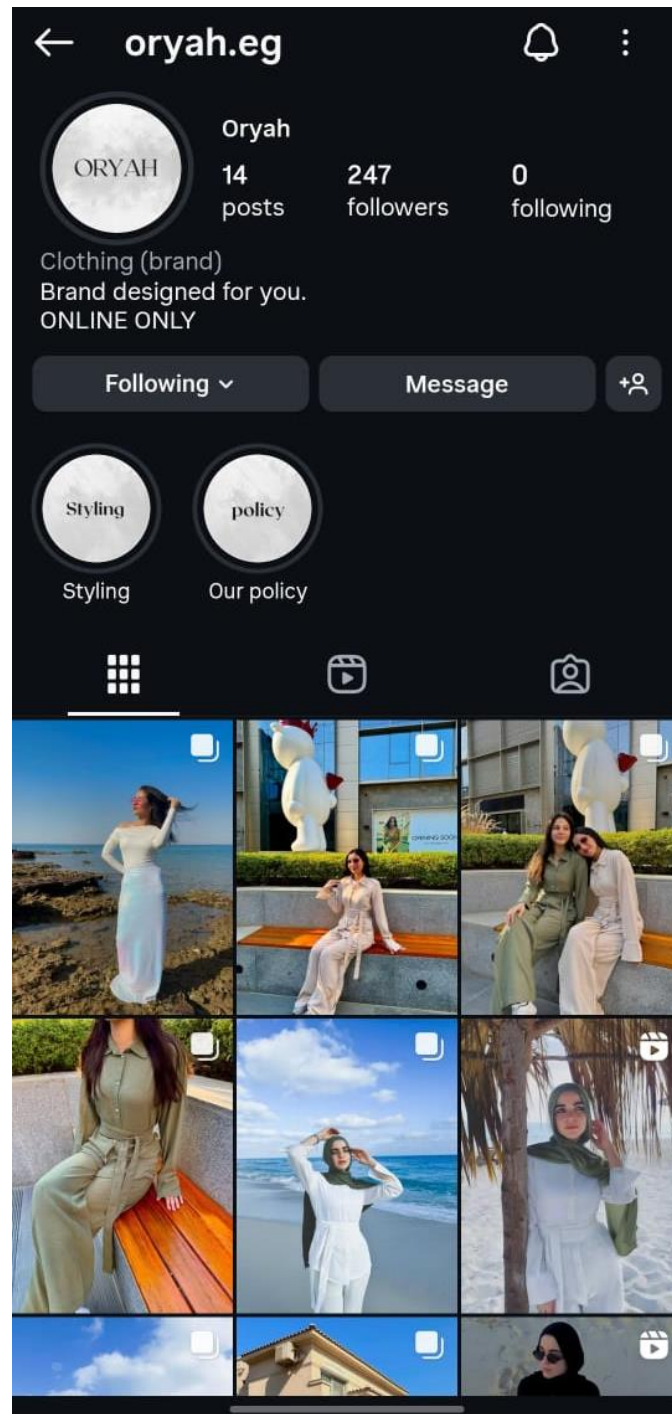
4. Links:

Instagram: <https://www.instagram.com/oryah.eg>

TikTok: <https://www.tiktok.com/@oryah.eg>

5. Screen Shot (AS-IS)

1- Instagram



2- TikTok

