



**YAT251
G4e**

Al-Esraa Store

توكيلات تجاريه كمبيوتر لاب توب طابعات ماكينات
تصوير



Instructor: Mr. Mohammed ElAswad

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About us

Welcome to Al-Esraa Store, your trusted destination for high-quality technology solutions. We specialize in a wide range of products, including computers, laptops, printers, and photocopiers, catering to the needs of both individuals and businesses. Our mission is to provide reliable and innovative technology to help you stay productive and connected.

At Al-Esraa Store, we are committed to delivering exceptional customer service and support, ensuring that you find the perfect products for your needs. Visit us today to explore our latest offerings and experience the best in technology solutions.



Business Model Canvas

1. Key Partners

Suppliers: Manufacturers and distributors of laptops, printers, and surveillance cameras (e.g., HP, Dell, Canon, Hikvision).

Local IT service providers: For installation and maintenance of surveillance systems.

Logistics companies: For efficient supply chain management and delivery.

Marketing agencies: To promote the store locally.

2. Key Activities

Inventory Management: Stocking a variety of laptops, printers, and surveillance cameras.

Sales: In-store and online sales processes.

Customer Service: Providing technical support and after-sales service.

Marketing: Local advertising, social media campaigns, and community engagement.

Installation Services: Offering setup for surveillance cameras.

3. Key Resources

Physical Store: A well-located retail space in Kafr El-Sheikh.
Inventory: A diverse range of products (various brands and models).

Staff: Knowledgeable sales personnel and technical support staff.

Social media platforms: For online sales and showcasing products.

Technology: Point-of-sale systems and inventory management software.

4. Value Propositions

Wide Selection: A variety of laptops, printers, and surveillance systems.

Expert Advice: Knowledgeable staff providing personalized recommendations.

After-Sales Support: Technical support and installation services.

Competitive Pricing: Affordable pricing compared to larger chains.

Local Presence: Convenience of a local store with community ties.

5. Customer Relationships

Personalized Service: One-on-one consultations for product selection.

Loyalty Programs: Rewards for repeat customers.

Customer Support: Accessible help for troubleshooting and repairs.

6. Channels

Al-Esraa Store: in Kafr Elsheikh city, Main location for direct sales and customer interaction.

Social Media: Facebook and Instagram for marketing and customer engagement.

7. Customer Segments

Individuals: Students, professionals, and home users seeking laptops and printers.

Businesses: Small and medium enterprises needing office equipment and surveillance.

Educational Institutions: Schools and universities requiring bulk purchases.

8. Cost Structure

Inventory Costs: Purchasing laptops, printers, and cameras.

Operational Costs: Rent, utilities, and staff salaries.

Marketing Expenses: Advertising and promotional activities.

Maintenance Costs: Upkeep of the store and equipment.

Logistics Costs: Shipping and handling of products.

9. Revenue Streams

Product Sales: Revenue from selling laptops, printers, and surveillance cameras.

Service Fees: Income from installation and maintenance services.

Repair Services: Fees for technical support and repairs.

Products analysis

Features

advantages

benefits

• laptop

Intel Core i5 6th Generation processor

128 GB SSD (Solid State Drive)

8 GB RAM

• Camera Control

hard 500

Power 10 A

• photocopiers

Print resolution 600*600 dpi

25000 sheets per month

Improved Performance

Quick Application Load Times

Efficient Handling of Multimedia Files

Ample Storage Capacity

Supports High-Power Devices

Good Detail Reproduction

Increased Productivity

making it suitable for everyday tasks

Increased Productivity

Reduced Crashes and Freezes

Extended Recording Time

Compatibility with Various Devices

Enhanced Image Clarity

Faster Job Completion

SWOT Analysis

Strengths

- After-sales maintenance
- Competitive Pricing
- Return Policy
- Ability to provide products quickly
- Knowledgeable staff who can provide expert advice

Weaknesses

- Limited Product Range
- Limited Marketing Budget
- Lack of Online Presence

Opportunities

- Online Shopping Growth
- Collaborations with Influencers
- The increasing trend of remote work and e-learning creates a steady demand for laptops

Threats

- High Competition
- Changing Consumer Preferences
- Rapid technological developments
- Economic fluctuations may affect consumer purchasing power

OBJECTIVES

sales

Achieve a 25% increase in monthly sales within the next six months

serve

Reach a 90% customer satisfaction rate by the next quarter

speak

Increase engagement on social media by 30% in the next three months

save

Reduce order processing and delivery costs by 20% within the next six months

sizzle

Create a recognizable brand identity that resonates with customers and stands out in the market

Segmentation

1. Demographic Segmentation: age & occupation

- 18-25 students
- 25-45 professionals
- 35-50 families

2. Behavioral segmentation

- Purchase occasion: back-to-school shoppers, businesses looking to upgrade

3. Geographic segmentation Location: Kafr Elsheikh,



Targeting Audiance

LAPTOP
we targeted
students 18-25,
who needs
laptop for
studying and
assignments

Documents
photocopier
we targeted
small business
owners 25- 45,
who need
efficient printers
in school
season

Camera Control
System we
targeted
offices and
homeowners 35-
50, who looking
for security
solutions for
personal &
institutional safety

- **Positioning**
For Individual customers and small businesses seeking reliable technological solutions.
we offer a mid-range selection of surveillance cameras and laptops that combine quality and performance at affordable prices.
we stand out by providing high-quality products with excellent technical support, ensuring safety and efficiency in use
- **Message:** We are the ideal choice for those seeking reliable technology that enhances their security and efficiency without exceeding their budget
- **Slogan:** Enabling a safer society and smarter living

Buyer persona

Age: 22

Location: Kafr El Sheikh

Interests: Laptops& technology, social media

Language (s): Arabic

Gender: Male

Education: Bachelor's degree

Social status: Single

Income: Unemployed

Occupation: University Student

Websites: Facebook

Obstacles hinder buying: The presence of powerful laptops among competitors- The weakness of the device's capabilities in the opinion of some people

Motives to buy my product: A reasonable price for students - Ongoing offers- The possibility of viewing upon receipt- The availability of a delivery service to any place within the governorate

Online behavior: The possibility of ordering products online through the Facebook or Instagram page

Goals that may achieve via my product: The student can perform the tasks required of him on our laptop with ease

Name: Omar



Omar

Buyer persona

Age: 45

Location: Kafr El Sheikh

Interests: security&technology

Language (s): Arabic

Gender: Male

Education:highly qualified

Social status:married

Income: 20.000 LE

Occupation: owner of an accounting company

Websites: Facebook

Obstacles hinder buying: The presence of lower- priced competitors .

Motives to buy my product: A reasonable price - Ongoing offers- The possibility of viewing upon receipt- The availability of a delivery service to any place within the governorate-After sales service-Product effeciency-The presence of different combination of cameras systems suitable for all categories.

Online behavior: The possibility of ordering products online through the Facebook or Instagram page

Goals that may achieve via my product: The company's insurance from inside and outside without the need for insurance personnel

Name: Osama



osama

Buyer persona

Age: 30

Location: Kafr El Sheikh

Interests: Printing

Language (s): Arabic

Gender: Male

Education: higher qualification

Social status: married

Income: 10.000 LE

Occupation: owner of office for printing documents next to Kafr EL-Sheikh university

Websites: Facebook

Obstacles hinder buying: The presence of lower- priced competitors - the printing machine may be slow with prolonged use.

Motives to buy my product: different types of printing machines with various capabilities, delivery option

Online behavior: The possibility of ordering products online through the Facebook or Instagram page

Goals that may achieve via my product: Quality printing of documents and convenience for university students

Name: Ayman



Ayman

Marketing Mix (4Ps):

products

lap hp 640 G2

core i 5 6th
hard m. 2 128 Giga
Ram 8 Giga
vga intel

laptop hp 255

ryzen 3
hard ssd 128
Ram 8 giga
vga amd 2 giga

Price

5600 LE

8100 LE

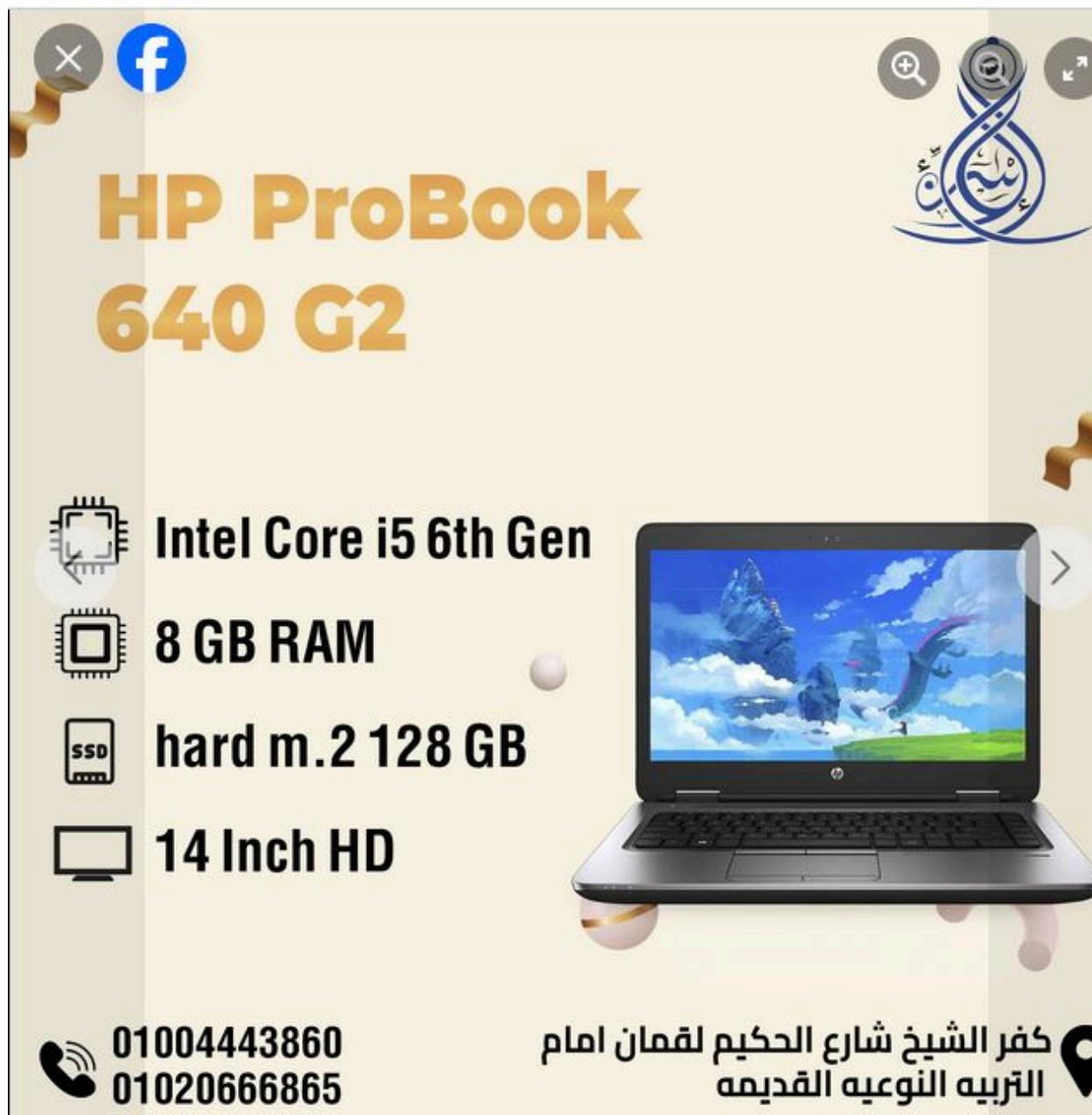
Place

Kafr El Sheikh, Al-Hakim Luqman Street



Channel used

Facebook



Instagram



alehraastore1
بنقدم لك الرفيق المثالي لرحلة دراسية ممتعة
بمناسبة العودة الى الدراسة

Tactics products

Hilook camera

2 cam out 2m
cam in 2m 2
Power 10 A
hard 500
cable RG 174 50 m

Hikvision camera

2 cam out 2m
2 cam in 2m
Power 10 A
hard 500
cable RG 174 50 m

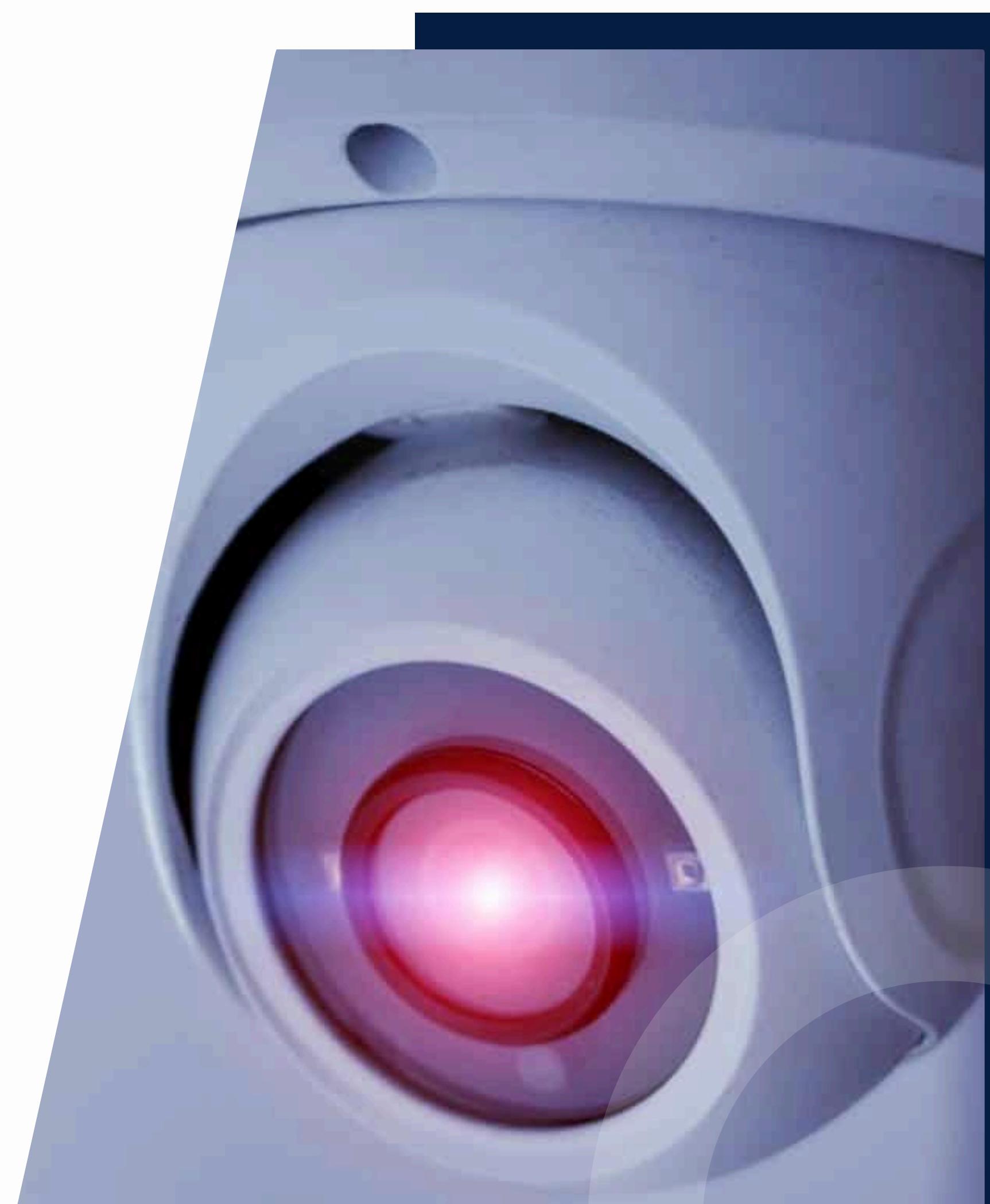
Price

3100 LE

4000 LE

Place

Kafr El Sheikh, Al-Hakim Luqman Street



Channel used

Facebook

أمانك بين يديك
رؤتك في كل زاوية

HiLook كاميرات

Special Offer

Shop Now

01004443860
01020666865

كفر الشيخ شارع الحكيم لقمان امام
التربية النوعية القديمة

Instagram

alesraastore1

HIKVISION

رؤتك الأوضح
لأمان أكبر

كاميرا بأسعار زمان

01004443860
01020666865

كفر الشيخ شارع الحكيم لقمان امام
التربية النوعية القديمة

More

Shop Now

مواصفات النظام:
 aleksraastore1 "خليل مطمئن، الأمان بقى أسهل"

Tactics products

Ricoh 3350 Black & White Copier

Speed 33 pages per minute
Print resolution 600*600 dpi
Memory 256 MB
25000 sheets per month
Network – Scanner – Fax

Ricoh 2800c Color Machine

28 ppm
1200*1200 dpi
1GB Memory + 80GB Hard Disk
20000 Sheets
Printer – Network – Scanner

Price

12000 LE

11000 LE

Place

Kafr El Sheikh, Al-Hakim Luqman Street



Channel used

Facebook



ماكينة تصوير ريكو 2800
الوان

01004443860
01020666865

كفر الشيخ شارع الحكيم لقمان امام
التربية النوعية القديمة

Instagram



?Richo Aficio 3350 alesraastore1





كاميرات

2 Mp Network Camera

- كاميرتين 2 متر خارجي
- كاميرتين 2 متر داخلي
- مزود طاقة 10 أمبير
- قرص صلب 500 جيجابايت
- كابل RG 174 بطول 50 متر
- وصلات



HIKVISION

مسجل فيديو رقمي 4 منافذ 2 متر
(هيكفيجن) - 1350

- كاميرتين 2 متر خارجي
- كاميرتين 2 متر داخلي
- مزود طاقة 10 أمبير
- قرص صلب 500 جيجابايت
- كابل RG 174 بطول 50 متر
- وصلات



01004443860
01020666865

كفر الشيخ شارع الحكيم لقمان
امام التربية النوعيه القديمه

01004443860
01020666865

كفر الشيخ شارع الحكيم لقمان
امام التربية النوعيه القديمه



الرفيق المثالي لمرحلة دراسية ممتعة

laptop hp 255



- Battery**
6000 MAh
- 15.6-Inch**
HD
- Memory**
8 GB RAM
- Storage**
128 GB SSD

[BUY IT NOW](#)



حملة الصيانة الشاملة على جميع
كاميرات المراقبة

مع شركة الإسراء

خدماتنا تصل إليك، أينما كنت

كفر الشيخ شارع الدكيم لقمان
امام التربيه النوعيه القديمه

📞 01004443860-01020666865

Frequency of posting

post per day

Types of content used

Social Media posts

Time of posting

Between 12 pm to 3 pm

Tone of voice

Formal but must be friendly

Content Calender

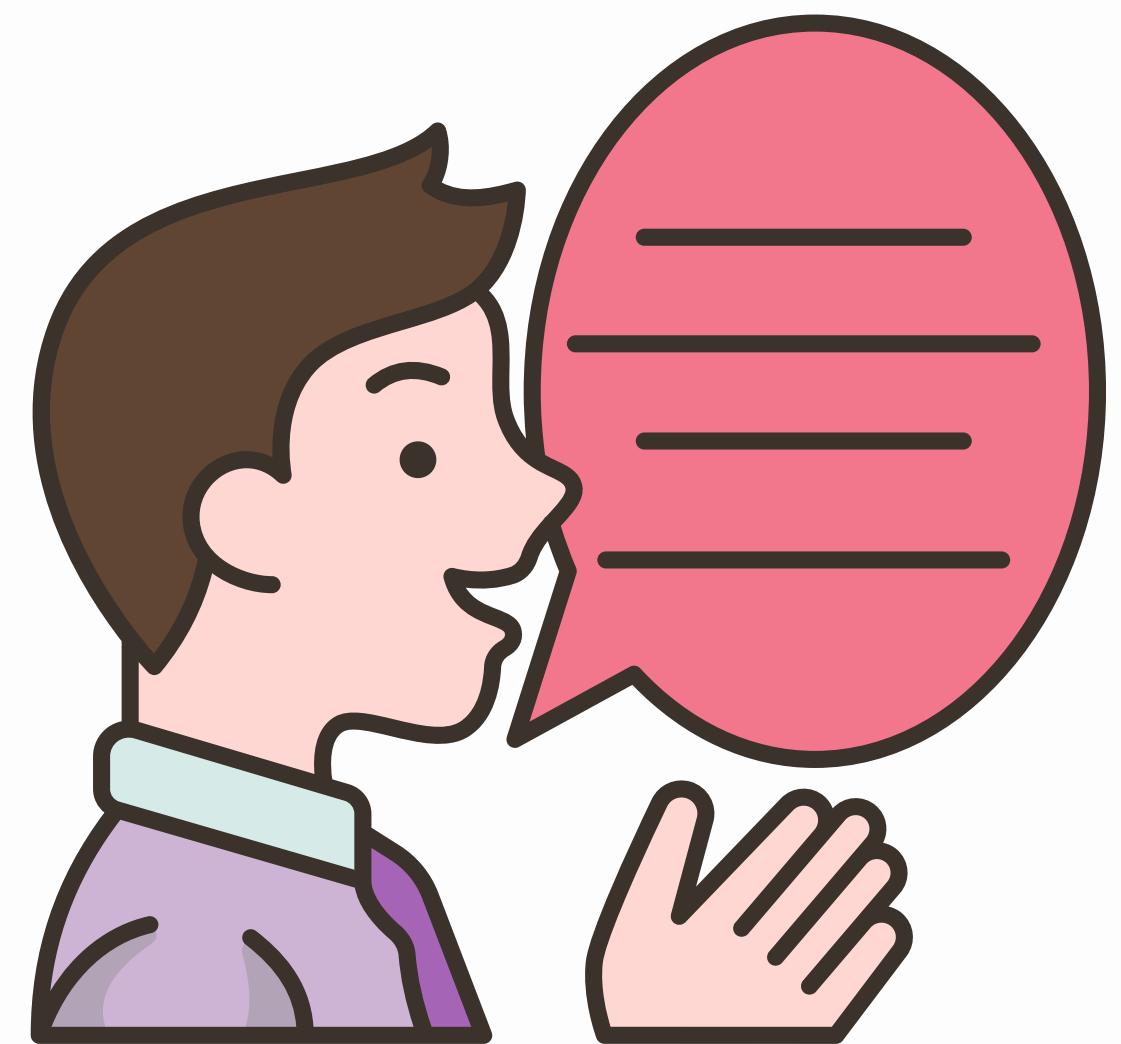
SOCIAL NETWORK	DATE (MONTH/DAY/YE	TIME (EST)	CONTENT PILLAR	Post Description	Target audience	CONTENT FORMAT
WEEK 1						
facebook	8/10/2024	10 pm	Promotion	اللتر الجيلز المثالي لاحتياجاتك الفردية والمهنية مع HP	Mens & females	Image post
	9/10/2024	12:00 PM	Promotion	!Ricoh Aficio 4501 Color طباعة	Mens & females	Image post
	10/10/2024	12:00 PM	Promotion	نحتاج إلى طباعة كل من احتياجاتك حمل وتوفر لك الوقت والجهد؟ طباعة رقمي Ricoh Aficio 3350 هي الحل الأفضل	Mens & females	Image post
	11/10/2024	12:00 PM	Promotion	هذا مطلب، "الأمن بغير المivel" مع كاميرات Hilook ,Hikvision	Mens & females	Image post
	21/10/2024	12:00 PM	Promotion	!Ricoh Aficio 2600 Color طباعة	Mens & females	Image post
	23/10/2024	12:00 PM	Promotion	Hilook dvr8 port 2m	Mens	Facebook Post (Text + Image)

COMPETITOR ANALYSIS

keep Identity	Own Bussiness	Competitor 1	Competitor 2
Facebook	https://www.facebook.com/esraastorekfs?mibextid=qi2On	https://www.facebook.com/alhodacomputer?mibextid=ZbW	https://www.facebook.com/itshopeg?mibextid=ZbWKwL
Link of channel			
Likes	1.4k	9.1k	1.5k
Followers	1.5k	10k	1.5k
Reviews	1 review	10 review	no review
About	Commercial and industrial	Computer company	Computers (brand)
Posting Regular or not	not	yes	sort of
# of posts/week	one post per week	4 posts per week	average one post
average likes /post	6 likes	35 likes	40 likes
average Comments/post	6 comments	25	20
average shares/post	20	30	25
Engagement Rate	10	35	30
paid posts/not	2	Organic	the most paid
Type of content	Photos and video	Photos and video	Photos and video
Tone of voice	frindly	frindly	frindly
Call-to-Action	Messenger WhatsApp Phone	Messenger WhatsApp Phone	Messenger
Comments Replies	Answer to all	Answer to all	Answer to all
Designs?	yes	yes	yes
Keep Identity	yes	no	yes
Stories content	no	no	not
Where in buyer journey	online and directly	online and directly	online and directly
Contacts through?	From the branch, by phone or website	From the branch, by phone or website	From the branch, by phone or website
Strengths	Easy access, multiple branches and delivery service	availability	availability
Weakness	shortage of products	high price	high price



**Our Tone of voice is friendly
Clear & Reliable
simple language
Informative & supportive
Community focused**



Competitive advantage

The company has commercial agencies for laptops, printers, and copiers, thus:

The company offers a diverse range of products that meet the needs of a wide customer base

There is a strong relationship with suppliers.

The company benefits from competitive pricing.

Customer service and technical support are available, contributing to building a good reputation and increasing customer loyalty.

A wide distribution network helps reach new markets and boost sales

Control

Measuring KPIs

- Engagement Rate
- Click Through Rate(CTR)
- Visits
- Number of Followers
- Reach and impression
- Sales



Campaign Analysis



CONTENT ENGAGEMENT

Analysis Report

Campaign name	Ad set name	Delivery	Reach	Impressions	Frequency
camera control Engageme...	All	• Recently completed Campaign	3,524	6,377	1.81
	camera control ad set	• Recently completed Ad set	3,524	6,377	1.81
Laptop Al Asraa Shop	All	• Completed Campaign	3,243	4,934	1.52
	Laptop Ad	• Completed Ad set	3,243	4,934	1.52
Total results 4/4 rows displayed			6,747 Accounts Centre accounts	11,311 Total	1.68 Per Accounts Centre account

Campaign name	Ad set name	Attribution setting	Results	Amount spent	Cost per result
camera control Engagement	All	-	26 Messaging conversations started	502.34.₼	19.32.₼
	camera control ad set	7-day click or 1-day view	26 ⓘ Messaging conversations started	502.34.₼	19.32.₼ ⓘ
Laptop Al Asraa Shop	All	7-day click or 1-day view	40 ⓘ Messaging conversations started	374.84.₼	9.37.₼ ⓘ
	Laptop Ad	7-day click or 1-day view	40 ⓘ Messaging conversations started	374.84.₼	9.37.₼ ⓘ
Total results 4/4 rows displayed		7-day click or 1-day view	66 ⓘ Messaging conversations started	877.18.₼	13.29.₼ ⓘ



Key Performance Metrics

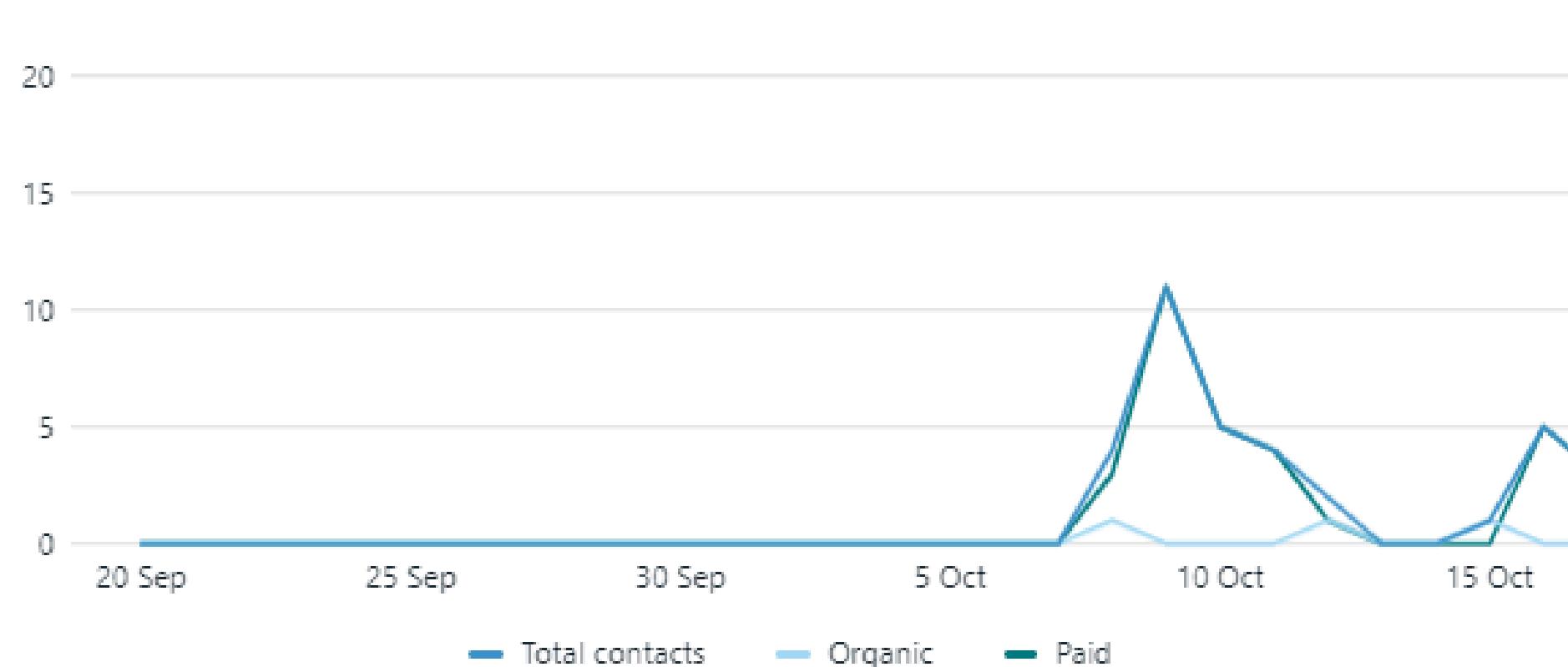
Contacts

Here's everyone who messaged your business.

Total contacts ⓘ
34 ↑ 1.6K%

Messaging conversations started ⓘ

34 ↑ 1.6K%



New contacts ⓘ

32 ↑ 1.5K%

Organic

1

Paid

Returning contacts ⓘ

2 ↑ 100%

Organic

2

Paid

0

Breakdown

20 Sep 2024 - 17 Oct 2024

Organic

3 ↑ 50%

Paid

31 ↑ 100%

Daily responsiveness

See how quickly and consistently your business replies to messages.

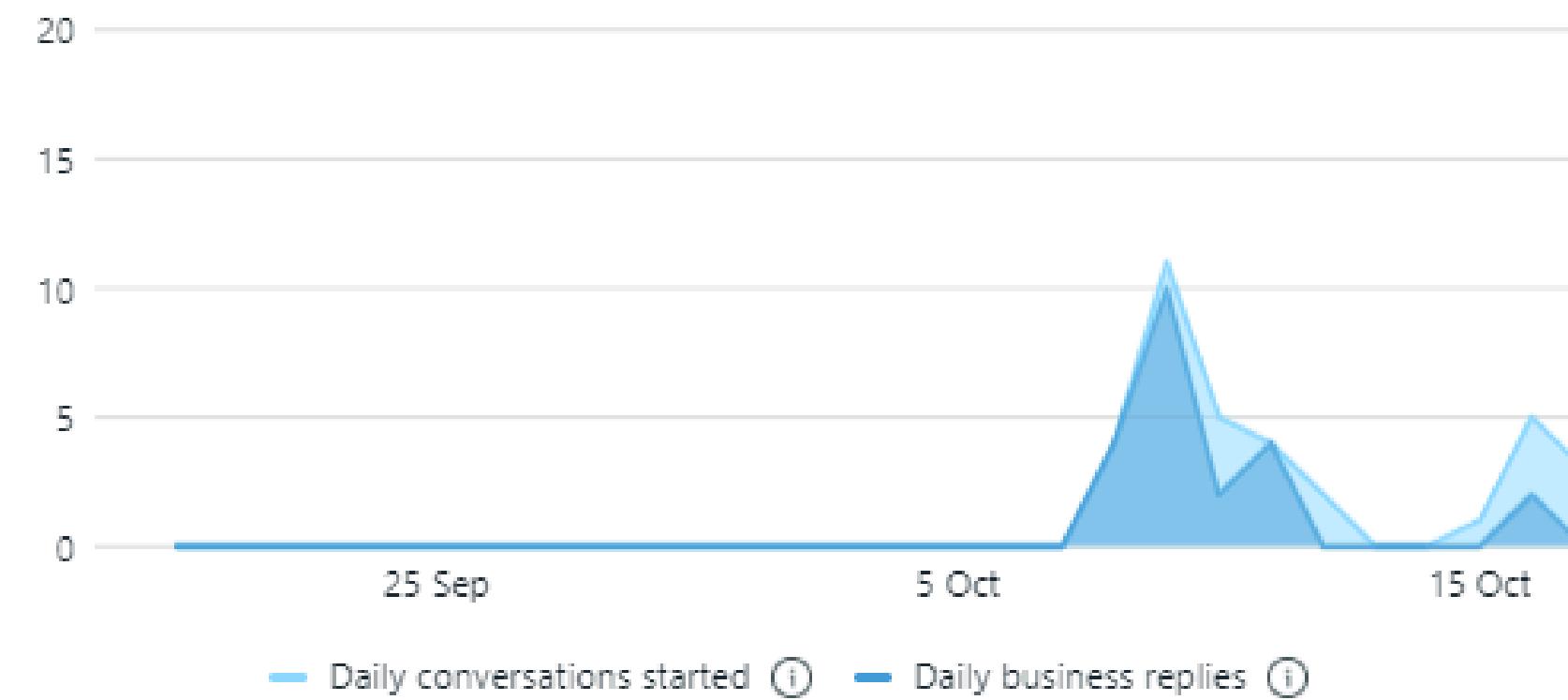
Response rate ⓘ

62.9% ↓ 37.1%

Response time ⓘ

4h 53m ↑ 109.3%

Response rate over time



Optimise your schedule

Your busiest day last week was Wednesday, 9 October. See which hours your business received the most conversations for to help optimise your schedule.

[See hourly insights](#)

Ads that click to message

These metrics include data from all Facebook Pages associated with the selected ad account: Princess Mirnr (120210690649660026)

Messaging conversations started

52 -

ⓘ Cost per messaging conversation started

12.28 ₽ · ₽ -

ⓘ Amount spent ⓘ

638.37 ₽ · ₽ ↑ 100%

Target Audience

Audience ①

Lifetime ▾

Post engagement ①

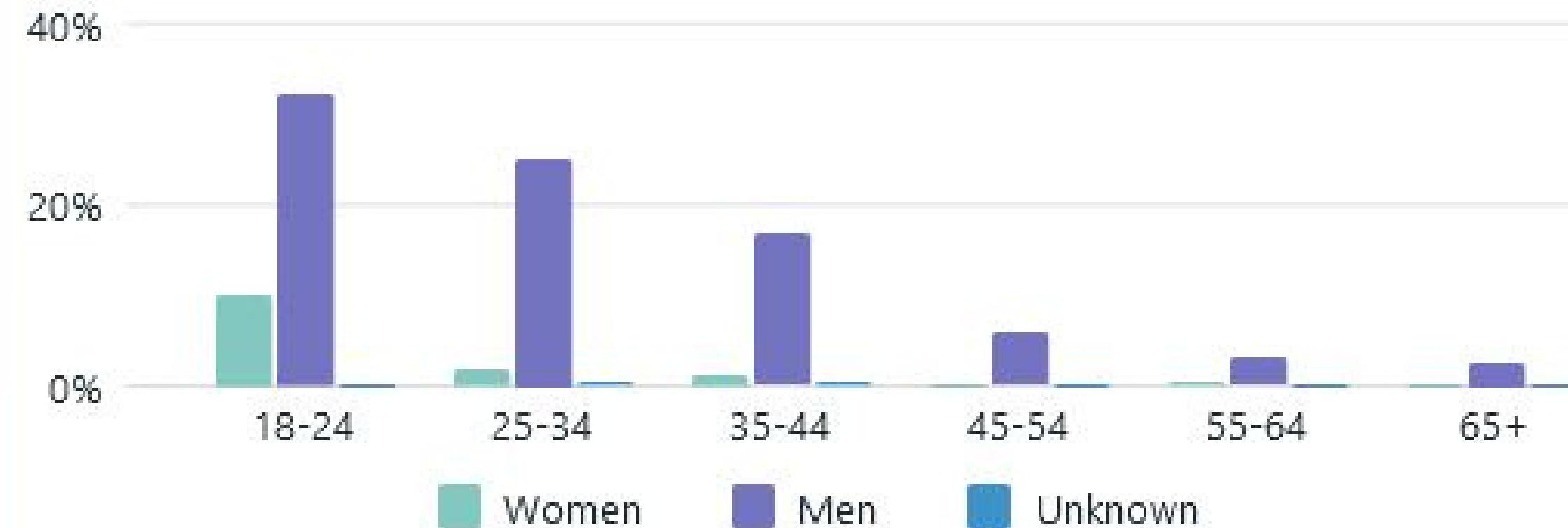
258

Post engagement by category

Age and gender

Placements

Locations



organic posts

	... من انتظار الطابعة عشان تخلص طباعتك؟ مع 🍏	Al-Esraa Store	<button>Boost</button>	<button>...</button>	20 October 18:00		47 Reach	1 Reactions	0 Comments	0 Shares
	الحكيم لقمان - بجوار كلية التربية النوعية القديمة	Al-Esraa Store	<button>Boost</button>	<button>...</button>	19 October 18:00		56 Reach	3 Reactions	0 Comments	0 Shares
	Hil... خليك مطمئن، الأمان يبقى أسهل! مع كاميرات	Al-Esraa Store	<button>Boost</button>	<button>...</button>	15 October 19:53		3.1K Reach	7 Reactions	10 Comments	0 Shares
	... عملك وتتوفر لك الوقت والجهد؟ 🎯 طابعة Ricoh	Al-Esraa Store	<button>Boost</button>	<button>...</button>	14 October 14:59		98 Reach	4 Reactions	0 Comments	0 Shares
	استثمر في مستقبل أعمالك مع طابعة Ricoh Af...	Al-Esraa Store	<button>Boost</button>	<button>...</button>	12 October 16:53		93 Reach	6 Reactions	0 Comments	0 Shares
	Al-Esraa Store updated their profile pict...	Al-Esraa Store	<button>Create ad</button>	<button>...</button>	10 October 20:41		121 Reach	7 Likes and reactions	0 Comments	0 Shares

Hager Elaiary

Assign this conversation



Intel Core i5 6th Gen
8 GB RAM
hard m.2 128 GB
14 Inch HD
01004443860
01020666865

لaptop hp 255 داخلي العرض 8100 بدلا من 8600

Sent by Princess Mrrm

طيب انواع في حدود 4000 او 4500
هو لي الدراسة والكورسات

Reply in Messenger...

Mostafa Eraqi

Assign this conversation



الريلق المثالي لرحلة دراسية ممتعة
laptop hp 255
2GB AMD Card
8 GB RAM
128GB SSD
15.6-Inch HD
01004443860
01020666865

اولا و سهلا بحضرتك ي فندم سعر الاب داخلي العرض 8100 بدلا من 8600

Sent by رضا واصف

محمد عياد

Assign this conversation



128GB SSD
15.6-Inch HD
01004443860
01020666865

كفر الشيخ شارع الحكيم لفهان امام
التربيه النوعيه القديمه

تمام هو ده

جبل كام ياهندسة والسعر معلش آخر حاجة

10 Oct 2024, 20:38

كل شغل الابيات اللي عندنا فرز أول بفضل الله لأن احنا المستورد

المعروف بكافته وأداته العالي 3 ryzen معالج الجهاز

Sent by

Ahmed Ramadan

Assign this conversation

ممكن حضرتك توضّيلي السؤال أكثر hp ي فندم دا

عاوز نوع تانية

ممكن تعيّيلي جميع الأنواع اللي موجوده عندكم

بالصور

حضرتك النوع كتير ممكن تحدّد لي نوع معين وانا ابعث لحضرتك كل التفاصيل يكون أفضل

Al-Esraa replied to You

دا سعره في العرض 29700 بدلا من 30200

Sent by رضا واصف

Update the order status of this chat?
You can organise your inbox by marking this

Reply in Messenger...

Esraa El Akhras

Assign this conversation

كام سعره

Sat 01:04

Esraa مرحبًا بك في شركة الاسراء استور استاذ ازاي نقدر نساعد حضرتك ؟

Al-Esraa replied to Esraa

كام سعره

اي منتج استفسار حضرتك

لاب توب

Sat 03:59

lap hp 255 8600 بدلا من 8100

Sat 14:01

Reply in Messenger...



Recommendations

1. "Camera Control"

- **Refine Target Audience:** Use demographic and behavioral data to identify who is most likely to engage with the ad.
- **Improve Ad Content:** Experiment with new messaging and visuals to capture attention.
Consider including promotional offers or valuable information about the product.
- **Increase Campaign Budget:** If the budget allows, consider increasing spending to expand reach and achieve more results.

2. "Laptop Al Esraa Shop"

- **Replicate Successful Strategies:** Analyze the campaign's successful elements (such as messaging, imagery, and offers) and apply them to future campaigns.
- **Optimize Timing:** Run the campaign when the target audience is most active on platforms.

3. Analysis and Review

- Monitor Performance Regularly: Track campaign metrics consistently to quickly adjust strategies.
- A/B Testing: Use A/B testing to determine which ads perform better, whether in design or messaging.

4. Increase Engagement

- Utilize Promotional Offers: Provide discounts or incentives to encourage more conversations.
- Encourage Interaction: Motivate the audience to engage through questions or polls.

5. Expand Across Multiple Platforms

- Broaden Ad Exposure: If the budget allows, try advertising on other social platforms or through Google to increase visibility.

Our Team

Martina Safwat

Fatma Ezzat

Maryam Zakaria

Ahmed abdelsatar

Ahmed mohamed



THANKS FOR WATCHING