



2. Research & Discovery Rafiki Pet Hospital

Market Research



Comprehensive market research analyzed population demographics, pet ownership patterns, service demand, and seasonality. Trends showed rising dog ownership, steady cat populations, and emerging interest in exotic pets. Vaccination services peaked from January to March, while grooming saw high demand from May through August. Market sizing included local population data, pet ownership rates, and estimated annual visits.

Data sources: government census, local veterinary studies, online surveys, and direct pet owner interviews. Insights guided service prioritization and digital marketing focus, ensuring high impact on potential client segments.

Local Market Numbers

Item	Numeric Value
Competitive clinics in 5km radius	9 major vet centers
Competitor clinics registered (New Cairo)	13 hospitals, 21 clinics
Average consultation fee (competitors)	EGP 650 – 900
Median local digital ad spend (competitors)	EGP 40,000 – 70,000 / month
Pet types split	Dogs 54% / Cats 38% / Other 8%
Seasonal peaks	Vaccinations Jan–Mar; Grooming May–Aug
Survey sample size (recommended)	400 respondents



Client Brief & Goals

Rafiki Pet Hospital aimed to establish itself as a leading veterinary clinic in New Cairo. The campaign goals included increasing clinic visits, enhancing brand awareness, educating pet owners on preventive care, and creating strong community trust. Each objective was designed to ensure measurable improvements in client acquisition and digital engagement.

The methodology involved interviews with the client, understanding operational capabilities, reviewing past campaigns, and aligning the objectives with market needs. The resulting brief set the foundation for targeted, data-driven strategies.


Competitor Analysis


Competitor research included 13 hospitals and 21 clinics in New Cairo. Key metrics analyzed: pricing, digital presence, service offerings, online ads, SEO rankings, and content engagement. Average consultation fees ranged between EGP 650 and 900. Digital ad spend varied from EGP 40,000 – 70,000 per month. This analysis highlighted opportunities for Rafiki Pet Hospital to differentiate through community engagement, educational content, and improved digital accessibility.

Techniques included social media audits, SEO benchmarking, competitor website analysis, and monitoring online reviews. This comprehensive approach ensured a deep understanding of market positioning and competitive gaps.



Audience Insights & Voice-of-Customer

 Surveys and interviews with 400 pet owners provided valuable insights into their preferences, behaviors, and pain points. Customers expressed the need for convenient appointments, clear communication, preventive care guidance, and trust in veterinary expertise.

 Data collection methods: structured surveys, direct interviews, online questionnaires. Insights informed messaging, content style, and channel selection to resonate with pet owners while addressing their key concerns.


SWOT Analysis

Strengths: Modern facilities, experienced staff, strong community relationships.

Weaknesses: Limited initial brand awareness, low digital footprint.

Opportunities: Growing pet ownership, seasonal service peaks, community events.

Threats: High competition, established clinics, price-sensitive clients.

 SWOT insights guided strategy prioritization, helping focus efforts on areas with maximum potential impact while mitigating risks.

Key Insight Summary



Research and discovery revealed a high-potential segment of digitally active pet owners seeking reliable, personalized care. Competitor gaps in online presence, content, and community engagement present opportunities for Rafiki Pet Hospital to establish leadership. Seasonal service trends were mapped for campaign timing, and survey insights ensured messaging addressed real customer needs.

These insights formed the foundation for a data-driven campaign, designed to increase awareness, engagement, and clinic visits, while differentiating Rafiki Pet Hospital as a trusted, modern veterinary service provider in New Cairo.

