

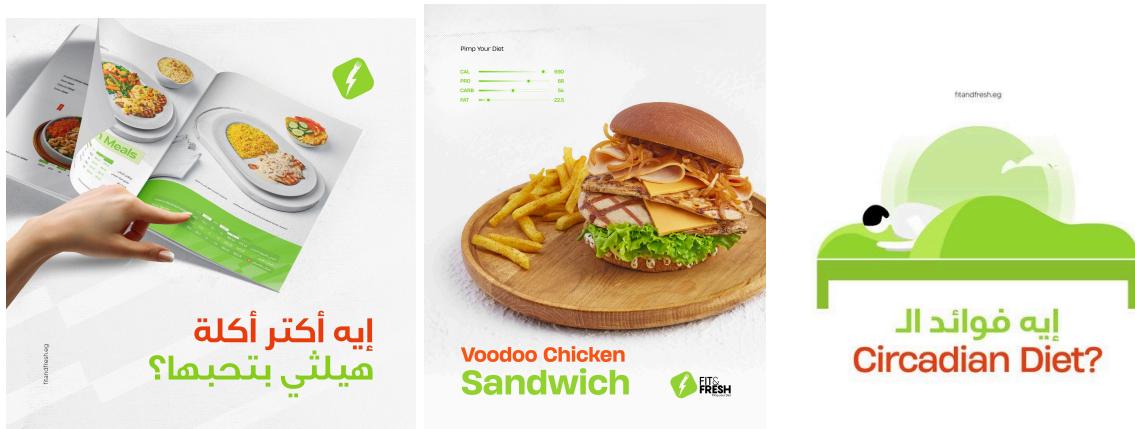
1- Fit & Fresh “Direct competitor”

Tktok: followers: 15.4k likes : 15.8k
All about making food and nothing else

Media Presence

<https://www.facebook.com/fitandfresh.egy>

- **Platforms:** They are active on **Facebook, Instagram** and **TikTok** focusing on diverse content formats such as **infographics, customer reviews, and interactive polls**. They consistently engage with customers, which sets them apart.
- **Instagram:**
 - **Followers:** 60.7K
 - **Engagement with Special Occasions:** For example, they highlighted **World Diabetes Day**.
 - **Avg. Likes per Post:** 59
 - **Avg. Comments per Post:** 5
 - **Engagement Rate:** 0.11%
- **Facebook:**
 - **Page Likes:** 32K
 - **Followers:** 34K
 - **Content Strategy:** They share engaging content, including **new menu items, behind-the-scenes insights, and participation in events like Shark Tank Egypt**.
- **TikTok:** followers: 15.4k likes : 15.8k , All about making food and nothing else
- There is no **Influencer Partnerships**



Unique Selling Proposition (USP)

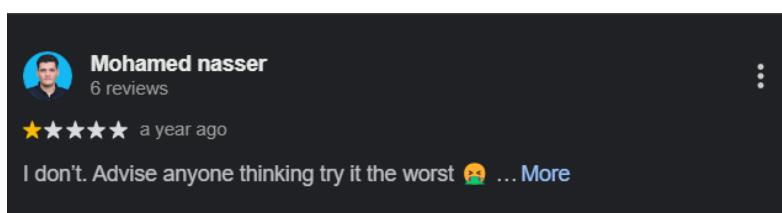
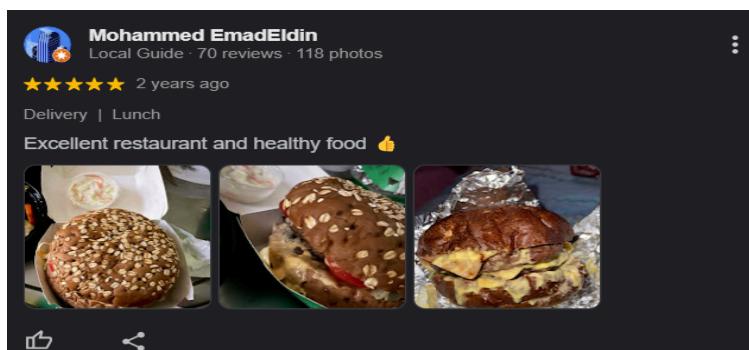
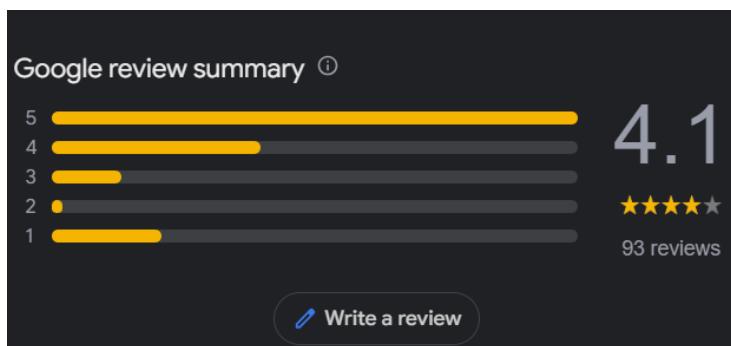
- Fit & Fresh positions itself as the **No.1 brand in Mansoura for high-quality healthy food**.
- They **dominate the local healthy food market**, with **limited competition** in the area.

Pricing

- Their prices are **very similar** to those of other restaurants in the market.

Customer Reviews & Feedback

- The majority of reviews were **positive**.
- Some customers mentioned **cleanliness issues and significant delays in delivery**.
- Some praised the **cleanliness of the place**, while others criticized it, indicating inconsistency in quality control.
- No complaints about pricing.
- They provide **healthy add-ons** with meals.



بيقدموا اوبشنز هيلثي مش مع المقاطعة مع الاكل<>



Locations

- They currently have **two branches in Mansoura**.

2- Healthy & Tasty “Indirect competitor”

Healthy & Tasty is **not a direct competitor** since they offer a **different range of products**, but they **target the same customer segment**. Their product line includes **everything from juices and healthy sodas to desserts, meats, and sauces**

Media Presence

<https://www.facebook.com/profile.php?id=61570835872092>

[\(3\) Healthy & Tasty: Posts | LinkedIn](#)

<https://healthyandtasty.ae/>

- They are active on **Facebook, Instagram, Twitter, TikTok, and LinkedIn**.
- Their **primary focus is LinkedIn**, where they have **10K followers** and prioritize posting there, likely because their **business model is heavily B2B**.
- They frequently run **discounts and promotions** on their products.
- Their content strategy is **heavily focused on promotional content**, with little emphasis on other content types.



Unique Selling Proposition (USP)

- Their biggest strength is **product variety**, ensuring that customers **never feel like something is missing** from their selection.

Market Presence & Expansion

- They operate in **Egypt and Saudi Arabia**.
- In **Saudi Arabia**, they are highly active in **events**, frequently participating in industry gatherings to **enhance their brand image as a healthy food provider**.



3- Fit Kitchen “Direct competitor”

They operate as **both a restaurant and a delivery service**

Media Presence

<https://www.facebook.com/fitkitchen.eg?mibextid=ZbWKwL>

- They are active only on **Facebook and Instagram**.
- Their focus is **solely on food promotions**, with no variety in content types.
- They previously **launched a podcast featuring well-known figures in weightlifting and dieting**, which helped differentiate them in the market
 - Facebook: 12K followers
 - Instagram: 16.8K followers
 - Avg. Likes per Post: 44
 - Avg. Comments per Post: 28
 - Engagement Rate: 0.43%



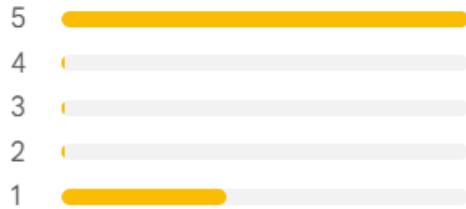
Unique Selling Proposition (USP)

- Their **USP** is their **monthly meal subscription plans**, which are **relatively affordable for their target segment**. Customers can also **customize and change their meals** based on their preferences.
- They offer **kids' meals**, ensuring families dining together won't be inconvenienced.
- They are also **recognized for their vegan meal options**, which set them apart in the healthy food market

Customer Reviews & Feedback

- Some customers mentioned that their food is **too oily, not much different from regular meals**, and that **prices are high with very small protein portions**.
- Many customers highly praise their food, considering it **the best healthy food option in Mansoura**.

Review summary



3.9



7 reviews

★★★★★ a year ago

A beautiful restaurant, excellent food, and serious pizza. A beautiful experience

Food: 5

Service: 5

Atmosphere: 5

3- DrO.Food “Direct competitor”

Media Presence

https://www.facebook.com/DrO.Food/?locale=ar_AR

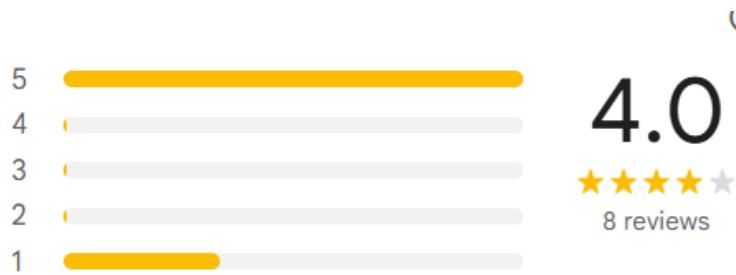
https://l.facebook.com/l.php?u=https%3A%2F%2Fdro-food.com%2F%3Ffbclid%3DIwZXh0bgNhZW0CMTAAAR1J7w9H6v4syDVJiNrQf09Np3_Hs2Im_H-D5gXOR0y3UGssz5Ko-2xvevY_aem_seIV-gL8e5EVMeab-hGfEw&h=AT2APd3Lz5kYiwNIJ1H9IWPNj2N9F-NfbLCu5QU0sjQaJvKDzi_qxjwb0Mle9Z2M_0PnpTqOm90Zv3N0FRLWON4ZKvB0bfUoj2itoXWlyhD4iwLISOKt7DEpfAM2jhA_bSmuPg

- Their **marketing strategy is entirely focused on food promotion**, with **no customer reviews or testimonials showcased**.
- To read customer feedback, you **must visit their website**, where the reviews are **very positive**. However, **Google Maps reviews are mixed and not as strong**.
- Their **Facebook page mainly promotes burgers**, even though their **website offers a much wider variety of healthy meals**.
- **Facebook Followers: 29K**
- They have **strong potential for growth** but **poor execution in utilizing their strengths effectively**.



Some Notes

- They offer **healthy food exclusively through delivery**, with no dine-in option.
- They also provide **meal subscription plans**, but they **do not actively market them**.
- Their **subscription prices are significantly higher** than Fit Kitchen



 youssef mohamed
4 reviews

⋮

★★★★★ 3 months ago
Definitely not 100G of protein in one burger this store
is a fraud dont order!

Food: 1

 Like  Share

 Dr.Muntadher nsaef
4 reviews

⋮

★★★★★ 7 months ago
Very bad...

