

# Younes Marketing Plan



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# Overview

- ◆ Business Brief
  - ◆ Situation Analysis
  - ◆ Objectives
  - ◆ Business Strategy
  - ◆ TACTICS
  - ◆ ACTIONS
  - ◆ CONTROL
  - ◆ Canvas Model
  - ◆ Recommendations
  - ◆ Our Team
- 



# Business Brief

Younes Men's Store is an online shop that helps men show their unique style with trendy and high-quality clothing.

We focus on making shopping easy, and affordable, and giving great customer service.

Our collection offers something for every man, whether for casual days or special events.

Our vision is to be the number one online place for men's fashion, inspiring men to feel confident and stylish.



# Branding

# Color Guidelines

1

#ADB2B5

2

#063DFF

3

#5B7EFA

4

# Logo



YOUNES  
FASHION

# Font Style

# CAIRO

# SOSTAC Model

SITUATIONAL

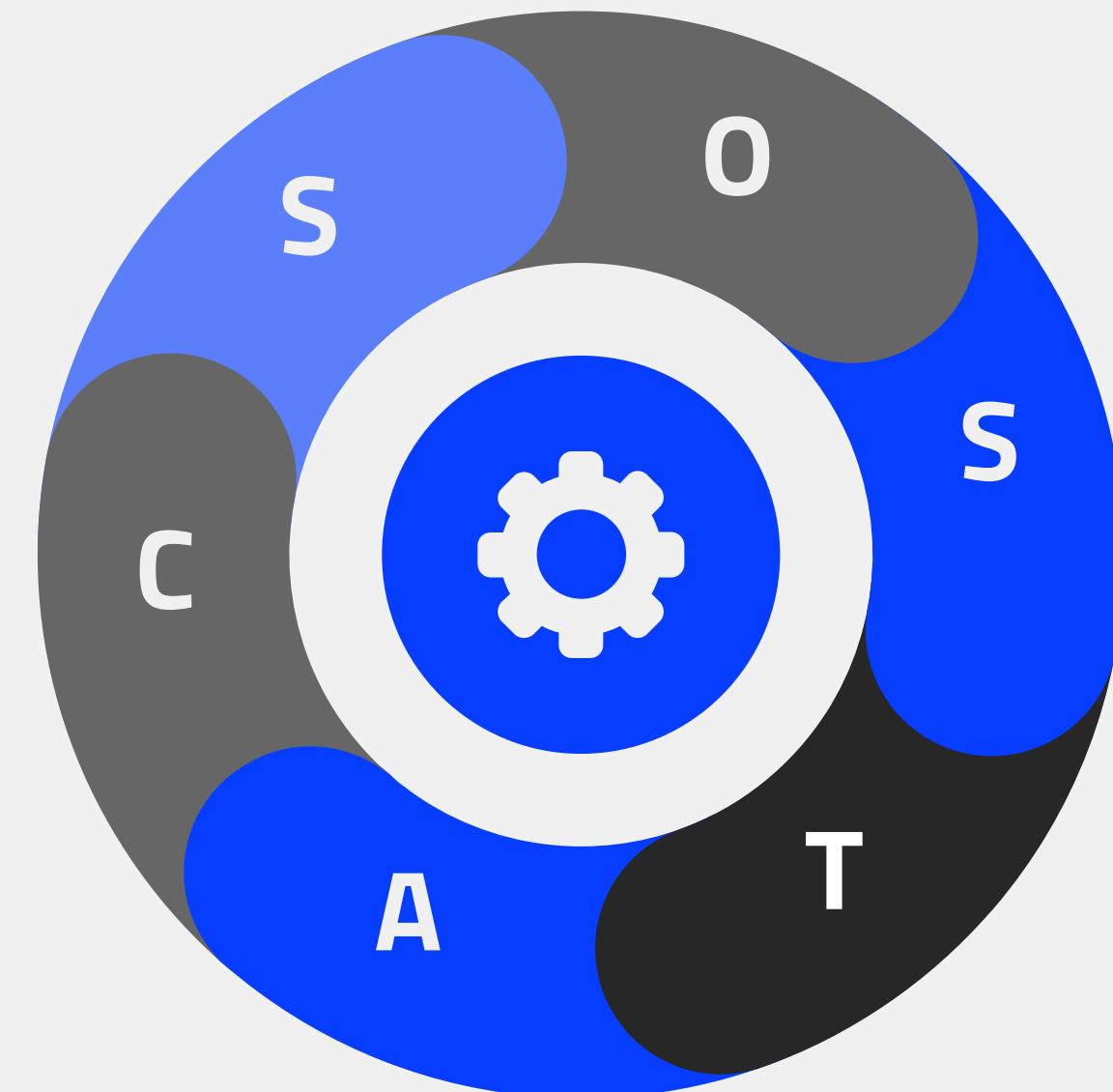
CONTROL

ACTIONS

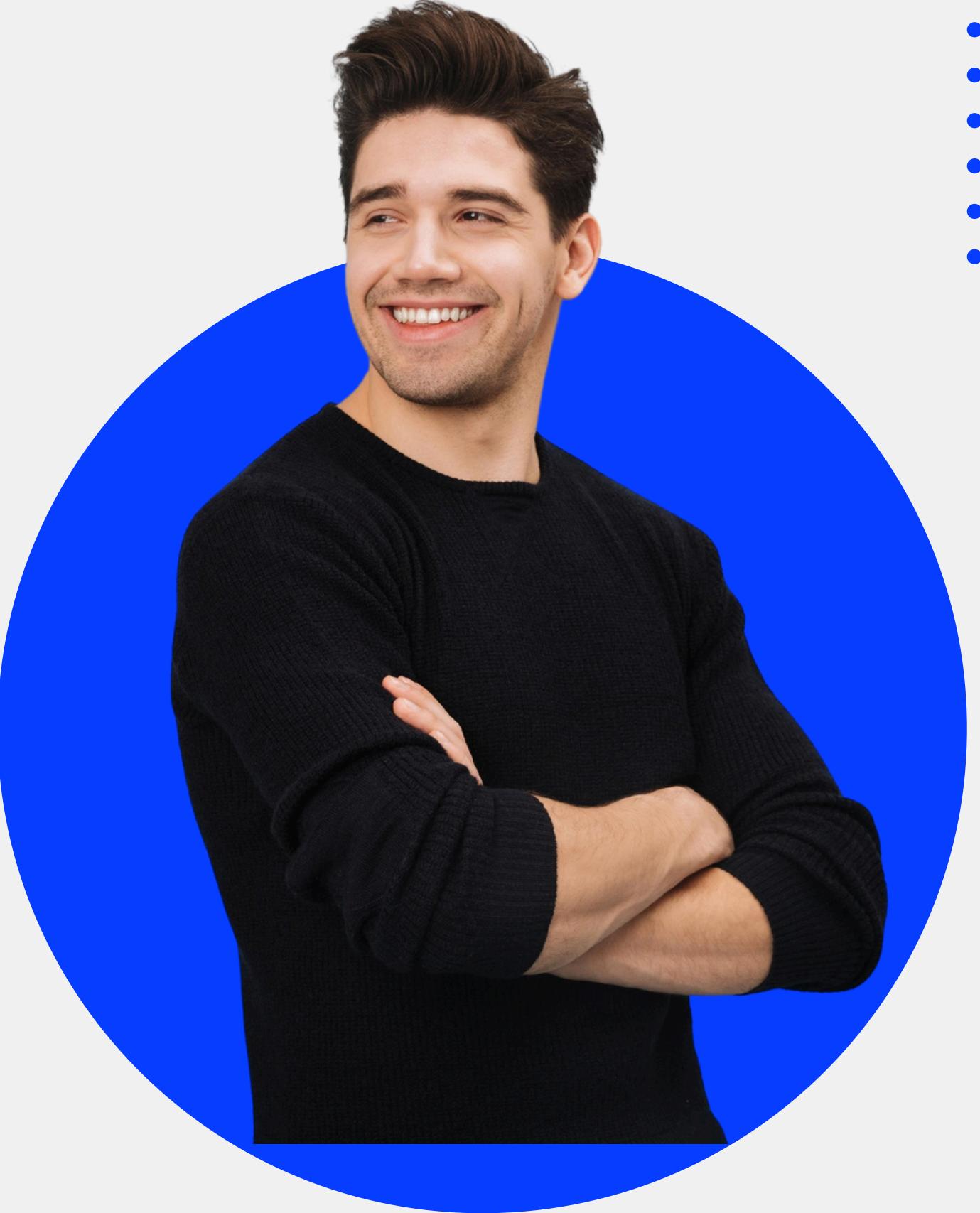
OBJECTIVES

STRATEGY

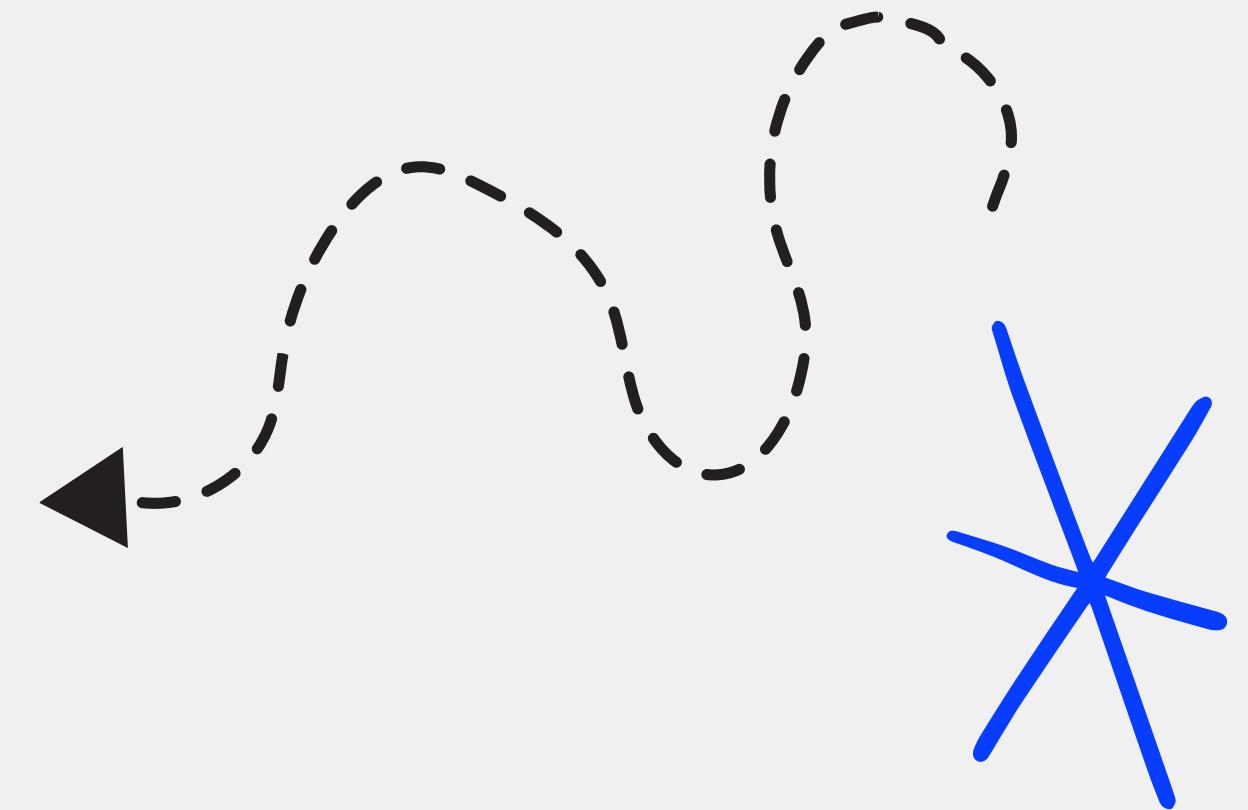
TACTICS



# Situational Analysis



# **Internal ANALYSIS**



# **Feature**

# **Advantage**

# **Benefit**

**Product diversity**

Ease of choice, finding ur exact need

Time saving effortless purchase

**Competitive price**

Affordable wallet friendly

Money saving

**Delivery**

All governorates

Easy purchase experience

**Social media**

Good coverage

Good engagement, reputation building reaching to advocacy



# Resources



Manpower resources	Technological resource	Financial resources	Marketing resourcse
<p><b>Self-employed team of 5 members</b></p> <p><b>Work flow is devided into:</b></p> <ul style="list-style-type: none"><li>• Content creation</li><li>• Video editing</li><li>• Moderator and customer service</li><li>• Affiliate site and stock follow up</li><li>• Campaign follow up and analysis</li></ul> <p>• • • • • • • •</p>	<ul style="list-style-type: none"><li>• <b>Website:</b> easy order</li><li>• <b>FB page:</b> Younes online store</li><li>• <b>TIKTOK</b></li><li>• <b>IG</b></li></ul>	<p><b>Budget:</b> Available budget for test campaign Payment</p> <p><b>System:</b> Secure and easy payment system with refund policy to enhance customer trust (cash on delivery payment)</p>	<p><b>Brand identity:</b> Friendly easy lovely brand name that matches with our to go online destination</p> <p><b>Marketing channels:</b> Social media platforms that ensure easy reach and engagement attractive content</p>

**Where**

Online shopping  
(FB, IG & TIKTOK)

**When**

All year specially in  
seasons like feasts  
and end of season  
sale

**Who**

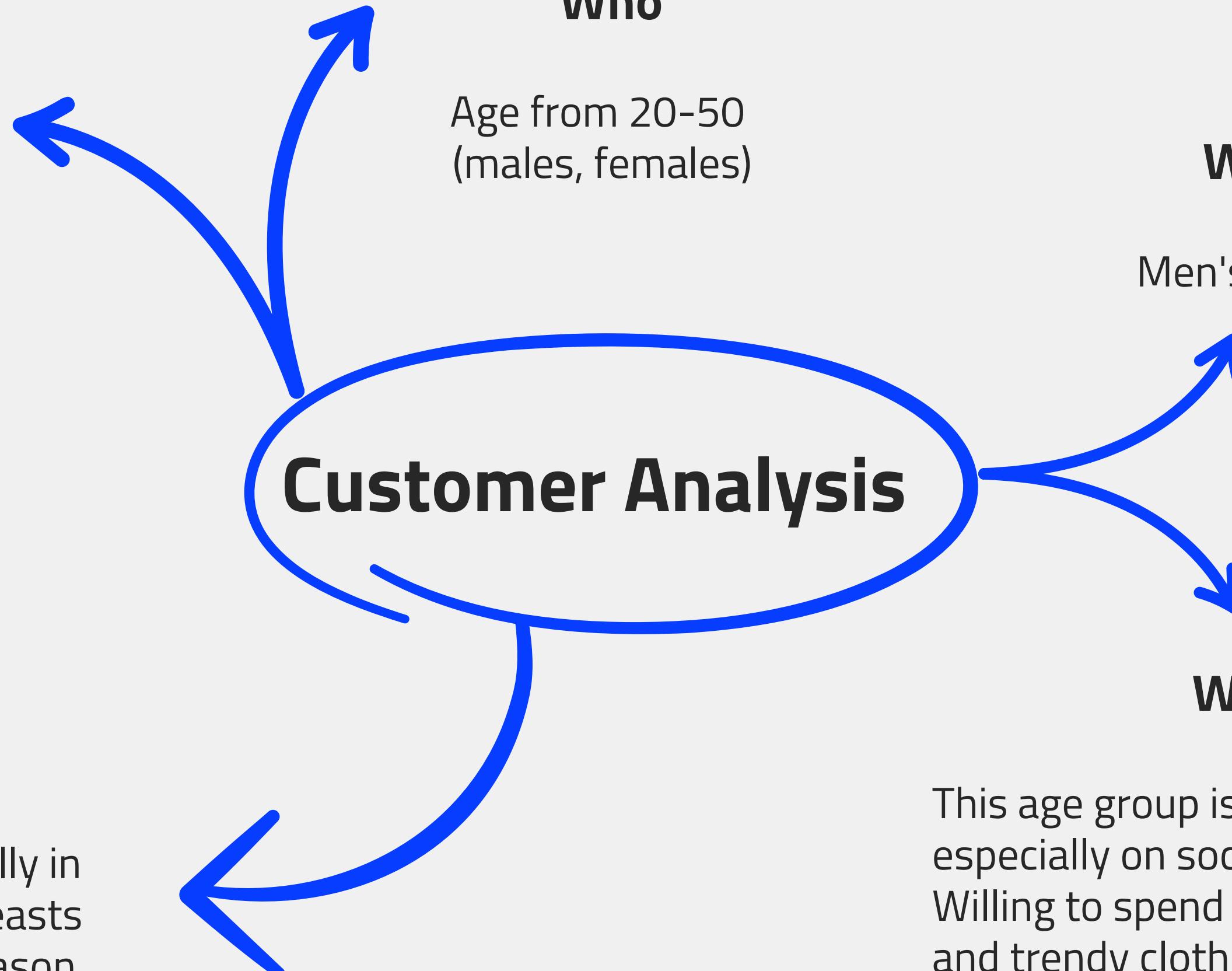
Age from 20-50  
(males, females)

**What**

Men's clothes

**Why**

This age group is active online,  
especially on social media  
Willing to spend on high-quality  
and trendy clothing





# Competitive Analysis

## COMPETITOR 1



### ● ABOUT

22K Followers  
Started in Sep.2021  
Deals with the same affiliate.  
Use informal tone talking to customers.  
Have high engagement rate.

### ● STRENGTHS

The page depends on ads, almost all posts, high engagement rate, wide variety of products.

### ● WEAKNESSES

No identity,  
Depends on the original photos from the affiliate.  
No special designs.  
Reply to comments privately only.  
Low organic content no.

### ● COMMENTS

It doesn't have Instagram or TikTok which is a weak point we can play on.  
Price of shirt 270 L.E

## COMPETITOR 2



- **ABOUT**

1.8K Followers  
Started in March.2022  
Deals with the same affiliate.  
Use informal tone talking to customers.

- **STRENGTHS**

Has a wide variety of products,  
Has real photos and videos for the products.  
Their reels reach 1K.

- **WEAKNESSES**

No brand identity,  
No regular posting,  
Low engagement rate.

- **COMMENTS**

Doesn't have professional profile picture and cover photo,  
Has only facebook page.  
Price of shirt 320 L.E

# COMPETITOR 3



## ● ABOUT

10K Followers  
Started in Sep.2018  
Deals with the same affiliate.  
Use informal tone talking to  
customers.  
Have medium engagement  
rate.

## ● STREGNTHES

Variety in content and  
products,  
Has many real video for the  
products which build trust  
with the customer,

## ● WEAKNESSES

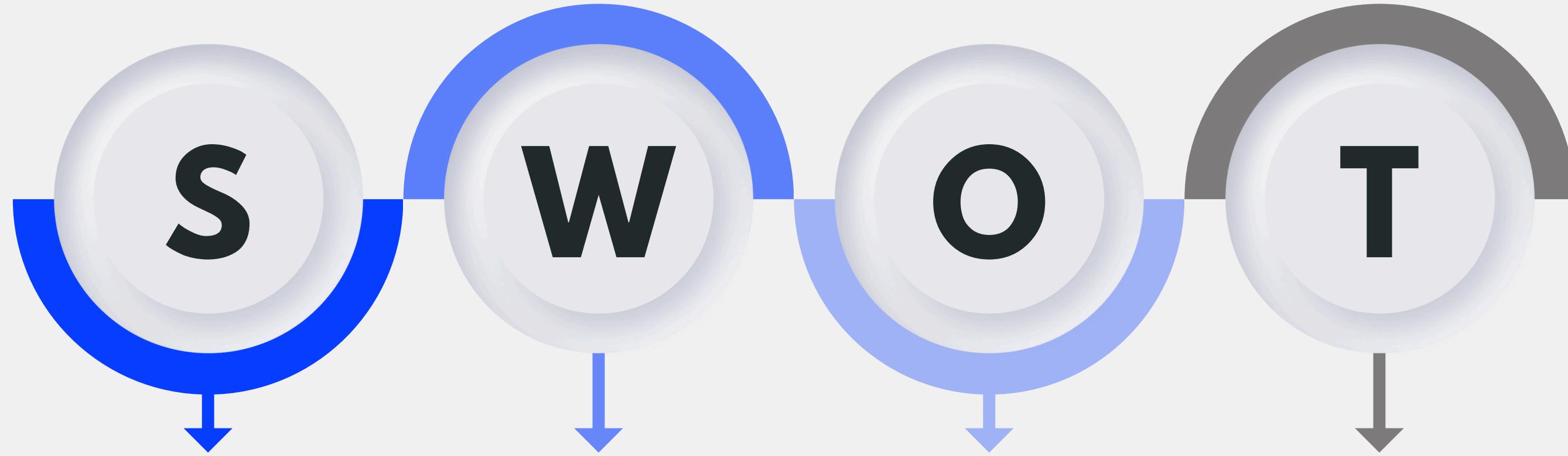
No brand identity,  
No about or bio or  
information about the brand.

## ● COMMENTS

No special designs for the  
page.  
Doesn't have different social  
media platforms.

Price of shirt 270 L.E

# SWOT ANALYSIS



## STRENGTHS

- Strong branding and visual identity.
- Responsive customer support.
- Affordable price.
- Fast market adaptability to trends.
- Post regularly and depending on organic content.

## WEAKNESSES

- Lack of control over inventory management.
- Difficulty in communication with the shipping responsible.
- Inability to control clothing quality.

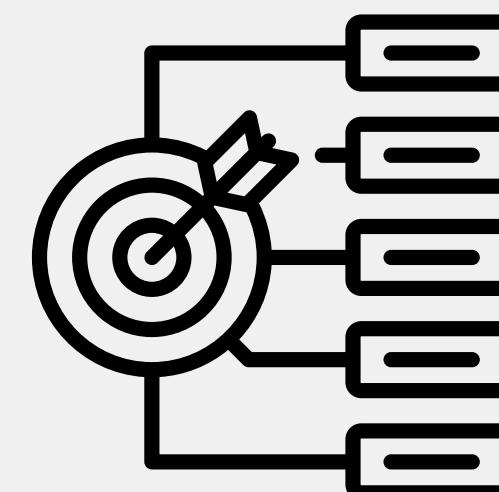
## OPPORTUNITIES

- Launching Flash Sales.
- Implementing Loyalty Programs.
- Try to leveraging User-Generated Content.
- Expanding Affiliate Network.
- Expanding Product Range.

## THREATS

- Changing Affiliate Commission Models.
- Risk of Affiliate Product Mismatch.
- Limited size options affect sales.

# Objectives



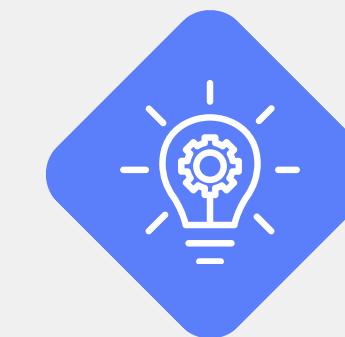
## Sell

Sell about 50 pieces from the period in the month



## Serve

Improve customer satisfaction ratings by 30%.



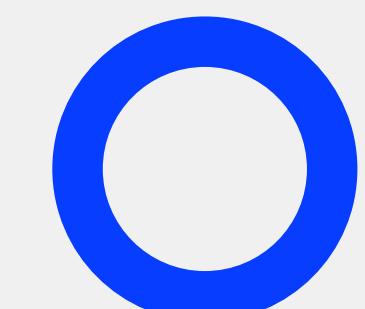
## Speak

Increase page followers from 14k to 15k in a month



## Save

Reduce Customer Acquisition Cost from 9 LE TO 7 LE during campaign





# Business Strategy

# ● Segmentation



# ● Target Audience



## Geographic

All Egypt



## Demographic

Age: 20-30, 30-40, 40-50 years.

Gender: Male, Female

Income: Middle to high-income earners.

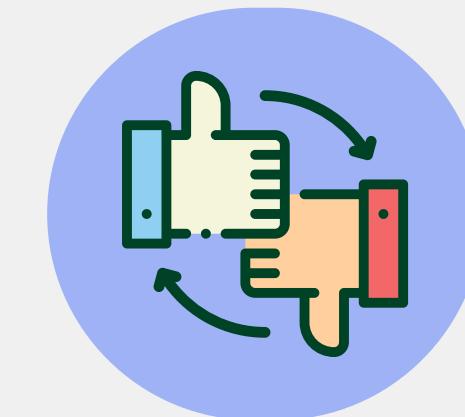
Occupation: Students, working professionals, executives.



## Psychographic

Interests and lifestyle: Men who value fashion, comfort, and functionality.

Personality: Stylish, modern, and professional.



## Behavioral

Fashion interest: Men who are conscious about their style and appearance.

Buying purpose: Casual wear for everyday use (hoodies, t-shirts, sweatshirts) or formal wear (shirts) for work or special occasions.

# Positioning

Style for All: Premium Looks, Without the Premium Price.

Younes is a stylish destination where affordability meets quality.

We offer the latest trends to make stylish, unique, and durable clothes without compromising quality.

We aim to ensure our customer advocacy by fighting against overpriced trends with an exceptional online purchase experience and discovering the timeless style that respects their wallet.



# Buyer Persona

## Persona 1

**Age:** 25

**Location:** Egypt

**Interests:** Work out in a gym or club, social media,, and online shopping.

**Language:** Arabic

**Gender:** Male

**Education:** Bachelor's degree

**Social status:** Single

**Income:** 8000

**Occupation:** Gym and fitness coach

**Websites :** FB ,IG, TikTok

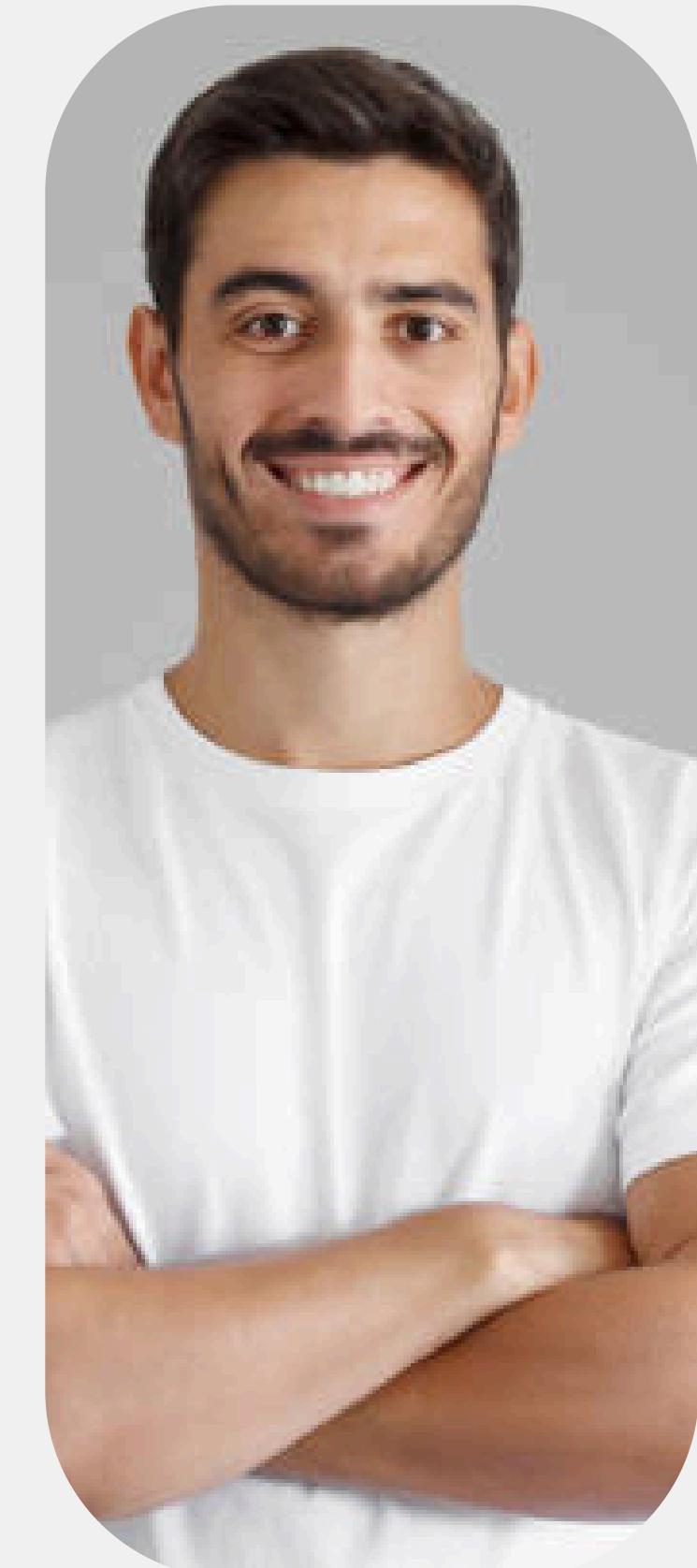
**Obstacles hinder buying:** Worries about finding the size, and the quality of the product material.

**Motives to buy:** Time-saving way, good offers, oversize availability

**Online behavior:** Active

**Goals that may achieved:** Good value for money, Stay trendy.

**Name:** Rami



## Persona 2

**Age:** 34

**Location:** Egypt

**Interests:** Watching TV shows, football, sports programs, social media reels

**Language:** Arabic

**Gender:** Male

**Education:** Bachelor's degree

**Social status:** Married

**Income:** 12000

**Occupation:** Lawyer

**Websites :** FB , tiktok

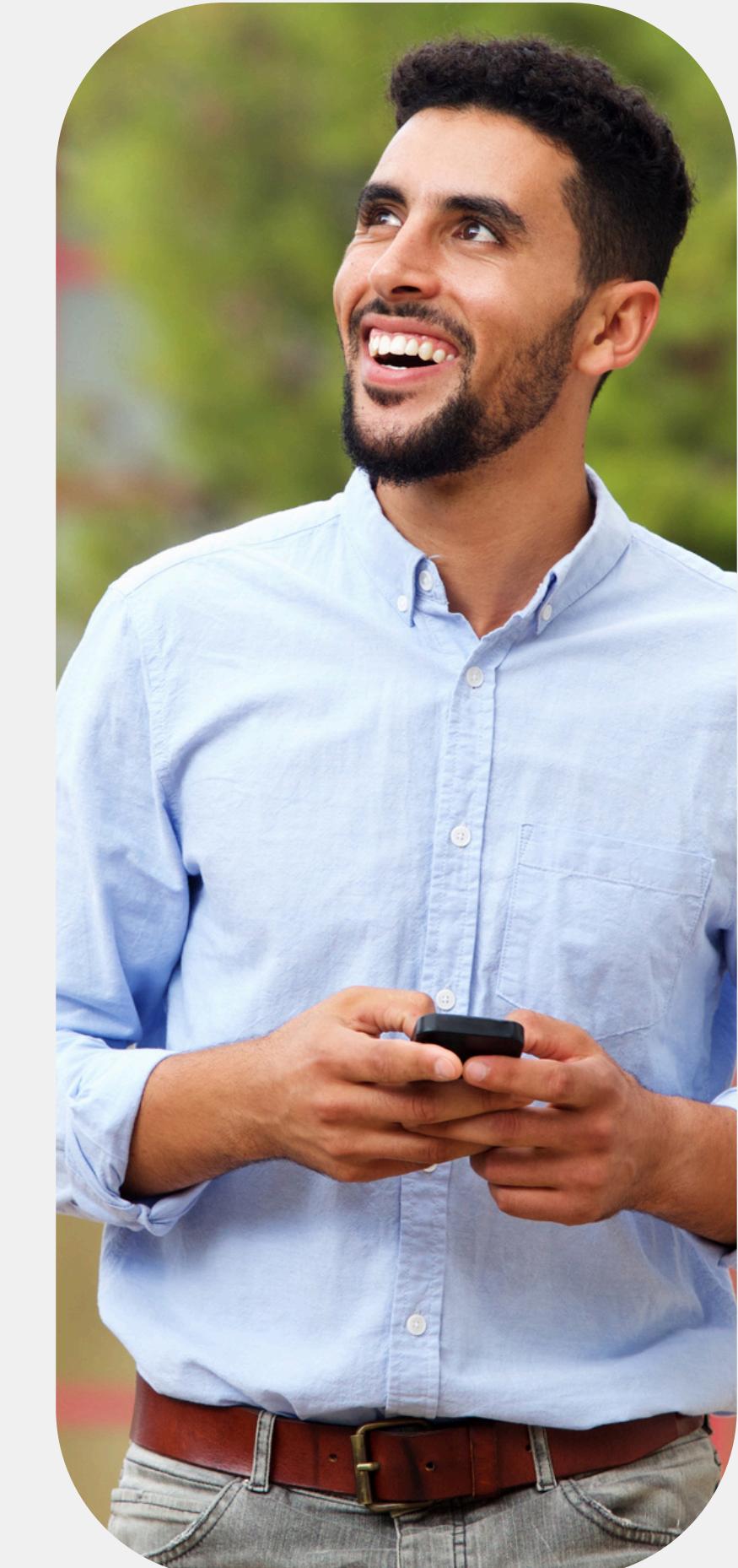
**Obstacles hinder buying:** Worries about finding quality, and trustability issues.

**Motives to buy:** Time-saving way, good offers

**Online behavior:** Active

**Goals that may achieved:** Good value for money, no need to go to the store so time-saving

**Name:** Hassan



## Persona 3

**Age:** 43

**Location:** Egypt, Cairo

**Interests:** Social media, online shopping

**Language:** Arabic

**Gender:** Female

**Education:** Bachelor's degree

**Social status:** Married

**Income:** 7000 pocket money

**Occupation:** Accountant

**Websites:** IG, TIKTOK, FB

**Obstacles hinder buying:** Quality of the product

Delivery issues & complicated return processes

**Motives to buy:** Good offers and stylish designs

**Online behavior:** Active

**Goals that may achieved:** Buying a valuable gift for her partner

Easy shopping experience

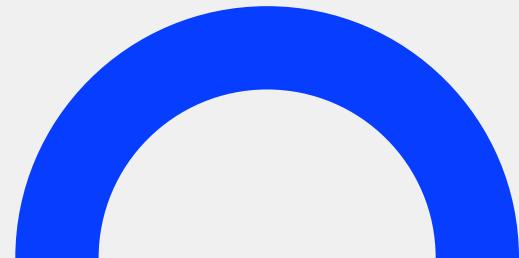
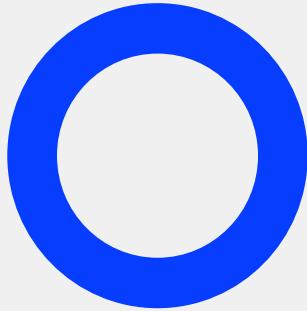
**Name:** Mai



# Competitive Advantage

- Follow up and order tracking till delivery
- Customer feedback and return availability at the same time of delivery

# TACTICS



# 4PS: Product,Price,place,promotion



# Marketing Channels



**Stone YOUNES**  
Mobile shopping  
FEEL CONFIDENT, BE ELEGANT ❤️

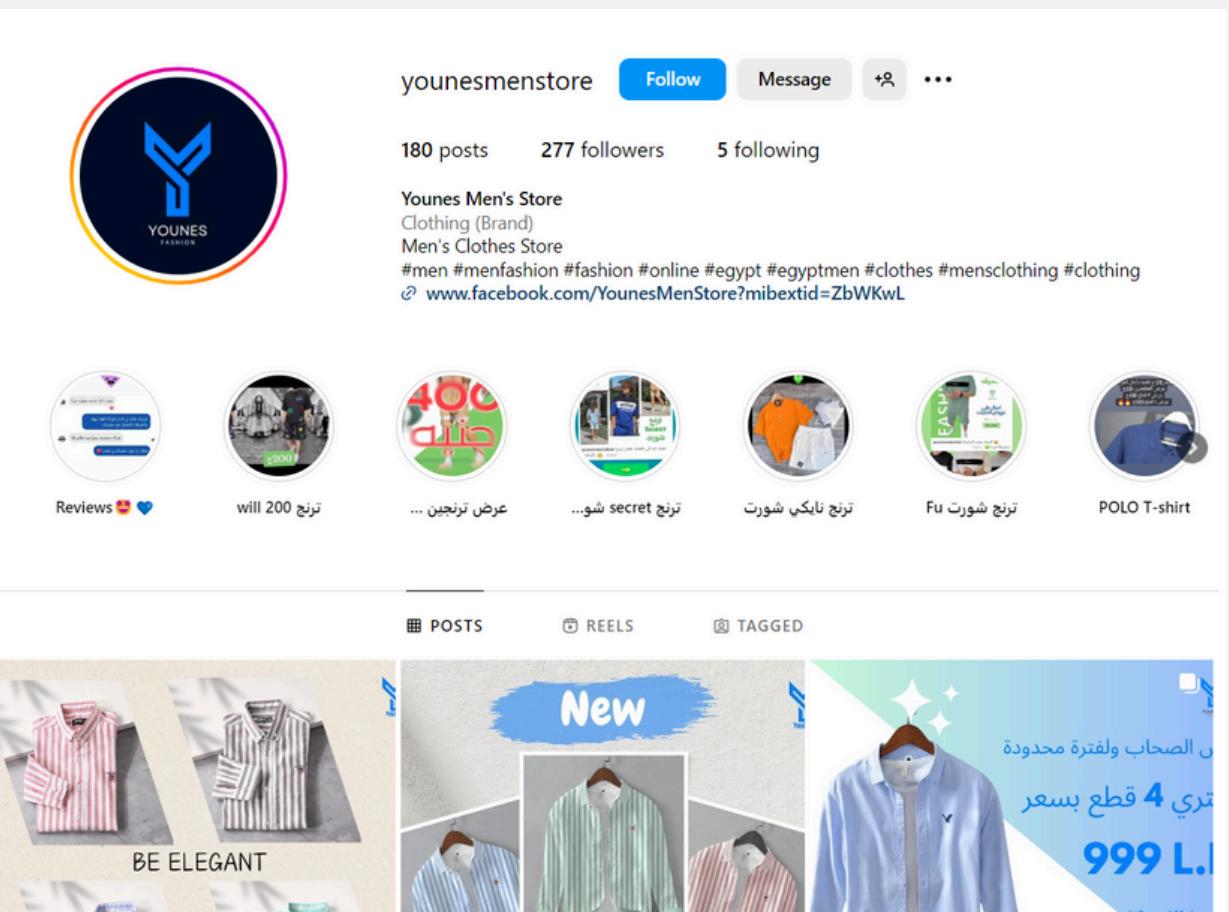
**Younes Men's Store**  
5.7K likes • 14K followers

Posts About Mentions Reviews Reels Photos More

Intro  
Younes هو متجر إلكتروني لبيع الملابس الرجالية

Create post Create Ad ...

Manage Page on Meta Business Suite



younesmenstore Follow Message + 180 posts 277 followers 5 following

**Younes Men's Store**  
Clothing (Brand)  
Men's Clothes Store  
#men #menfashion #fashion #online #egypt #egyptmen #clothes #mensclothing #clothing  
[www.facebook.com/YounesMenStore?mibextid=ZbWKwL](http://www.facebook.com/YounesMenStore?mibextid=ZbWKwL)

Reviews will 200 ... عرض تربح secret تربح نايك شورت Fu تربح شورت POLO T-shirt

Posts REELS TAGGED

New قطع بسعر 999 L.E



@younes.mens.store 715 Following 1,230 Followers 502 Likes

Edit profile Share profile ⌂+

ملابس رجالى شبابي قطاعي بسعر الجملة  
هدفنا توفير منتج جيد بأسعار أقل من السوق

🔗 <https://m.me/YounesMenStore>

Email Phone Address

# ● Tone of voice

## Friendly



- **Simple Language:** Using easy-to-understand words and phrases
- **Positivity:** Focusing on positive aspects and expressing optimism.
- **Warmth and Respect:** Communicating with kindness and respect, showing empathy.
- **Active Listening:** Demonstrating interest in others' opinions and responding thoughtfully.

# ACTIONS

Items	Who	When	How Many	Objective
<b>Facebook page, Instagram page, Tiktok account</b>	Mohamed Hossam	Mar-23		Selling products to reach a wider audience, boost brand awareness, engage with customers, and increase sales through targeted ads.
<b>Mantra</b>	Mona Yasser	1 octoder	Be elegant and feel confident	Convey the brand's message briefly and memorably, reinforcing its identity and distinguishing it from competitors.
<b>Content write</b>	Team	25 Sep. to 15 Oct.	24	to increase organic reach
<b>Content design</b>	Team	25 Sep. to 15 Oct	18	to increase organic reach

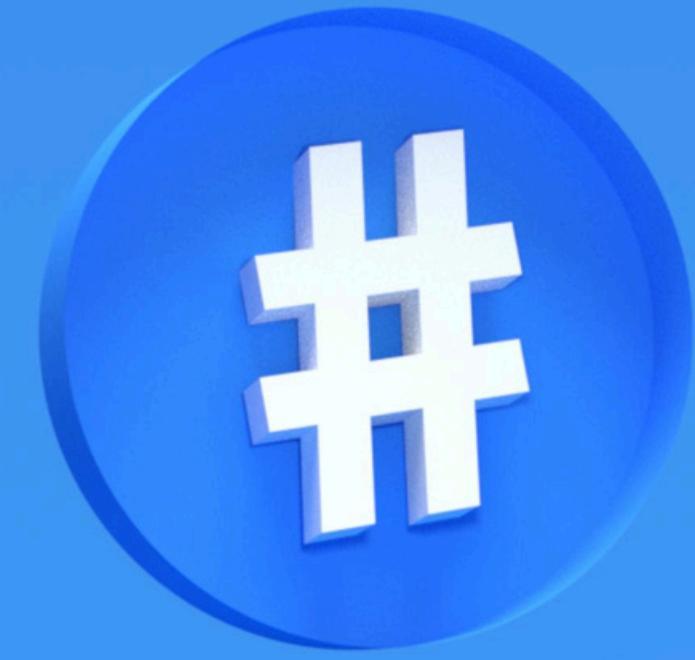
Items	Who	When	How Many	Objective
Viedo content	Alaa Muhammad	25 Sep. to 15 Oct.	28	to increase organic reach
Face book compaign	Team	3 Oct./6 Oct./12 Oct.	3 ads compaign	To set up a Facebook ad campaign to reach the target audience and achieve the specified goals.
Massage reply	Team	7 Oct. to 15 Oct.	97	
Instant reply	Tarke Sayed . Mohamed Hossam	7 Oct. to 15 Oct.	4	To build trust, improve satisfaction, and resolve issues quickly, which can boost sales and enhance brand reputation.
Posting	Mohamed Hossam, Tarek Sayed	25 Sep. - 15 Oct.	24	To gain organic reach
Checking stocks and availability	Mohamed Hossam, Alaa Muhammad, Tarek Sayed	12 Oct. to 15 Oct.	Every order	To make sure that we can set the customer orders

# ● Control

<b>What can be measured?"</b>	<b>"How do you measure?"</b>	<b>1st Campaign</b>	<b>2nd Campaign</b>	<b>3rd Campaign</b>
Sell Objective	Record the number of selling items during the campaign	0	0	67
Serve Objective	Ask the customer about the service and how far they satisfy for our serves	no reply	no reply.	8 satisfaction reply
Speak Objective	Record the engagement rate	10604	2889	7149
Save Objective	Customer Acquisition Cost	-	-	reduced by 2 LE ( from 9 to 7 LE)

# Canvas Model

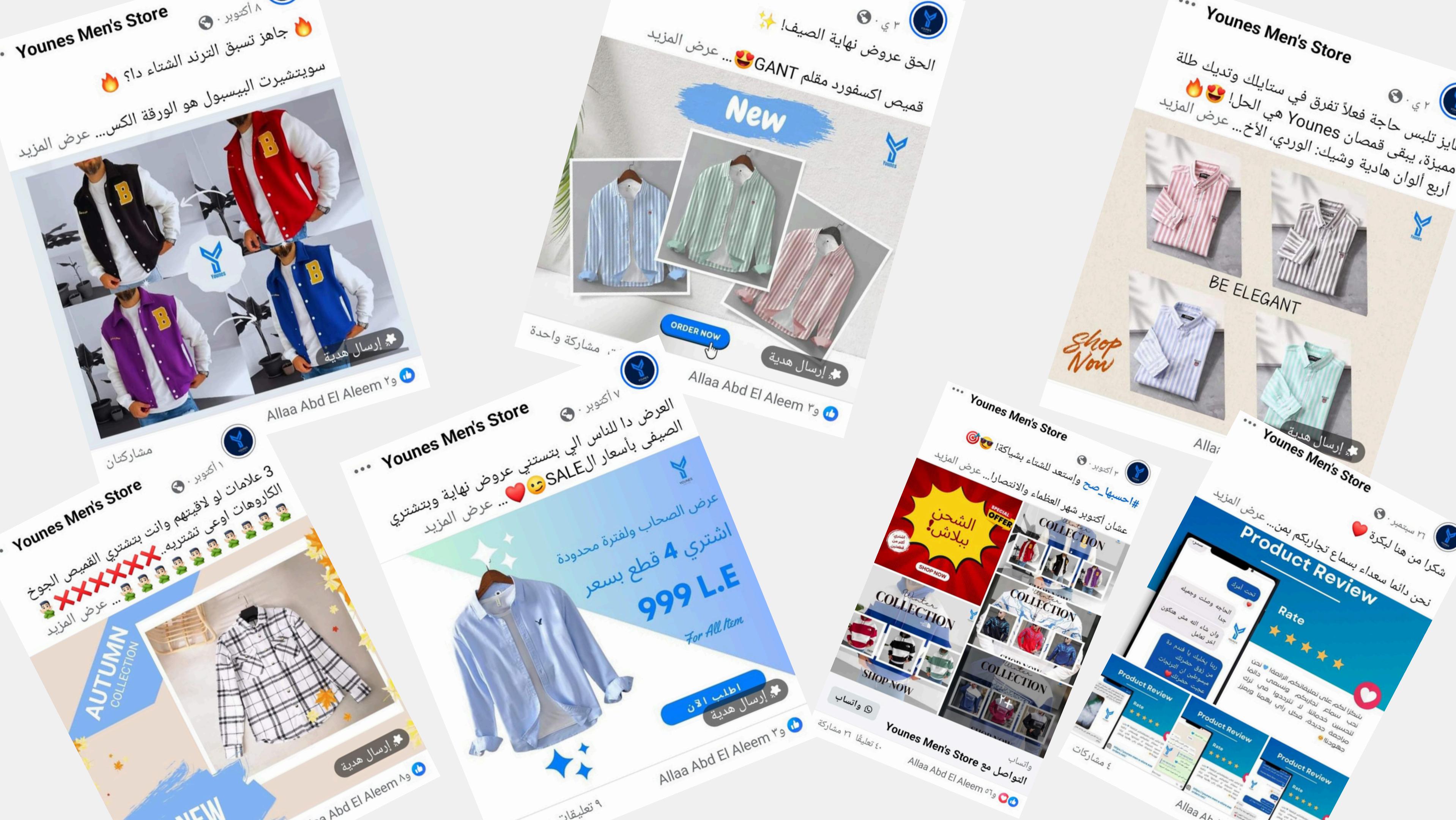
<p><b>Key Partners</b> </p> <ul style="list-style-type: none"> <li>Affiliates: Collaborate with ENGEZNY to drive traffic and sales.</li> <li>Payment Processors: Cash on delivery</li> <li>Delivery Services: Efficient logistics for timely delivery.</li> </ul>	<p><b>Key Activities</b> </p> <ul style="list-style-type: none"> <li>Marketing and Promotion: Digital campaigns, social media presence.</li> <li>Order Fulfillment: Processing and shipping orders.</li> <li>Customer Service: Handling inquiries and returns.</li> </ul>	<p><b>Value Propositions</b> </p> <ul style="list-style-type: none"> <li>Affordable fashion for middle-class men.</li> <li>High-quality, stylish clothing without the premium price tag.</li> <li>Transparency in pricing and sourcing.</li> <li>Follow up</li> </ul>	<p><b>Customer Relationships</b> </p> <ul style="list-style-type: none"> <li>Personalized Shopping Experience: Recommendations, styling tips.</li> <li>Excellent Customer Support: Responsive and helpful.</li> <li>Community Building: Engaging content</li> <li>Advocacy: well reputation</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>Middle-class looking for stylish, affordable clothing.</li> <li>Budget-conscious fashion enthusiasts.</li> <li>Repeat customers who value quality and affordability.</li> </ul>
<p><b>Cost Structure</b> </p> <ul style="list-style-type: none"> <li>Marketing Expenses: Campaigns.</li> </ul>	<p><b>Competitors</b> </p> <ul style="list-style-type: none"> <li>Timon 22K Followers</li> <li>AK Store 10K followers</li> <li>M&amp;H 1.6K Followers</li> </ul>	<p><b>Revenue Streams</b> </p> <ul style="list-style-type: none"> <li>Sales of Men's Clothing: Main source of income.</li> <li>Affiliate Partnerships: Revenue through ENGEZNY collaborations.</li> </ul>		



Facebook  
Designs !







# ● Reviews From customer

سلام عليكم ورحمة الله وبركاته  
باشا الحاجة وصلت  
وشكرا  
خامة جميلة تسلم  
وإن شاء الله مش آخر تعامل



أهلاً أستاذ محمد 😊



أيوة يا فندم زي م طلبت بالظبط



OCT 17 AT 5:42 PM

لقد استلمت طببي وأعجبني كثيراً،  
استمر في عملك الجيد 👍



باقي القمصان عجبت حضرتك

تمام شكرا لحضرتك جدا

اه جميلة جدا جدا



You replied to Yousef



OCT 16 AT 3:02 PM

شكرا جدال ذوقكم في التعامل

استلمته و خامته حلوة جدا

عجبني شكرا ان شاء الله مش آخر  
تعامل



# Campaigns Performance

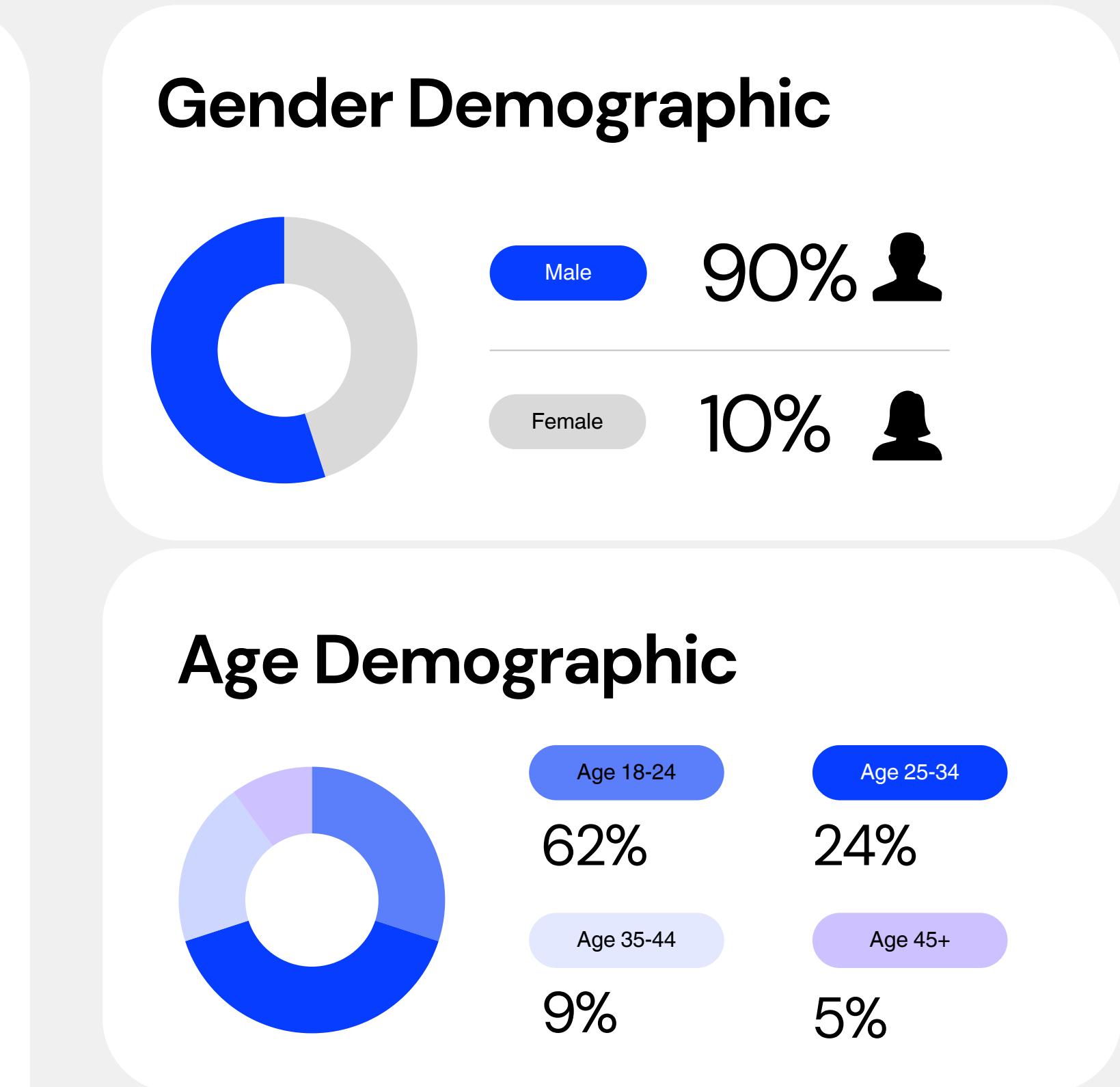
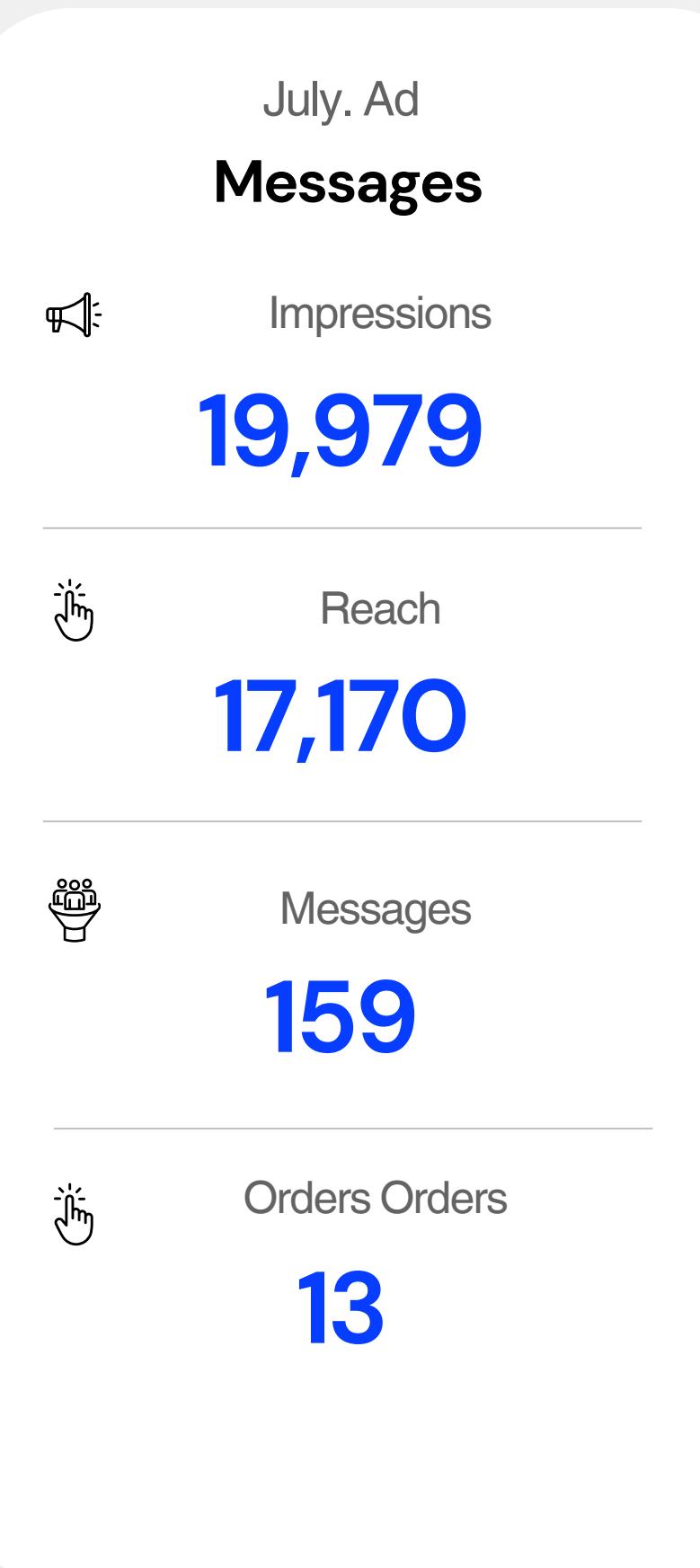
Engagement - Messegues  
Off · Engagement

Edit Duplicate

**Results** [View performance](#)

10 days Maximum Today

159 Messaging conversations started	EGP3.31 Cost per Messaging conversation started	EGP526.00 Amount spent
74.00.ج remaining	lifetime budget 600.00.ج	
17,170 Reach	19,979 Impressions	159 Messages
0.00 Purchase ROAS (return on ad spend)	1.16 Frequency	13 Orders
634 Unique clicks (all)	EGP2.05 CPC (cost per link click)	



# Campaigns Performance

 Post Engagement  
Off • Engagement

Edit  Duplicate

**Results** [View performance](#)

10 days Maximum Today

1,323 Post engagements	EGP0.19 Cost per Post engagement	EGP250.67 Amount spent
49.33.ج.ج remaining	lifetime budget 300.ج.ج 	
10,604 Reach	14,317 Impressions	 Post engagement
0.00 Purchase ROAS (return on ad spend)	1.35 Frequency	1323
1,417 Unique clicks (all)	EGP13.93 CPC (cost per link click)	

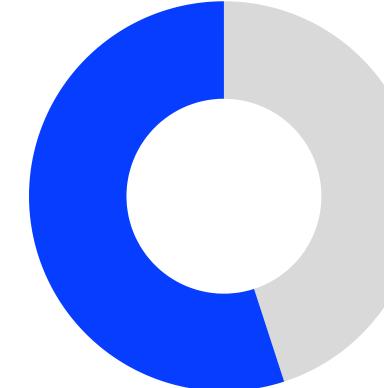
4-6 Oct. Ad Engagement

 Impressions **14,317**

 Reach **10,604**

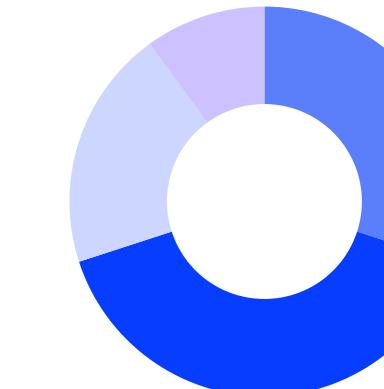
 Post engagement **1323**

## Gender Demographic

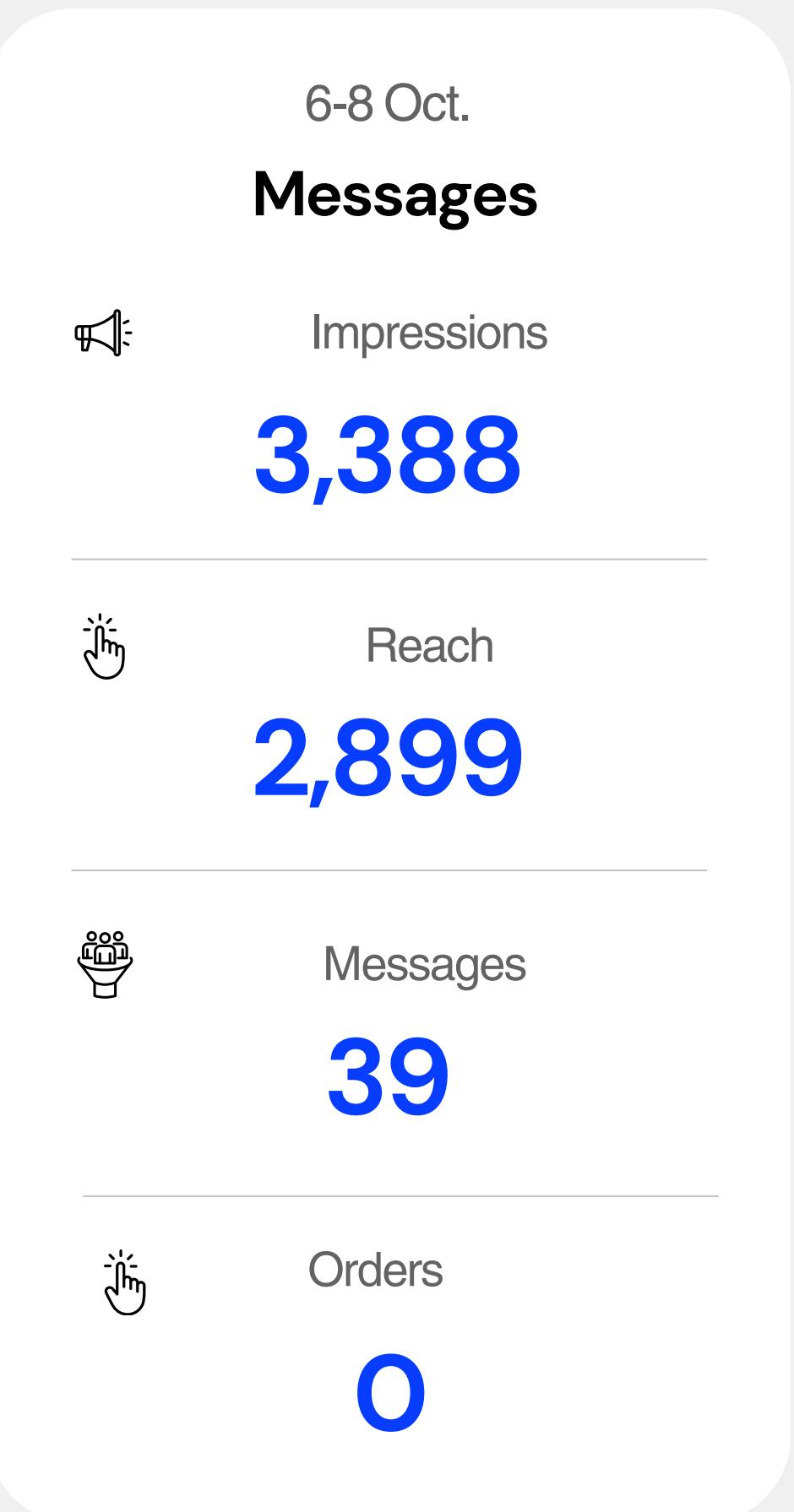
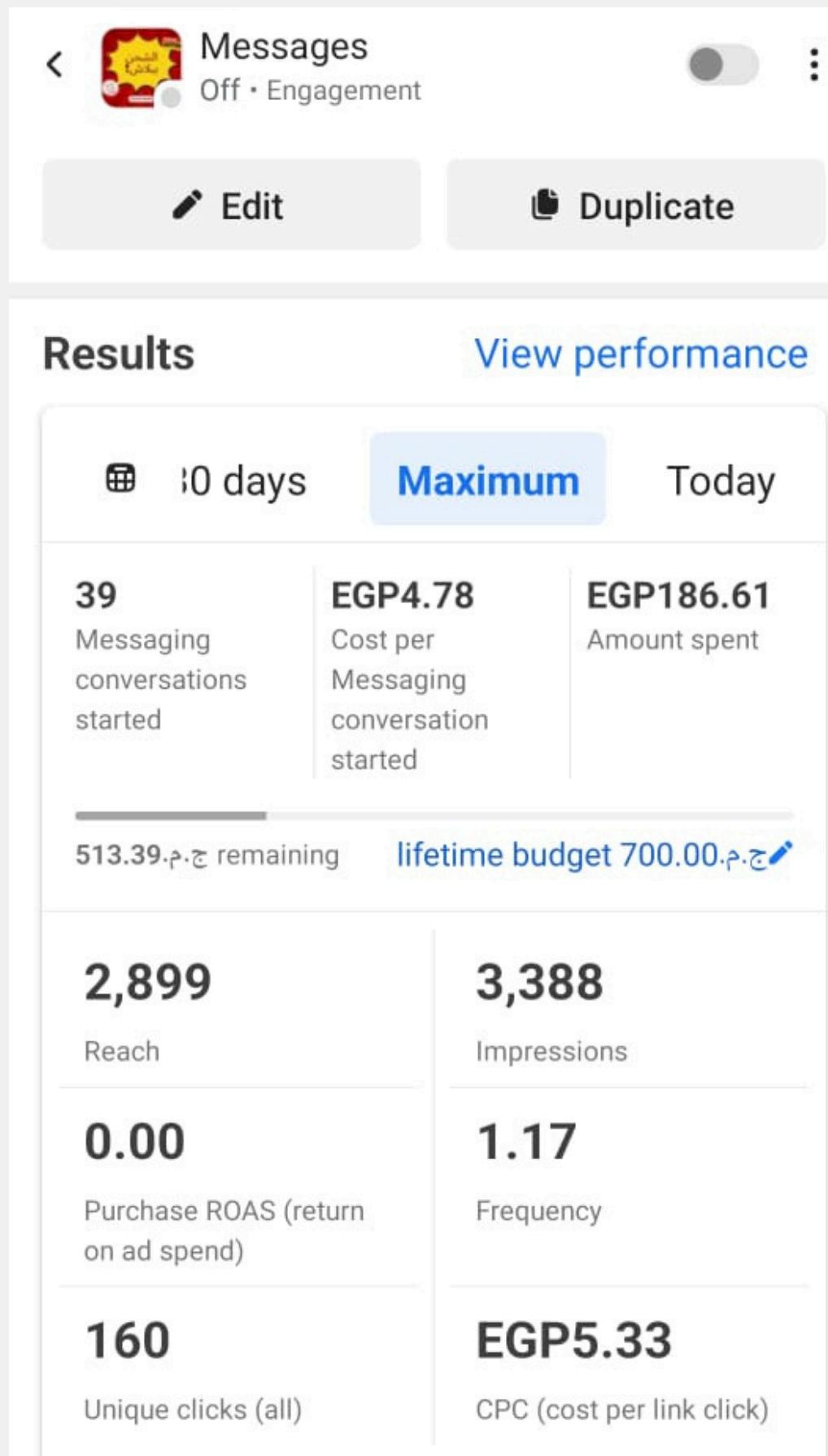


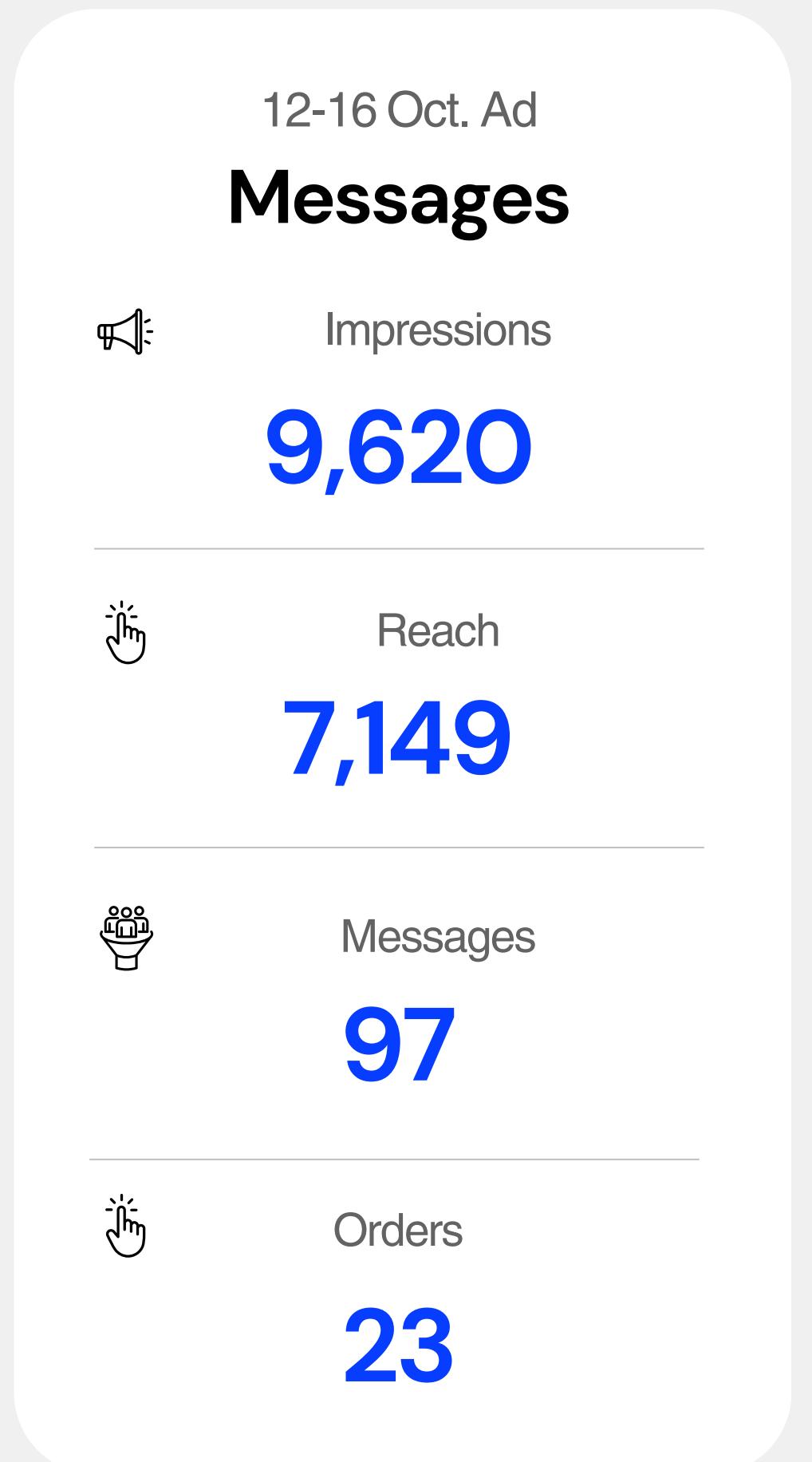
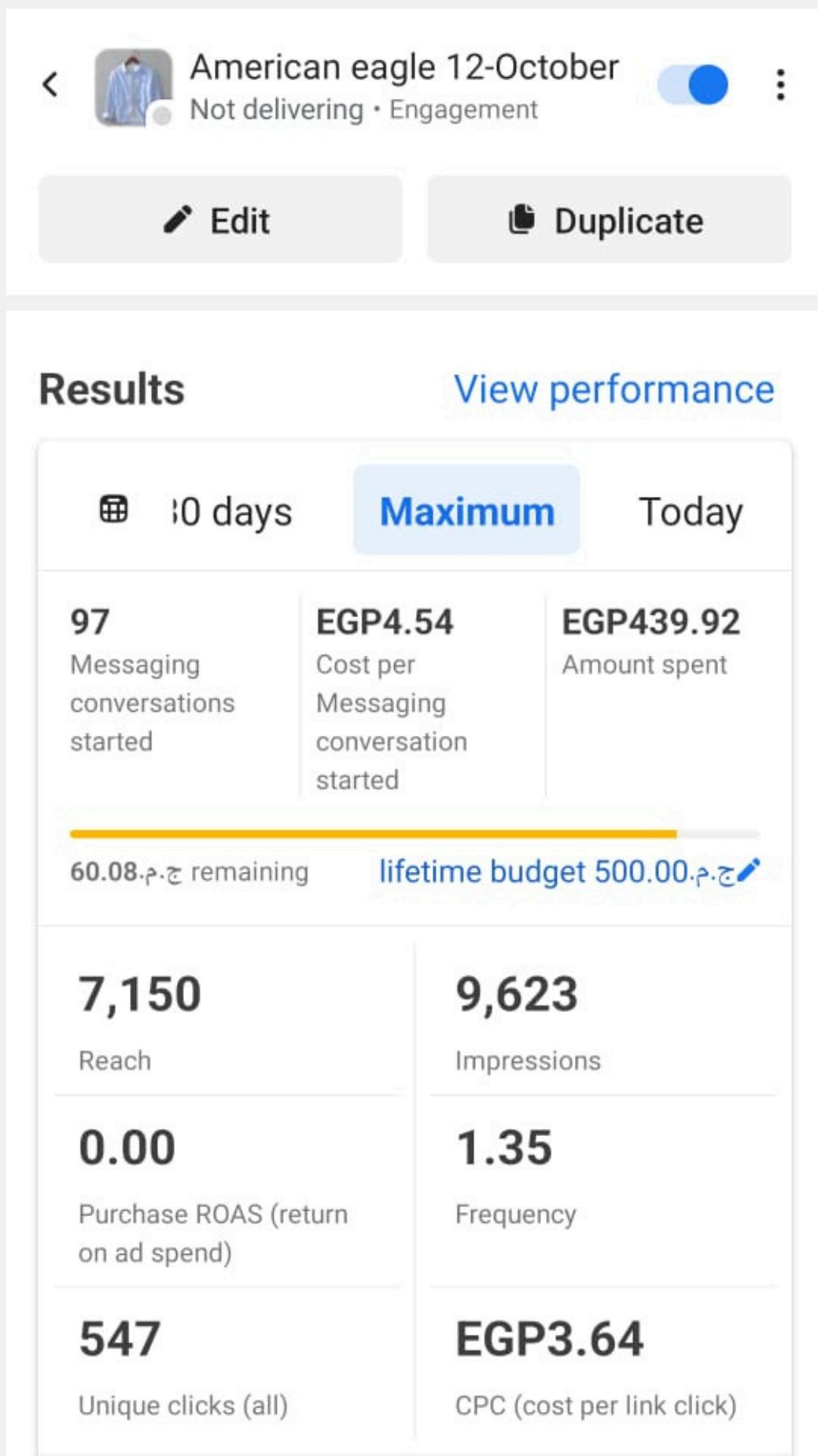
Male	85%	
Female	15%	

## Age Demographic



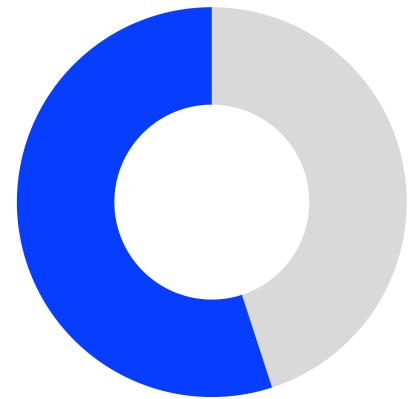
Age 18-24	35%
Age 25-34	38%
Age 35-44	26%
Age 45+	1%





# Audience Insights

## Gender Demographic



Male

82%

Female

18%

## Cost Analysis

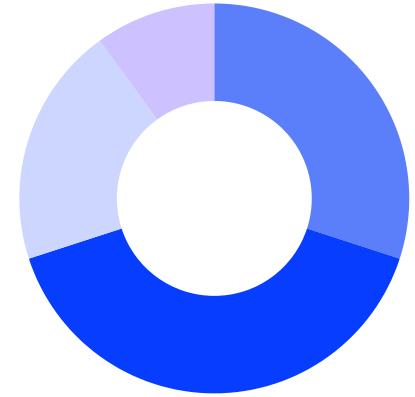
Ad budget

**440 L.E**

Total orders

**20753 I.E**

## Age Demographic



Age 18-24

32%

Age 25-34

30%

Age 35-44

20%

Age 45+

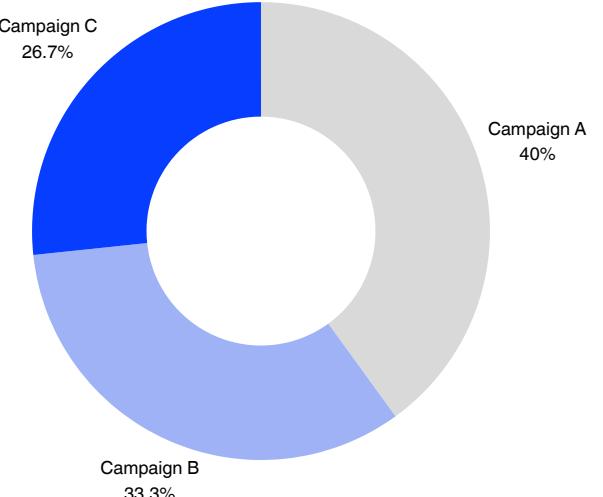
18%

Commission

**2313 L.E**

## Ad Spent Total

**1000 L.E**



Campaign A	Campaign B	Campaign C
250	186	440

## Orders and deliveries

No. of orders

**67**

Done

**63**

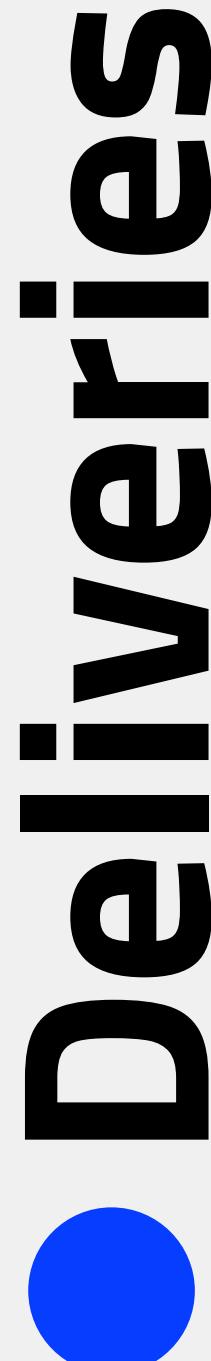
Commission

**2313 L.E**

## Month

## October (Metador)

Start date	10/12/2024	10/5/2024	10/4/2024
End date	19/16/2024	10/9/2024	10/6/2024
Duration	4 days	5 days	3 days
Campaign name	فوريكس كاسفورد	سوق تجارة متجر	متجر متجر متجر
Amount spent (EGP)	440	186.61	250.67
Ad set budget	440	700	300
Ad set budget type	Lifetime	Lifetime	Lifetime
Impressions	9620	3388	14317
CPM (cost per 1,000 impressions) (EGP)	45.73	55.08	17.51
Reach	7149	2899	10604
Frequency	1.35	1.17	1.35
CTR (all)	9.90%	6.61%	13.59
Link clicks	121	35	18
CPC (all) (EGP)	0.46%	0.83%	0.13%
Results	96	39	1323
Result indicator	Messeges conversation	Messeges conversation	Post engagement
Cost per results	4.58	4.78	0.16
Sales	20753	0	0
Commission	2313	0	0
Purchase ROAS (return on ad spend)	47.16590909	0	0
Orders No.	23	0	0



الاسم	التاريخ	كود الطلب	المحافظه	الاجمالي	العموله	حالة الشحن
نور الدين احمد	2024-09-29	MMV2399572	القاهرة	1055	90	Done
نور الدين احمد	2024-10-03	JTM2406839	القاهرة	305	30	Delivered
احمد بهجت	2024-10-12	YXS2424641	القلوبية	1055	0	Canceled
احمد عياد	2024-10-12	AHQ2425039	الإسكندرية	3000	300	Delivered
شريف محمود	2024-10-12	HPS2425102	القاهرة	585	90	In Delivery
ايمن السعيد	2024-10-12	HGQ2425533	الغربيه	1585	120	Delivered
محمود منصور	2024-10-12	OGS2425622	الغربيه	585	90	Delivered
انصرف حسني	2024-10-13	VHP2426434	القاهرة	1525	150	Delivered
عبد الرقيب	2024-10-13	YXO2426736	القاهرة	585	90	Delivered
نورهان علي مطاوع	2024-10-13	MIQ2426853	قنا	330	55	Delivered
حسام ابو بكر صديق	2024-10-13	LVI2427135	القاهرة	1531	141	In Delivery
وائل حسن	2024-10-14	EBW2427342	القاهرة	345	65	Delivered
يوسف محمد	2024-10-14	OOL2427646	سوهاج	830	115	In Delivery
شهد اسامه	2024-10-14	QIG2427656	الشرقية	330	55	Delivered
يوسف محمد	2024-10-14	PUV2427876	القاهرة	1355	180	Packing
مصطفى محمد	2024-10-14	YBL2428773	القاهرة	1555	180	Waiting Confirm
رمضان صالح محمود	2024-10-14	LQH2428886	الشرقية	585	90	In Delivery
مصطفى محمد	2024-10-14	REG2428970	القاهرة	1282	122	In Delivery
اسلام ربيع	2024-10-15	UDX2429241	البحيرة	330	55	Confirmed
حازم محمد فكري	2024-10-15	PQR2430383	القاهرة	585	90	Confirmed
عمرو صلاح قطب	2024-10-15	VJB2430636	الإسكندرية	585	90	Confirm By Aff
هانى وليم	2024-10-15	KWI2430648	سوهاج	830	115	Pending
محمد علام			طنطا	1355	180	

# ● Recommendation & Action Plan



## What Worked

- ✓ Messages Campaign.
- ✓ Photo creative with simple design and only one product.

## What Didn't Work

- ✗ Engagement Ad because of the low budget.
- ✗ Using a creative with too many details and photos, miss match of the target audience.

## Next Steps

- ✓ Invest all the budget on sales campaigns.
- ✓ Depend on competitor analysis to choose the winner affiliate product and work on it.
- ✓ Experiment with different ad formats in Display Ads.

# OUR TEAM



**Mona Yasser**



**Mohamed Hossam**



**Alaa Mohamad**



**Tarek Yosef**



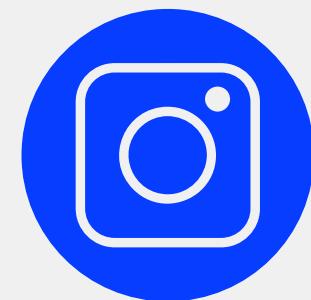
**Yasmine Fathy**

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# ○ Contact us ○

Do you have any questions?



Younes Men's Store

THANK  
YOU

