

Heya Plus Size

Business Model Canvas



Business Model Canvas

Designed for: Heya Plus Size Designed By: Sara Hussein Date: 15th October
2024

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segment
<ul style="list-style-type: none"> Subscription Services Fashion Designers Manufacturers Suppliers Shipping Companies Influencers and bloggers Retail Partners Marketing team E-commerce Platform Graphic designer Photographer Social Media platforms Reels maker Website developer Customer Service Providers Social Media Management system CRM System 	<ul style="list-style-type: none"> Market Research Design Sourcing Quality Review Content Creation Influencer Collaboration Website Updates Customer Service Order Management Data Collection Packaging Shipping Coordination Customer Follow-Up Trend Analysis 	<p>Body positive, trendy clothing that promotes self love and confidence, with a perfect fit for all body types.</p>	<p>Build a supportive community by engaging with customers through giveaways, responsive communication, and penetration pricing to build loyalty, Comfortability, and happiness.</p> <p>Sales offer PR campaign</p>	<p>Women in Egypt, aged 25-45, single and married, middle to upper-middle class, well educated, seeking fashionable plus size clothing.</p>
Cost Structure	Key Resources	Competitors	Channels	Revenue stream
<ul style="list-style-type: none"> Rent Taxes Salaries Internet Licensing Fees Shipping Costs Sourcing Software and Tools Costs Operational Expenses 	<ul style="list-style-type: none"> Raw Materials Financial Resources Suppliers Inventory Customer Service Team Industry Experts E-Commerce Website Analytics Tools Influencers 	<p>Competitors</p> <p>Competitors' Strengths</p> <ul style="list-style-type: none"> Focus on High-Quality Fabrics Local Expertise High Funding Personalized Styling Established Brand Loyalty Local Understanding of Consumer Needs <p>Competitors' Weaknesses</p> <ul style="list-style-type: none"> Limited Awareness Compared to Competitors Restricted Sizes Higher Prices Limited Presence in the Egyptian Market Shipping Delays 	<p>Channels</p> <ul style="list-style-type: none"> Website Facebook Instagram TikTok 	<p>Revenue stream</p> <ul style="list-style-type: none"> Direct sale Online Promotions Loyalty Programs Event booths

SWOT Analysis





Strengths

- High Quality Products
- Trendy Styles
- Body Positivity Philosophy

- Product Variety
- Digital Marketing Expertise
- Marketing Activities
- Trend Diversification

Weaknesses

- Limited Financial Resources
- Low Experience

- Limited Brand Recognition
- Production Delays
- Low Profit Margins

Opportunities

- Growing Market
- Minimal Competitors

- Cultural Fit
- Online Expansion
- Changing Preferences

Threats

- Economic Uncertainty
- Supply Chain Disruptions
- Niche Market Risks

- Currency Dependency
- Potential New Entrants
- Challenges with Distributors
- Brand Loyalty of Competitors



SMART Objectives



SMART Objectives

- 1 **Brand Awareness**

In the first 6 months, aim to **Reach** 25,000 unique users, generate **100,000 impressions**, and increase to 1,000 by the end of Month 6 to establish a strong online presence.
- 2 **Social Media Growth**

In the **next 3 months**, focus on gaining **10,000 new followers** and **8,000 post engagement** to **5,000 interactions** to build a dedicated community
- 3 **Website Traffic**

in the following **3 months**, target achieving a total of **15,000 website visits** to drive more potential customers to our platform.
- 4 **Conversion Rate**

In the **next 3 months**, strive for **10 successful conversions per week**, reduce cart abandonment to **15-25 cases per month**, and increase revenue growth by **40-60%** to enhance business profitability.



Target Market



Persona 1: Yara

Demographics

Age: 28, Location: Alexandria, Occupation: HR Manager, Marital Status: Single, Weight: 95 kg, Education: Bachelor

Interests

Online shopping, social activities with friends

Needs

Trendy fashion and elegant fit to enhance confidence

Motivations

Real customer reviews, recommendations from trusted influencers, variety of styles and colors



Persona 2: Nariman

Demographics

Age: 39, Location: Cairo, Occupation: Housewife, Marital Status: Married, Two Children, Weight: 120 kg, Education: Bachelor.

Interests

Clubs, family events, cooking.

Needs

Everyday clothes that are comfortable, practical, high quality, and suitable price.

Motivations to Buy

Offers, suitable price, recommendations and reviews from mom influencers.





Our Value

Confidence Boosting

Helping women feel confident by providing stylish, comfortable clothing that fits every body shape.

Trend-Focused

Offering a wide selection of fashionable designs that cater to current trends.

Inclusive Fit

Meticulously crafted clothing that enhances comfort and style for all body types.



Marketing Mix (4Ps)



Product

1

- specifically designed for plus-size women.
- Fabrics: High quality materials to ensure comfort.
- Variety: A wide selection of styles and colors tailored to preferences and current trends.
- Manufacturing: Meticulously crafted to enhance comfort and style

Price

2

- Penetration Strategy
- Class B and B+
- Starting from 400 EGP to 2500 per item

Place

3

- Online Retail: Website: Our e-commerce platform facilitates hassle free shopping.
- Social Media Sales: Engaging with customers and highlighting products on Facebook and Instagram for direct shopping features





Promotion

1

Social Media

Campaigns

Targeted advertising on Facebook and Instagram, engaging content for the plus-size community.

2

Website Engagement

Optimize website for user experience and easy navigation, implement SEO strategies to increase organic traffic.

3

Influencer

Partnerships

Partner with plus-size influencers to expand reach, use UGC to enhance authenticity and engagement.

4

Well-Trained

Moderators

Ensure smooth communication and brand representation across social media and the website, manage customer interactions, answer questions, and ensure positive engagement on all platforms.



Influencer Basma Azzam



OCTOBER 2024

Time of Posting: 7 P.m.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			3 Sara Fashion tips , TikTok reel	4		6 Samar Brand's voice post. FB, Insta,
7	8 Manar Shopping from heya experience. , TikTok reel	9	10	11	12	13 Rania A plus-size model's quote. Simple design. FB, Insta,
14	15	16 Mohamed Subscribe to our newsletter post. FB, Insta,	17	18	19	20 Samar Customers reviews post. FB, Insta,
21	22 Manar A celebrity talking about our brand post. FB, Insta,	23	24	25 Sara Giveaways For special customers post. FB, Insta,	26	27
28 Mohamed Ask customers about next season pieces they want post. FB, Insta,	29	30	31 Rania End of season sales post FB, Insta,			





Action Plan



1. Brand Awareness

Start date: October 1st
Minimum Cost: 15,000EGP

Action 1:

Launch Campaign

Run brand awareness campaigns on Facebook and Instagram.

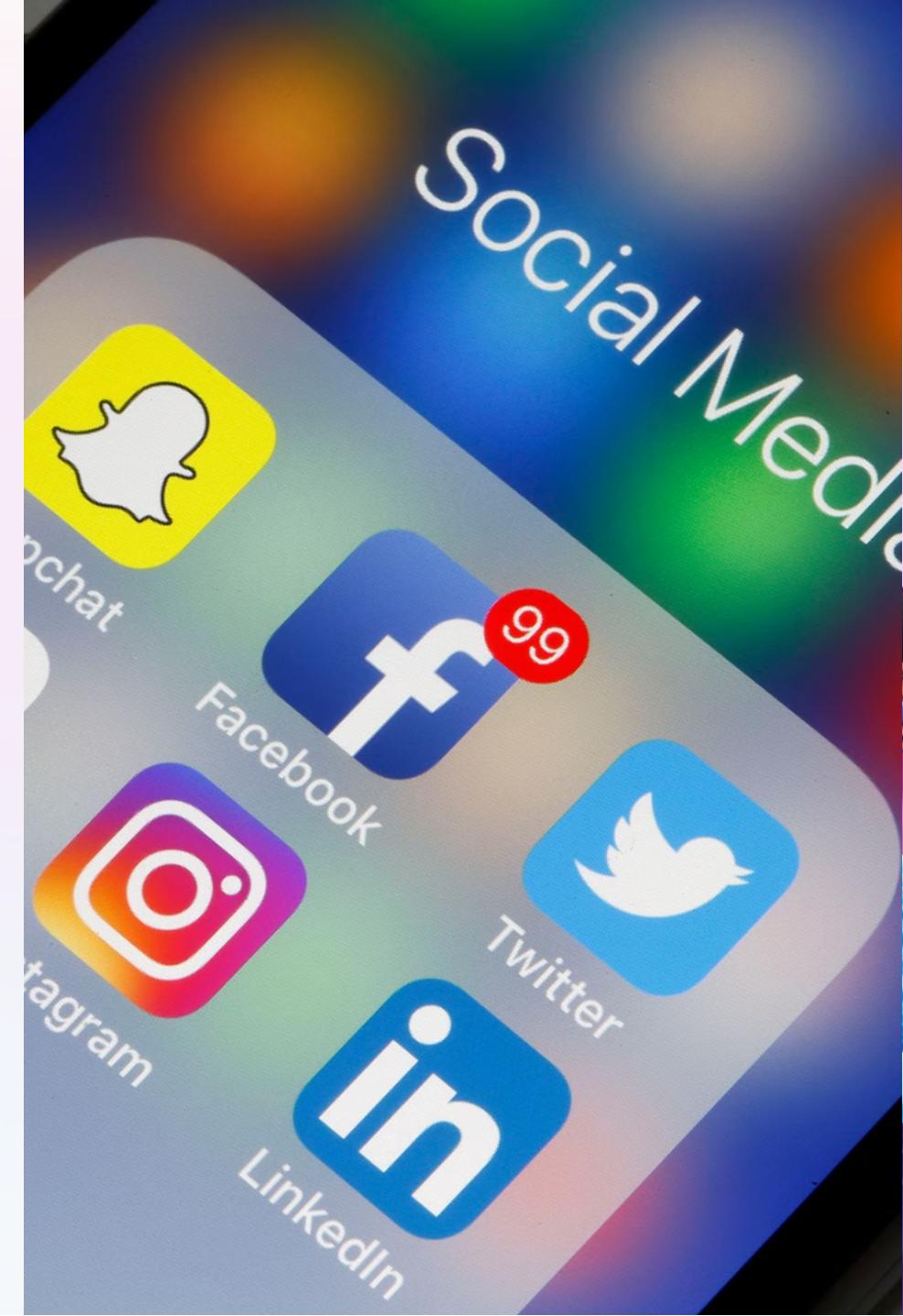
Action 2:

Influencer

Collaboration
Partnership with influencers in the Plus Size Fashion industry.

Share Brand Stories

Show brand stories and testimonials across social media.



2. Social Media Growth

&Engagement

Action 1:

Action 3:

Consistent Content

Post engaging content 3-5 times per week.

Action 2:



Encourage Engagement:

Promocodes and questionnaires (Stories) to encourage engagement.



Community Building

Respond to comments and messages promptly to foster community.



Start date: Beginning of the new year
Minimum Cost: 10,000 EGP Monthly

3. Website Traffic

Start date: October 15th
Minimum Cost: 4,000 EGP



Action 1: Website Creation

Action 2: SEO Optimization & Google Ads

Implement best practices to improve organic search visibility.

Action 3: Informative Content

Publish regular blog posts that provide value to visitors.



4. Conversion Rate

Start date: On February
Minimum Cost: 5,000EGP

Optimize Landing Pages

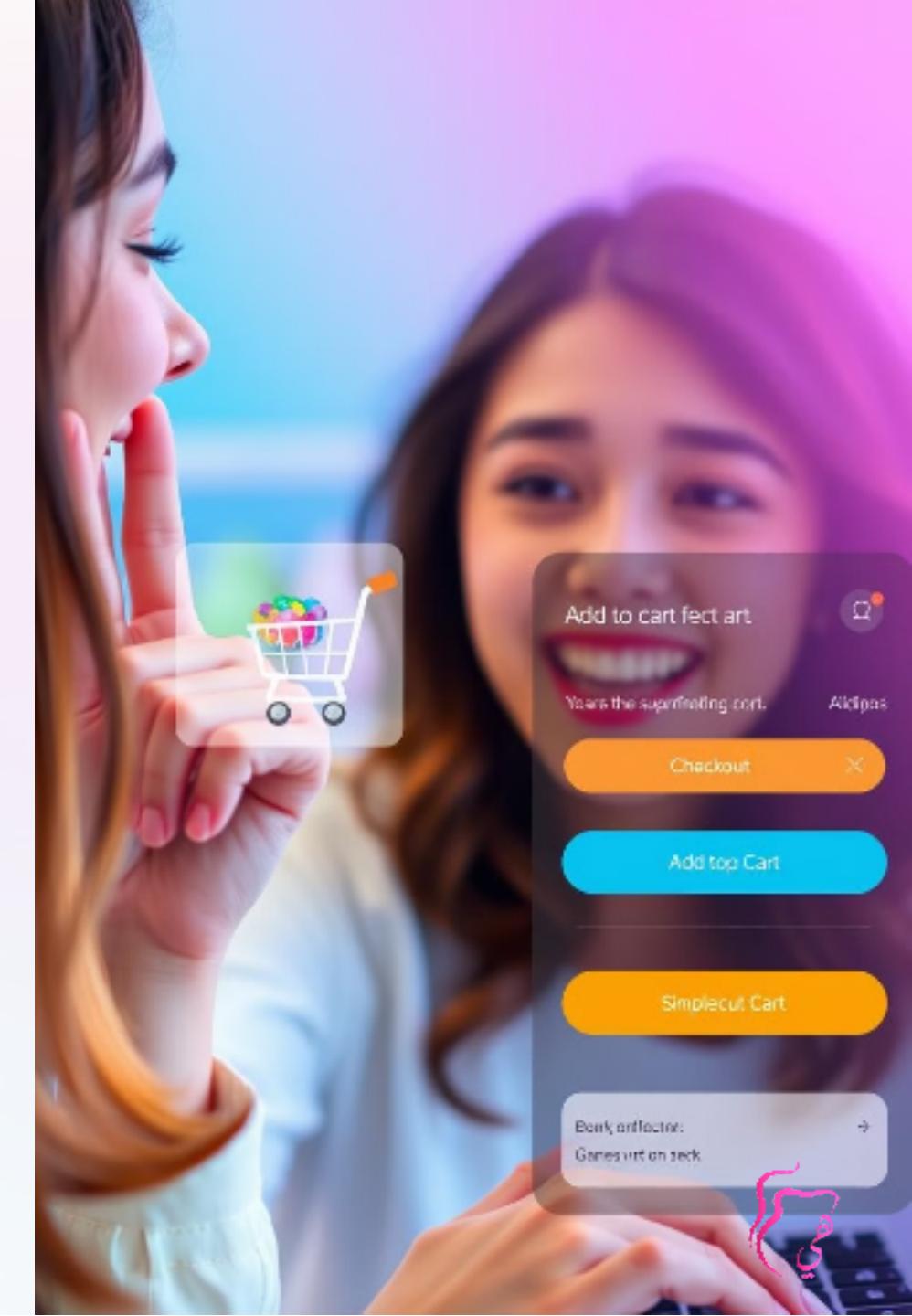
Improve user experience and calls to action on landing pages.

A/B Testing

Test different elements on the website and social media.

Retargeting Ads

Use retargeting ads to re-engage potential customers.





Customer Retention



Loyalty Program

Implement a program that rewards repeat purchases.

Customer Feedback

Collect feedback to improve the customer experience.

Post-Purchase

Engagement Follow up with customers after purchases to keep them engaged.



Key Performance Indicators (KPIs)



Brand Awareness

- 15,000 **Impressions** weekly
- 54000 **Reach** weekly
- 100 **Search volume** monthly

Social Media

Growth &

- **Engagement** 3,000 **new followers** monthly
- 1,500 increase **engagement rate** monthly



Website Traffic

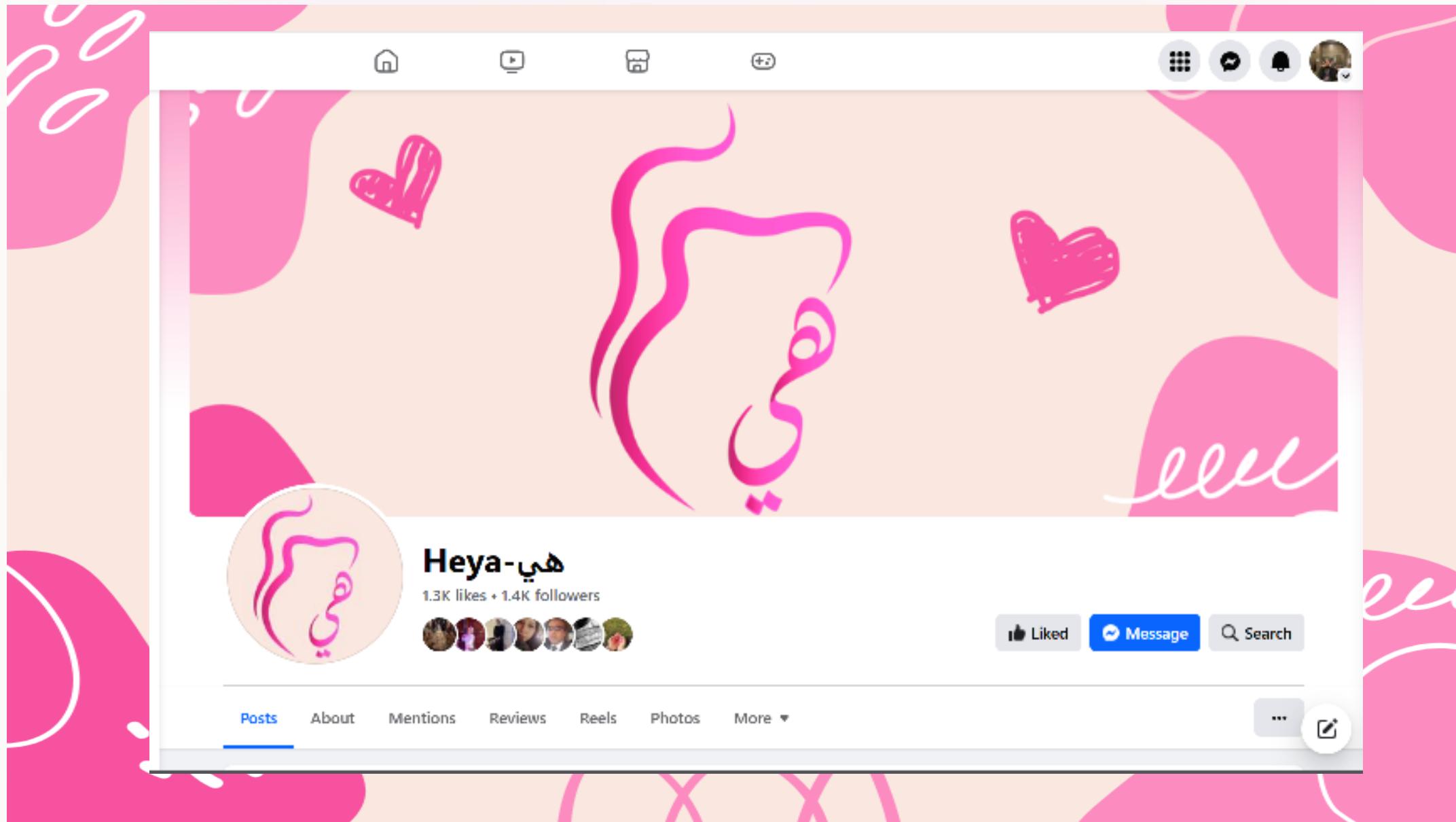
- 3000 **Total visit** monthly



Conversation Rate

- 35:45 **Successful Conversion** monthly
- 25:15 **Cart abandonment** monthly
- 10% : 25% **Revenue growth** monthly





هي

إزاكي ننسقي لبسك



البسي حزام
عشان بحدد شكل
الوسط

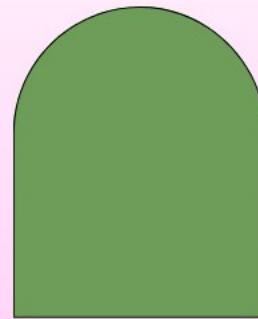
السكارف بيخلّي
اللوك أحلى

القمصان الطويلة
بنخلي جسمك بيان
أطول

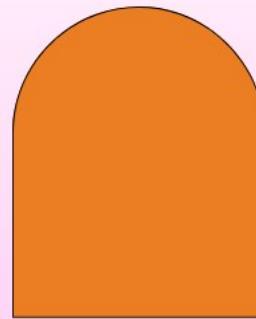
الجينز الفامق
بيخفّي أي
دفوو



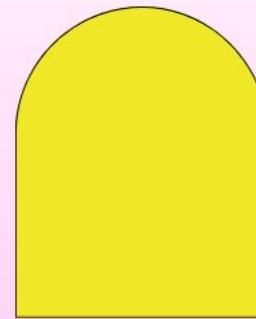
HEYA PLUS SIZE
SUMMER 2024



OLIVE GREEN



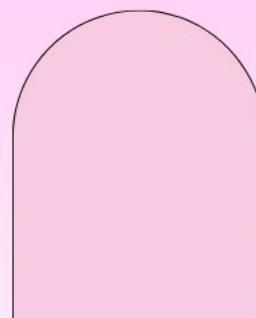
ORANGE



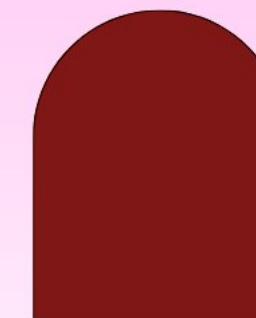
BUTTER YELLOW



POWDER BLUE



BABY PINK



CHERRY RED



Instagram Reel



NOW
OPEN



Heya
Beauty inside out

SHOP NOW



Content overview

Breakdown: Organic/ads ▾

All

Reels

Videos

Live

Posts

Stories

Reach 

18.4K  461.0K%

3-second views 

229  100%

1-minute views 

0 0%

Content interactions 

422  100%

Minutes viewed 

46m 32s  19.3K%



10K

5K

0

Sep 18

Sep 23

Sep 28

Oct 3

Oct 8

Oct 13

Reach From organic From ads

Top content by reach

Boost content

See all content

Reach breakdown

Sep 18 – Oct 15

Total

18,444  461.0K%

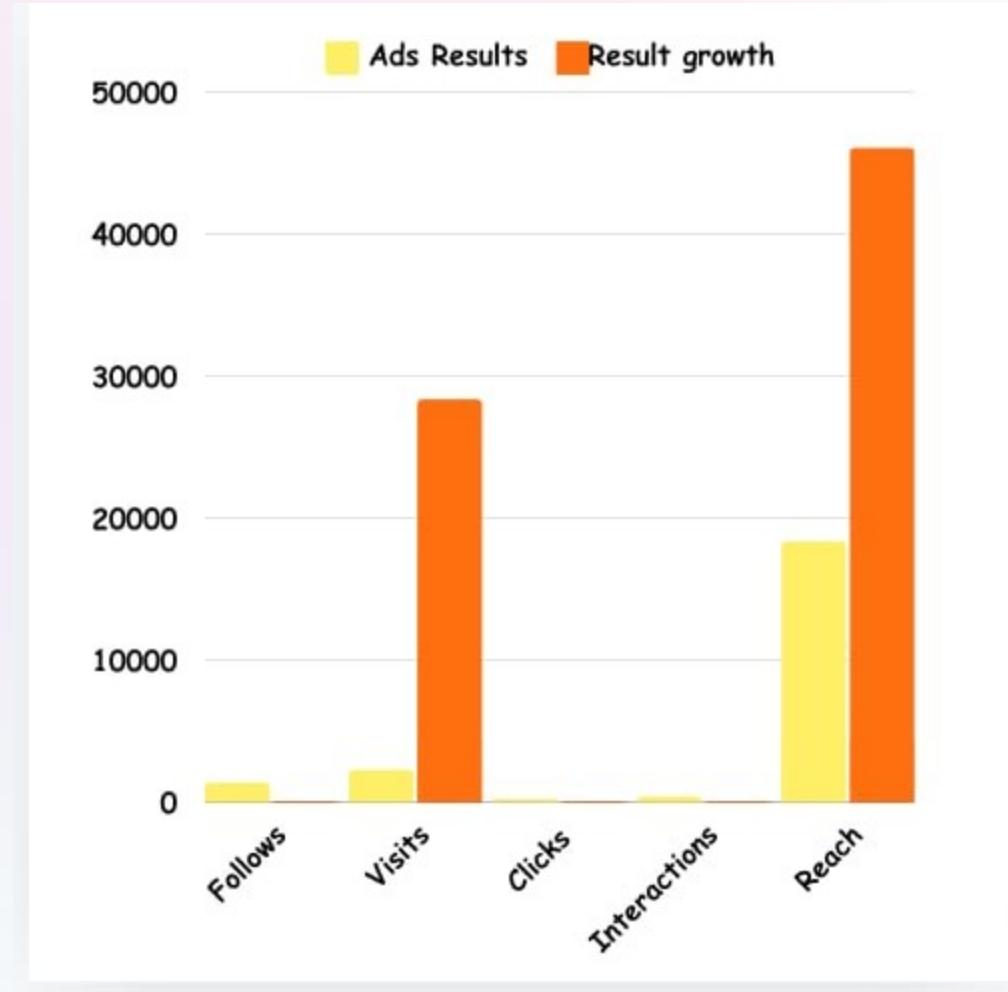
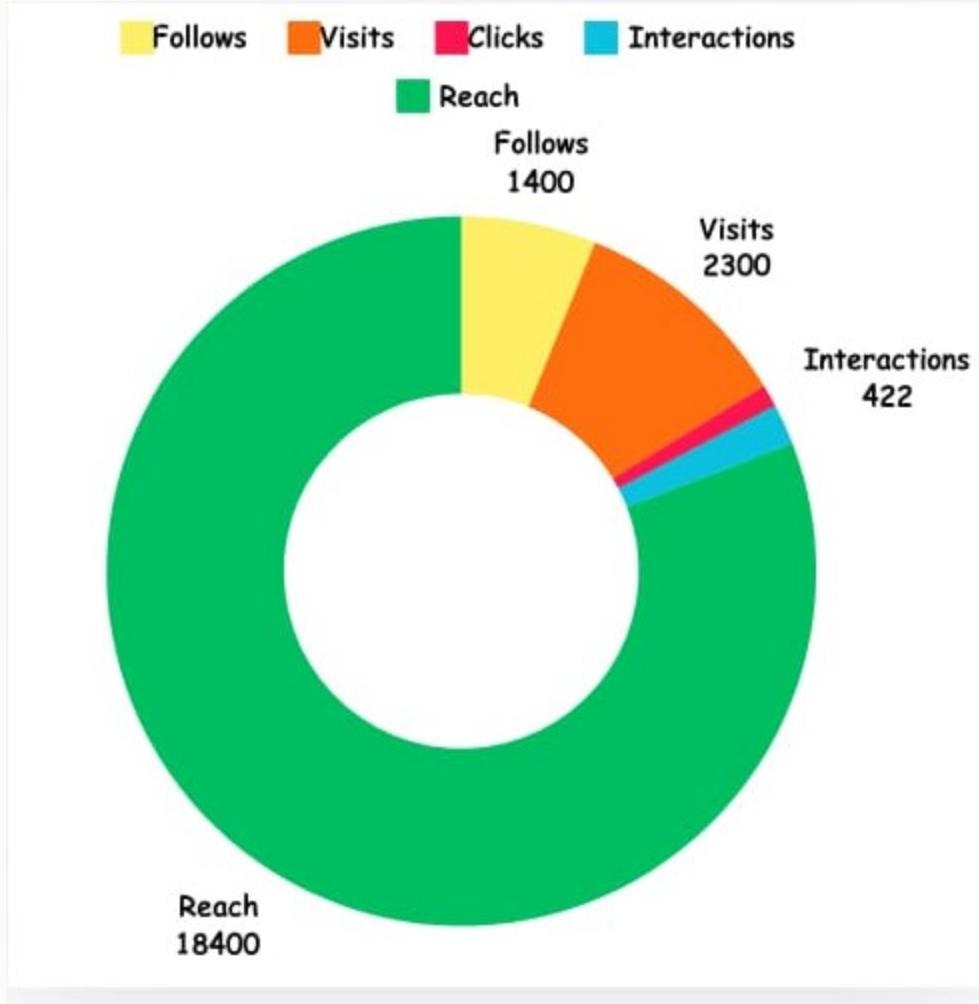
From organic

750  18.6K%

From ads

18,241  100%





Control, Insights and Improvements

- Facebook engagement analysis reveals low interaction despite strong impressions.
- Most posts had very low minutes viewed



Increase Publication Frequency

1

Current Frequency

Our current publication frequency is below the industry median.

2

Increase Frequency

Increase publication frequency to match or exceed industry standards.

3

Monitor Impact

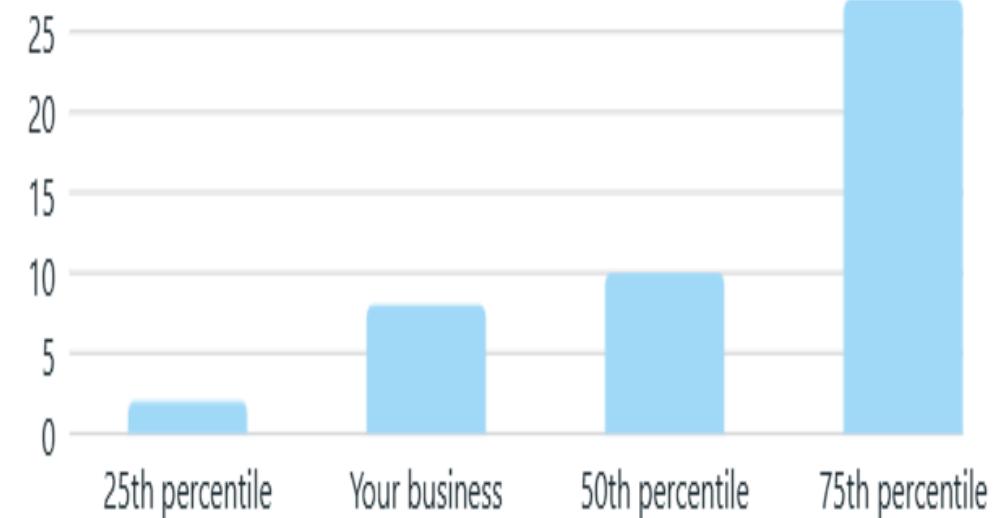
Track engagement metrics to assess the impact of increased frequency.

Published content i

8

Similar to others

How often your business published versus others in this category





Target Audience

Content

1 Targeted Audience

Our Facebook ads target women aged 25 to 44.

2 Audience Insights

Use Facebook's audience insights to identify segments that responded well to the ads.

3 Engagement Strategy

Develop engaging content that resonates with this target audience.





Experiment with Visual

Carousel Format

Experiment with carousel photo formats to enhance visual appeal.

Video and Reels

Focus on creating engaging videos and reels to capture audience interest.





Engagement

1

Clear CTAs

- Include clear CTAs in posts to invite followers to engage.

2

A/B Testing

- Consider A/B testing different types of posts to see what resonates better with the audience.
- Implement retargeting campaigns to re-engage previous viewers.

3

Influencer

- Collaboration**
Collaborate with influencers to extend reach and engagement.



Content

Enhancement

Creative Design

Enhance content with a creative designer for better engagement.

High-Quality Visuals

Use high-quality images and videos to enhance visual appeal.





Cross Promotion



Facebook Stories

Publish stories on both Facebook and Instagram.



Instagram Stories

Publish stories on both Facebook and Instagram.



User Generated

Content user generated content to increase engagement.



Feature Reviews

Feature reviews and testimonials to build trust and credibility.



Any Questions?

Open to questions and discussion.

