

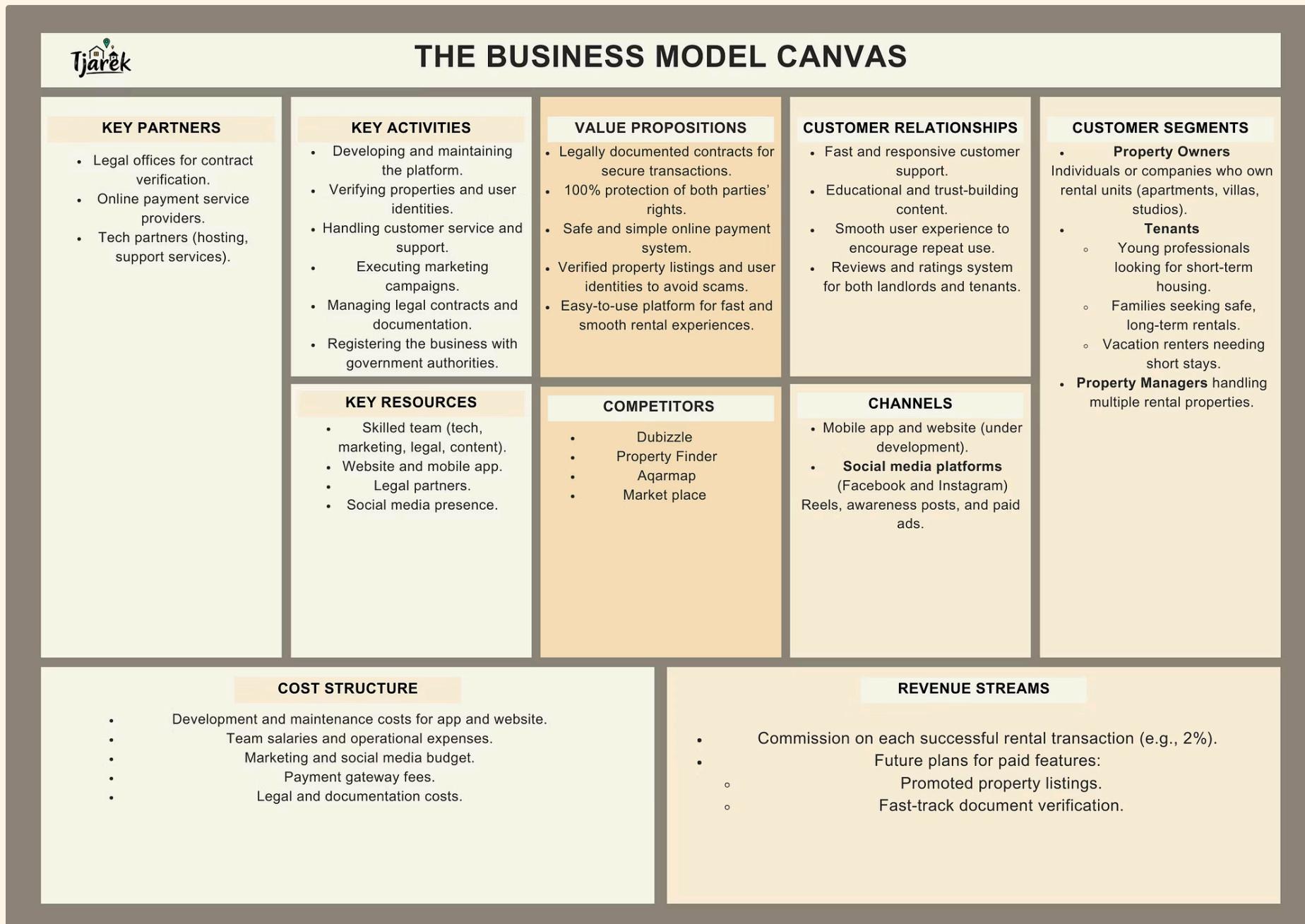
Project overview



Ijarek is a digital platform designed to connect landlords and tenants in a safe and trusted way. It offers rental services for both short-term and long-term needs. The platform uses legal agreements and secure online payments to make the rental process simple and safe. Ijarek also verifies all users and property

listings to protect both parties and reduce the risk of fraud.

Business Model Canvas



SWOT Analysis

STRENGTHS

- We are good at digital marketing and social media, so we can reach many people.
- We use official documents to check users and keep all transactions safe.
- Each team member has a clear role, which helps us work better and faster.
- We follow the law to make sure all deals are fair and protect both sides.

OPPORTUNITIES

- More people are looking for safe and trusted rental platforms.
- Technology makes it easier to do online payments and check user identities.
- We can work with real estate offices and legal services to grow faster.
- People now prefer using digital services for renting homes.

WEAKNESSES

- Our team is small, and we need more people to handle the work as we grow.
- The website and app are still not finished.
- We don't have a big budget, and we only earn from the commission on rentals.

SWOT Analysis

THREATS

- Other big platforms already offer similar rental services.
- New rules or laws might make our work harder or more expensive.
- Some people don't trust new platforms and worry about safety.
- Changes in the economy may affect how much people spend on renting.

Objectives

- **Reach 1,000 active users**

Attract 1,000 users to sign up and use the platform within the first 6 months through social media and ads.

- **Complete 200 successful rental deals**

Achieve 200 verified rental transactions on the platform in the first 6 months.

- **Reach 80% customer satisfaction**

Make sure at least 80% of users are satisfied with their experience in the first 3 months.

- **Launch the website and mobile app**

Finish development and officially launch both the app and website within the first 2 months.

- **Earn EGP 20,000 in commission revenue**

Generate at least 20,000 Egyptian pounds from rental commissions within the first 6 months.



Buyer Persona

Persona 1 (Landlord Persona)

- **Name:** Ahmed, 38 years old
- **Job:** Real Estate Investor
- **Location:** Alexandria
- **Income:** High

Goals:

- Find trustworthy tenants fast
- Have legal and clear rental deals
- Make the renting process easier using digital tools

Pain Points:

- Worry about fake or bad tenants
- Too much paperwork
- Hard to handle many properties at once

Motivations:

- Simple tenant checks and safe payments
- Legal contracts for protection
- Easy and smart rental platform



Buyer Persona

Persona 2 (Tenant Persona)

- **Name:** Sarah, 27 years old
- **Job:** Marketing Specialist
- **Location:** Cairo
- **Income:** Medium

Goals:

- Rent good, affordable, and verified places
- Have a smooth and safe rental experience
- Understand rental terms clearly

Pain Points:

- Fear of scams or extra hidden charges
- Not enough trusted listings
- Complicated and confusing rental steps

Motivations:

- Verified landlords and homes
- Pay online with confidence and get a legal contract
- Helpful support team



Buyer Persona

Persona 3 (Property Manager Persona)

- **Name:** Khalid, 45 years old
- **Job:** Property Manager
- **Location:** Cairo
- **Income:** High

Goals:

- List and manage properties easily
- Make sure all legal steps are followed
- Reduce time spent on admin work

Pain Points:

- Doing everything manually
- Slow tenant checks
- Complicated documents

Motivations:

- Digital tools and records
- Safe tenant checks and payments
- Easy system with good support



Unique Selling Proposition

- **Verified Rentals:** Every property and user on our platform is verified to prevent scams and ensure safety.
- **Legal Protection:** All rental deals are supported by official contracts to protect both landlords and tenants.
- **Easy Digital Experience:** Our platform makes it easy to list, search, and rent properties through a simple website and app.
- **Trust and Transparency:** We focus on building trust between both parties with clear terms and secure payments.
- **Affordable and Secure:** We offer a fair commission system, making the rental process both cost-effective and reliable.

7P's (Marketing mix)

- **Product**

Ijarek is a digital rental platform (website and app) that helps landlords and tenants connect safely. It offers verified listings, legal contracts, and secure online payments.

- **Price**

We follow a commission-based model. The landlord pays a small percentage after a successful rental. Our pricing is competitive and reflects the value and safety we provide.

- **Place**

The platform will be available as a mobile app and website. Our main channels are online—especially social media—to reach our audience across Egypt.

- **Promotion**

We promote through social media content, paid ads, influencer marketing, and awareness campaigns. We focus on building trust and educating users about safe renting.

- **People**

Our team includes experts in marketing, tech, customer service, and legal support. We also care about building strong relationships with both landlords and tenants.

- **Process**

The whole rental process is digital—property listing, tenant search, identity verification, digital contracts, and secure payment. It's simple, fast, and legally safe.

- **Physical Evidence**

We provide official rental contracts, receipts, and a clear online record of each transaction. The app and website also show verified badges and user ratings to prove trust.

Content Calendar

Content Calendar (March&April)

day	PLATFORM	CONTENT TYPE	PUBLISH DATE	PUBLISH TIME	HASHTAG		COPY	WHO	STATUS	LINK TO PUBLISHED POST
Fri	Facebook &Instagram	Awareness	7Mar	11 AM	#رمضان_كريمة #عروض_إيجارك #انتظرونا		انتظروا عروض رمضان فريباً! رمضان شهر الخبر، وعروض إيجارك هنكون الأقوى والأفخَّ ترقوا المفاجآت الحصرية قريباً!	Mostafa	Published	Add a link
Tue	Facebook	Awareness	10Mar	11 am	#إيجارك_معيد_الشهيد #إيجار_شقق #حقوق_المستأجر #عقارات_مصر		إيجارك يدعم أبطالنا.. اعرف حقوقك كمساهم في مصر! لو بتدور على شقة، لازم تعرف إلها تستأجر مكان مريح وسوي عالي.. مع إيمانك، ستسعدك نفهم حقوقك ونلتقي ببنك المناسب. إيه ألم حاجة بيهملك في عد الاتجار؟ فولنا رأيك!	Alla	Published	Add a link
Wed	Facebook &Instagram	Video	11Mar	10 AM	#Ijerak #RealEstate #CreateHome #LovingLiving #RentalHome #NewApartments #HouseForRent #IjerakApp ⚠ Turn on notifications to stay updated with the latest listings!			All	Published	Add a link
Thu	Facebook &Instagram	Awareness	12Apr	10 AM	#إيجارك_غلايليجار_أسهل #إيجار_رقمي #انتطلب_قريباً #مصر_عقارات_ك #عقارات		عايز تبدأ من جديد؟ [إيجارك معنا]... ابداً رحلة تأجير مختلفة مع إيجارك	Habiba	Published	Add a link
Fri	Facebook	educational	18Apr	12 NN	Ijerak# عقارات Egypt#		إزاى أنسابك عقاري على الطبيق؟ المعاذين، افتتح الطبيق وشفر، ودولك ١ افتح الطبيق وشفر، ودولك ٢ انتدابه ٣ أهلاً بالبيانات المتفوقة، المسفر، نوع الوحدة، سور، وأسلفها ٤ اضغط على "غير" - وكده بقى ـ ظاهر تشتغل الطلبات	Moaz	Published	Add a link
Sat	Facebook	educational	19Apr	11pm	Ijerak# Egypt#		الحمد لله رب العالمين - الله هو أكمل النعوت! الكلينيكيون مصرين على ذلك! عدد عدد وواسطة وليلة الطفيف نقطة رسمى داخل المدرسة مديانة من المدارس أو المدارس ـ دليلك في العدة قبل ما تجيء، لـ ـ تواصع من فريقنا دعمك في العدة مثل باخ	Eslam	Published	Add a link
Sun	Facebook &Instagram	Reel	19Apr	4pm	Ijerak# Egypt#		الحمد لله رب العالمين - الله هو أكمل النعوت! الكلينيكيون مصرين على ذلك! عدد عدد وواسطة وليلة الطفيف نقطة رسمى داخل المدرسة مديانة من المدارس أو المدارس ـ دليلك في العدة قبل ما تجيء، لـ ـ تواصع من فريقنا دعمك في العدة مثل باخ	All of team	Published	Add a link
Fri	Facebook &Instagram	Awareness	24Apr	10AM	#عيادة_تجربة_رسائل #عيادة_تجربة_رسائل #عيادة_تجربة_رسائل ـ عيادة_تجربة_رسائل		في اليوم بعد بذلت كل مجهود ـ أهلاً وسهلاً! كرتونة دعوه، وروحة ـ عزفنا على نبضكم، لأن الكادر يرى ـ من مكان سلس فيه واسط طفيف، ولـ ـ كل واحد يستحق ويشكر في سلة منصبه ـ يدخلون على أرض وطنـ ـ كل سلة وضمير دبورـ وضمير حربـ ـ ديناـ	All of team	Published	



Canva

Social Media Calendar Whiteboard



Action plan

Facebook page

Search Facebook

Manage Page

Ijarek - ايجارك

Professional dashboard

Insights

Ad Centre

Create ads

Boost Instagram content

Settings

More tools

Manage your business across Meta apps.

Meta Verified

Advertise

IJERAK
REAL ESTATE AGENT
"We don't want you to buy a house.
We want you to find a home."

Edit cover photo

Ijarek - ايجارك

324 likes • 355 followers

Professional dashboard Edit Advertise

Activate Windows
Go to Settings to activate Windows.

Posts About Mentions Reels Photos Videos More

Action plan

Instagram page

Instagram

ijerak.eg Edit profile View archive

11 posts 16 followers 14 following

Ijarek - إيجارك
Real Estate
Ijark: Your easiest app to rent properties in Egypt. Find your new home and rent in simple steps.
Download the app now!

New

POSTS REELS SAVED TAGGED

Posts: 11 | Reels: 0 | Saved: 0 | Tagged: 0

Tjarek

عايز تبدأ من جديد؟ إيجارك معاك!
ذا كنت تقصر في انك تعزل، أو بدء عمل جديفي
أي مكان في مصر ومشكلتك السماسمره...

Made with GAMMA

Action plan

Samples of content

Branding content

The screenshot shows a Facebook page interface for 'Ijarek'. The left sidebar includes links for 'Manage Page', 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', 'Boost Instagram content', 'Settings', 'More tools' (with options for 'Meta Verified', 'Leads Centre', and 'Meta Business Suite'), and a blue 'Advertise' button.

The main content area displays the 'Ijarek - إيجارك' page. It features an 'Edit Bio' section with the page's name, location (Gharbia, Tanta, Egypt), email (ijarekeg@gmail.com), and a status message: 'يتدور على مكان؟ شقة؟ كمباوند؟ عربية! الإيجار بقى أذكي مع إيجارك من خلال تطبيق واحد، تواصل مع أصحاب العقارات الحقيقيين، واعتمد على فريق ييساعدك ويوجهك.' Below this is a 'Photos' section showing various posts, including one for 'Happy Easter' and another for a 'Ramadan Sale'.

A post from 'Ijarek' dated April 11 at 07:48 is shown, published by Mostafa El Morshedy. The post text is in Arabic: 'يتدور على مكان؟ شقة؟ كمباوند؟ عربية! الإيجار بقى أذكي مع إيجارك من خلال تطبيق واحد، تواصل مع أصحاب العقارات الحقيقيين، واعتمد على فريق ييساعدك ويوجهك.' A 'See more...' link is visible.

The right side of the screen shows a large advertisement for Ijark Real Estate. The ad features a black textured background with yellow text: 'Looking for an apartment? A compound? Soon... even a car? We've made renting faster, easier, and smarter—all in one app. Ijark connects you with verified properties, trusted owners, and a team that cares'. It also includes a 'Activate Windows' button and a note to 'Go to Settings to activate Windows.'

Action plan

Samples of content

Awareness content

The screenshot shows a Facebook page interface for 'Ijarek'. The left sidebar includes links for 'Manage Page', 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', 'Boost Instagram content', 'Settings', 'More tools' (with options for Meta Verified, Leads Centre, and Meta Business Suite), and an 'Advertise' button. The main content area displays the page's profile picture, name 'Ijarek - ايجارك', email 'ijarek@gmail.com', and status 'Always open'. A post from April 19 at 10:00 is shown with Arabic text: 'العقد الإلكتروني - ليه هو أمانك الحقيقي؟ عقد إلكتروني بضم إلكتروني يضمن لك: بنود واضحة وملزمة للطرفين... See more'. Below the post is a section titled 'Photos' with several thumbnail images, including one for 'Happy Easter' and another for real estate services.

Action plan

Samples of content

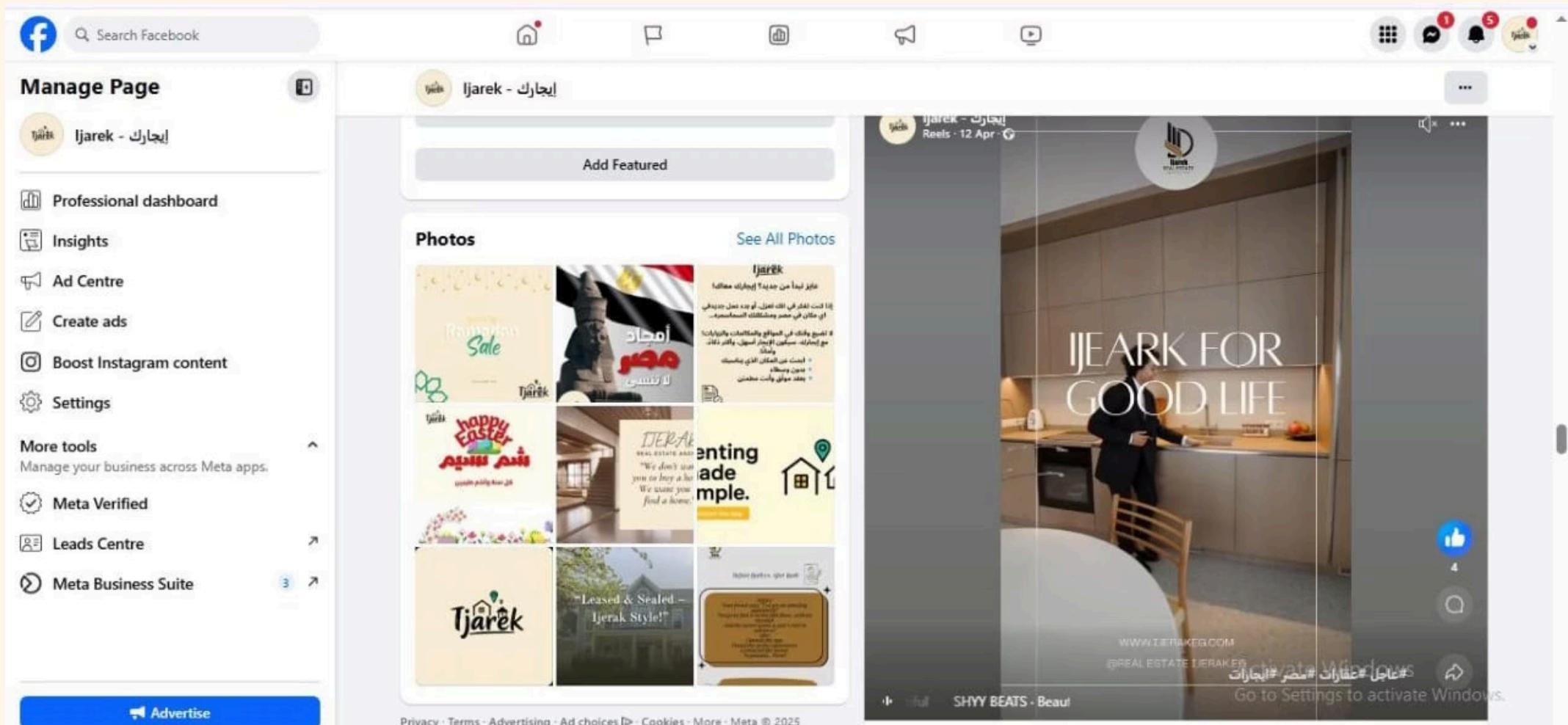
Sales content

The screenshot shows a Facebook page interface for 'Ijarek'. The sidebar on the left includes options like 'Manage Page', 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', 'Boost Instagram content', 'Settings', and 'More tools'. The main content area displays a post from 'Ijarek - إيجارك' dated 12 April at 20:00. The post features Arabic text: 'لأصحاب العقارات، إيجارك سهل كل حاجة! مع إيجارك، أملك وراحتك واستثمارك الذكي في مكان واحد. سواء بتأجير شقة، مكتب، أو حتى عربية ... إيجارك هو شريكك الموثوق لإدارة ممتلكاتك بكل سهولة!' followed by hashtags '#عقارات #عقاري #عقارات #عقاراني #عاجل #مصر #تكنولوجي'. Below the post is a promotional graphic for 'Ijark Real Estate' with the tagline 'Property Owners, Ijark Simplifies Everything for You!' and text about safety, peace of mind, and smart investment.

Action plan

Samples of content

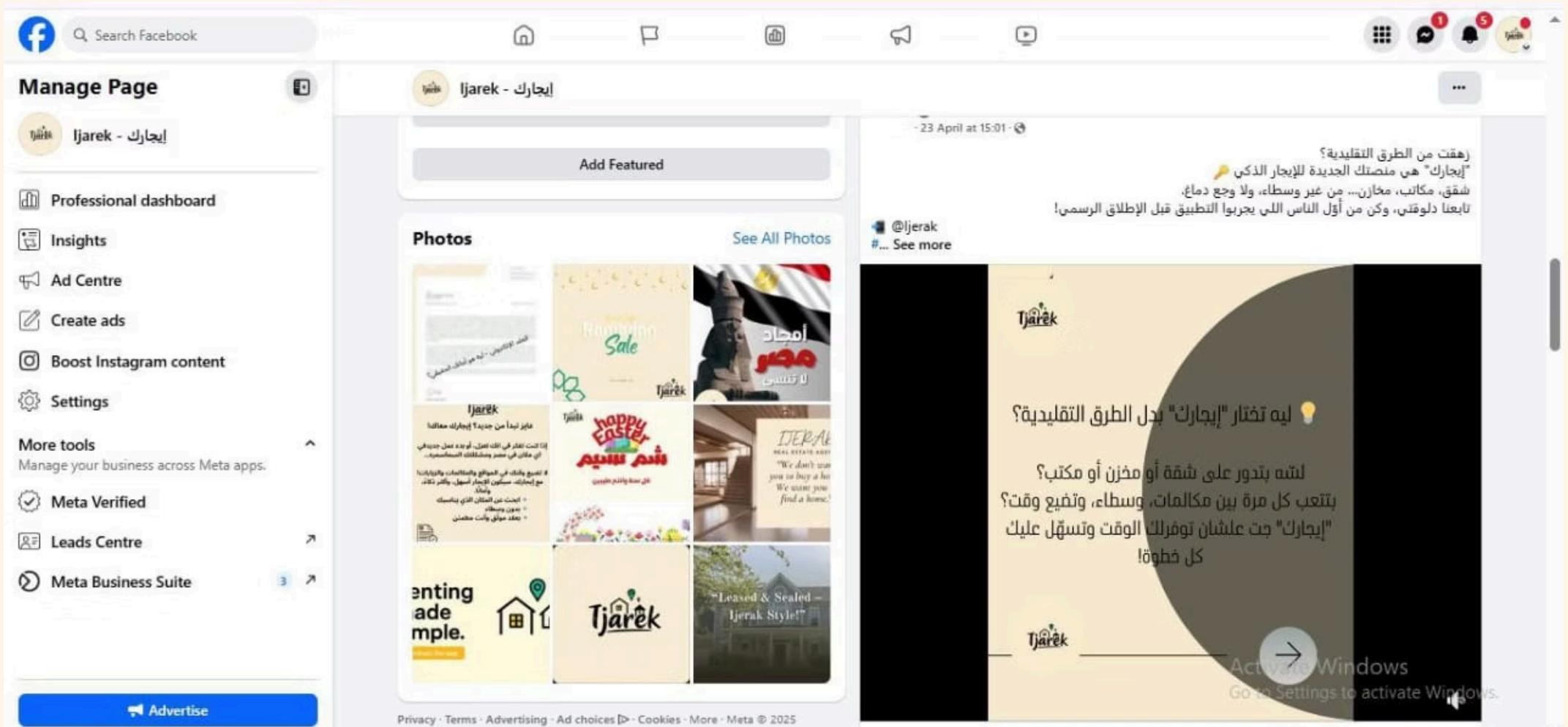
Reel



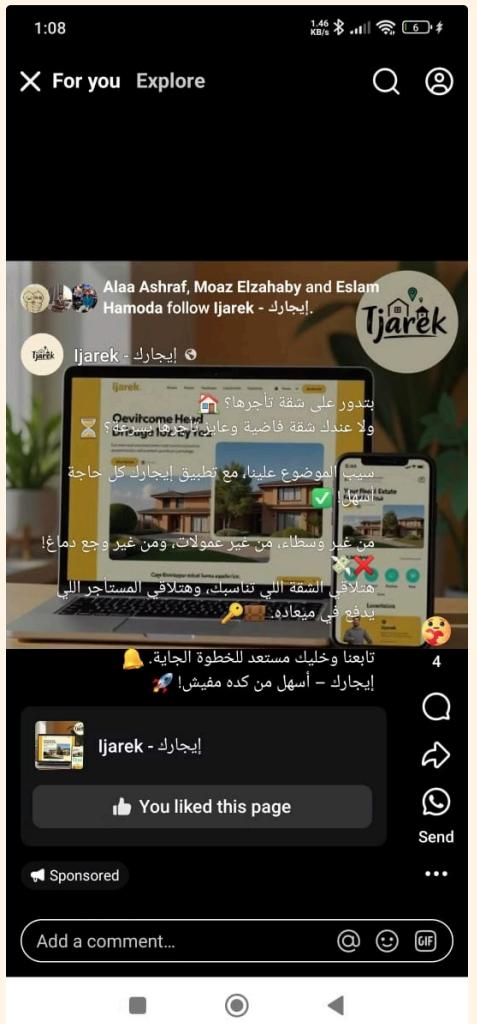
Action plan

Samples of content

GIF



Ad content published



بتدور على شقة تأجرها؟

ولا عندك شقة فاضية وعايز تأجيرها بسرعة؟

سيب الموضوع علينا، مع تطبيق إيجارك كل حاجة أسهل!

من غير وسطاء، من غير عمولات، ومن غير وجع دماغ!

هتلaci الشقة اللي تناسبك، وهتلaci المستأجر اللي يدفع في ميعاده.

تابعنا وخليلك مستعد للخطوة الجاية.

إيجارك - أسهل من كده مفيش!

Control KPIs

The screenshot shows a social media advertising interface with the following details:

Header: Ads, Account ID: 188692976389774 (188692...), Updated just now, Review and publish, More.

Alert Bar: Ad account restricted. Your ads are not delivering because we couldn't process your last payment. Contact your payment provider and try paying again. Pay now, X.

Toolbar: Search icon, All ads, Actions, Had delivery, Active ads, See more, Create a view, Filter icon.

Search Bar: Search by name, ID or metrics.

Filter Bar: Campaigns, Ad sets, Ads, Today: May 6, 2025, Create, Duplicate, Edit, A/B test, More, Columns: Performance, Sort icons, Filter icon, Export icon, Copy icon, Print icon.

Table Headers: Off / On, Ad, Distribution setting, Results, Reach, Impressions, Cost per result.

Data Rows:

- Ad 1: Ljarek - Copy, Day click or ... (Follow or like), 42, 1,626, 1,739, Per Follow or like, 2.50.
- Ad 2: Ljarek, Day click or ... (Follows or likes), 42, 1,626, 1,739, Total, 2.50.

Summary Row: Results from 2 ads: 42, 1,626, 1,739, Total, 2.50.

A/B test

Control KPIs

The screenshot shows the Facebook Ads Manager interface. At the top, there's a banner indicating an 'Ad account restricted' status: 'Your ads are not delivering because we couldn't process your last payment. Contact your payment provider and try paying again.' Below this, the main navigation bar includes 'All ads', 'Actions', 'Had delivery', 'Active ads', and a search bar. The left sidebar contains various icons for managing campaigns, ads, and other metrics. The main content area displays an 'Ad sets' table with one row. The columns include: 'Off / On' (switched on), 'Ad set' (labeled 'ljarek1'), 'Delivery' (status: 'Payment error'), 'Bid strategy' (highest volume, Page Likes), 'Budget' (900.00, Lifetime), 'Last significant edit' (empty), and 'Attribution setting' (7-day click or). A note at the bottom says 'Results from 1 ad set'.

Off / On	Ad set	Delivery	Bid strategy	Budget	Last significant edit	Attribution setting
<input checked="" type="checkbox"/>	ljarek1	Payment error	Highest volume Page Likes	900.00.₪ Lifetime	—	7-day click or

budget

Control KPIs

The screenshot shows a digital marketing dashboard interface. At the top, there's a header bar with a back button, a title 'Untitled' with a user profile placeholder 'Ali Ayoub', a file count '1...', a message about unsaved changes, a 'Save' button, a 'Refresh' button, a 'Share' button, an 'Export' button, and a more options button. Below the header is a search bar with filters for 'Had delivery' and a date range 'This month: May 1, 2025 – May 4, 2025'. The main area features a 'Pivot table' view with the following data:

Campaign name	Ad Set Name	Frequency	Attribution setting	Results	Amount spent	Cost per result	Schedule
Ijarek	All	3	7-day click or 1-day view	309 Follows or likes	528.84.₪.₪	1.71.₪.₪ Follows or likes	—
	Ijarek1	3	7-day click or 1-day view	309 [2] Follows or likes	528.84.₪.₪	1.71.₪.₪ [2] Follows or likes	May 2, 2025 – May 6, 2025
Total results		1.23 Per Accounts Center account	7-day click or 1-day vi...	309 Follows or likes	528.84.₪.₪	1.71.₪.₪ Follows or likes	—

The sidebar on the left contains various icons for navigation and settings. On the right side of the dashboard, there are two circular icons: one with a blue and white design and another with a purple and white design.

CPR

Control KPIs

The screenshot shows the Facebook Professional dashboard for a page named "Ijarek - ايجارك". The dashboard is divided into several sections:

- Weekly challenges:** Shows a progress bar at 57% complete.
- Page overview (Last 28 days):**

Views	Reach	Content interactions	Follows
15,126	10,308	162	459
- Recent content (Last 28 days):** A post titled "في اليوم ده بنفكير ان مفيش مستحيل أرضنا" with 121 views, 38 reach, and 5 interactions. The post was made on Thursday, April 24.
- Frequently Asked Questions:** Answers to common questions about the new Pages experience, including "What policies apply to the new Pages experience?"

Results

Recommendations for Improvement

- **Launch the Platform Quickly**

Speed up the development of the website and mobile app to start offering the full service.

- **Grow the Team**

Add more team members, especially in tech and customer support, to handle users smoothly.

- **Improve Verification**

Add stronger ID and document verification to increase trust and safety.

- **Promote on Social Media**

Increase marketing on platforms like Facebook and Instagram to reach more users and grow awareness.





Thank you