**Project Name**

. Cairo1

**Project Idea**

**An all-in-one Egyptian shopping platform that brings you everything you need — from daily essentials and electronics to fashion and more — all in one place, with affordable prices and fast delivery**

**Team Members**

**Mohamed Hany Mohamed Abdelfattah Ebeid**

**Mohamed Mahmoud Helmy Khalil**

**Marwan Tamer Elsayed Mahmoud**

**Nehal Ibrahim Abd Al Aziz Kalasha**

**Mariam Ahmed Moghazy**

**Hady Atallay Zaki**

**Work Plan**

current Facebook

Facebook about

current Instagram

current TikTok and LinkedIn and X

competitor analysis

objective

ads plan

automation

content plan

**Roles & Responsibilities**

* **KPIs (Key Performance Indicators)**
* Monthly Website Visitors
* New Registered Users
* App Downloads (if available)
* Social Media Followers
* Social Media Engagement Rate
* Visitor-to-Customer Conversion Rate

**Instructor**

**(Ashraf Rouby)**

**Project Files**

Canva Link: https://www.canva.com/design/DAGw0NyVJyE/wSVdU0I\_RKpZOGRxchXuvg/edit?utm\_content=DAGw0NyVJyE&utm\_campaign=designshare&utm\_medium=link2&utm\_source=sharebutton

Drive Link: https://drive.google.com/drive/folders/1LWi8314vRMv3bY6XlbpPtosKRycf2AM3

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* **KPIs (Key Performance Indicators)** – Metrics for project success (e.g., response time, system uptime, user adoption rate)