

رواد مصر الرقمية

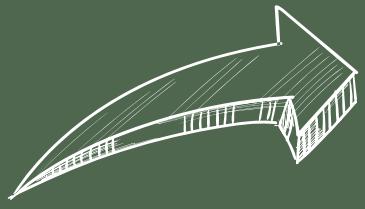


Group  
5



I bake U take

Live.love.bake



# Content :

**Our team**

**Our story**

**Business model  
canvas**

**Swot analysis**

**Competitor  
analysis**

**Sostac analysis**

**3 personas**

**Main goals**

**Our strategy**

**Action plan**

**Social media  
content plan**

**insights**

**Seo keywords**

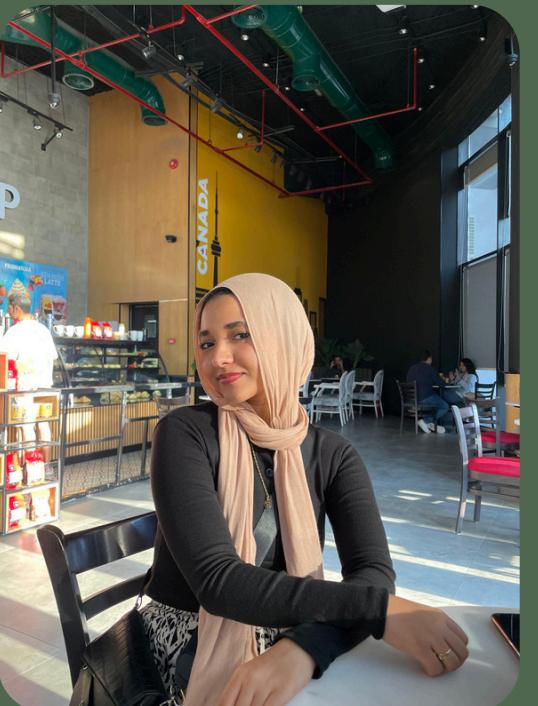
**upcoming steps**



# Our team



Ohood Mohamed



Rana Ashraf



Selvia talaat



Jana Yasser



Judy Adel



Sandy Nasser



# Our story

"I Bake U Take" is an online bakery business that started two years ago. We provide almost all kinds of bakeries, we make meals as club sandwiches, pretzel sandwiches, nan sandwiches, bagels along with desserts like cookies, donuts, and croissants. We also provide healthy options for all items.



# Business model canvas

## Customer segments

- food enthusiasts and healthy people.
- Females and males aged 18:26.
- Employees aged 27-40 who looking for homemade and can be made early.

## Channels

- social media: Instagram
- Third-party retailers: power planet cafe, partition in nexus gym.

## Value Proposition

- Bakeries from different countries.
- Fresh, homemade from A to Z.
- The brand offers both healthy and regular baked goods.

## key activities

- Product development: Create a premium packing.
- Instagram ads to build brand awareness.

## Key partners

- Collaborating with influencers.
- collaborate with third-party retailers.

## Key resources

- The courses she completed in bakery.
- Good reviews that make the brand reputation strong and good.

## Revenue Streams

- revenue from share box, cookies, club sandwich.
- sales through third\_party retailer (power planet cafe)

## Customer relationship

- Personalized experience: customized items like healthy bakeries or gluten-free.
- Community engagement: attending events.

## Cost Structure

- production costs: expenses related to tools and materials.

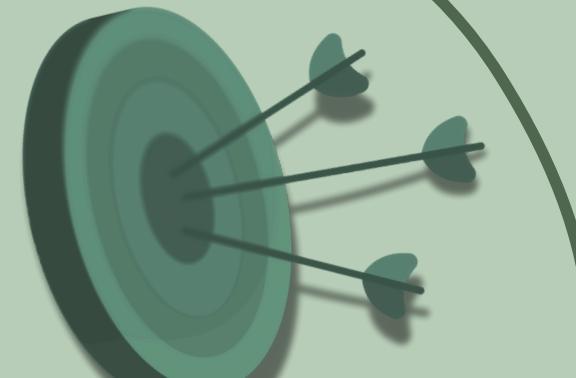
# Swot analysis

## Strengths:

The ability to focus on niche products

Closer relationships with customers through direct interaction

Operating from home eliminates expenses



**Working from home may restrict the volume  
of goods she can produce, limiting her  
ability to scale.**

## **Weaknesses :**

**Heavy Reliance on her to manage  
all aspects of the business**

**Lack of advertising : a home-based business  
may not benefit from walk-in customers .**

# **Opportunities :**

**Special orders and events  
catering for occasions**

**partnering with Local Businesses,  
coffee shops, restaurants .**

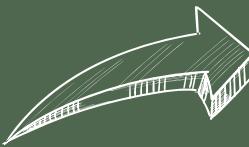
**Expansion through online platforms  
like facebook , tiktok**

# Threats :

In tough economic times, consumers impacting demand for baked goods.

Rising costs of ingredients eat into her profit margins

Without a physical storefront, it can be harder to attract new customers



# Competitor analysis

Channel	Own Business
instagram	I bake you take
link of channel	<a href="https://www.instagram.com/i.bake_u.take?igsh=MWo5dWZidTg0bHY4">https://www.instagram.com/i.bake_u.take?igsh=MWo5dWZidTg0bHY4</a>
likes	10 to 60
followers	13.8k
reviews	positive
about	category-facebook link
bio	very weak bio
posting regular or not	regular
posting frequency	10 time per month
average comments/post	10
average shares/post	7
paid posts or not	one paid post
type content	branding
tone of voice	informal
call to action	no
comments on replies	she is replying on most comments
designs	no specific design
identity	no identity
strengths	product quality, customized product and variety
weakness	high price
comments	she should lower the price and make her own package

Bakerdysuez	<a href="https://www.instagram.com/bakerdysuez?igsh=MWcx">https://www.instagram.com/bakerdysuez?igsh=MWcx</a>	Competitor 1
2 to 8		bonsoir_pastry.eg
4374		<a href="https://www.instagram.com/bonsoir_pastry.eg?igsh=ZHJqZGRpNzIzZHE1">https://www.instagram.com/bonsoir_pastry.eg?igsh=ZHJqZGRpNzIzZHE1</a>
positive		1 to 600
name-category of shop		10.2k
very weak bio		positive
regular		name-category-location
19 time per month		weak bio
2		<b>Regular</b>
2		3 to 6 time per month
no		0
branding		30 to 60
informal		many paid posts
no		branding
they reply on comments		informal
no specific design		no
no identity		there is no comments and no replies
high quality photos and videos, design and innovation		no specific design
high price		no identity
she should lower the price and change their logo		location and experience
		intense competition
		they should diversify their photography style

# Competitor analysis



## Strategy

- We post almost every day
- Friendly TOV
- Channels instagram
- Selling content and promotional content

## Strengths

- We have healthy , fresh and gluten free products and variety of products like sourdough bread and bakeries from different countries like babka
- Replies frequently on comments
- We sell our products to nexus gym and power planet shop

## Weakness

- Weak content
  - Weak branding (logo - menu-brand color palette)
- We post only on instagram

- They post almost every day
- Channels facebook and instagram
- Friendly TOV
- Promotional and selling content

- they post on different platforms
- Consistency in designs
- Replies on comments frequently
- They have a shop

- They post 2 times a week
- Friendly TOV
- channels facebook and instagram
- Engagement,Promotional and selling content

- consistency in design
- Variety of products like cake ,eastern sweets and bakeries
- Posts through different platforms
- replies on comments frequently
- They have a shop and factory

- no variety of content only images
- They post every day and this has a bad effect on reach

- They don't post regularly

# Sostac



- Analytics Tools:**

Use Instagram Insights to track engagement metrics, follower growth, and content performance.

- Regular Reviews:**

Set monthly review meetings to assess progress toward objectives and adjust strategies as needed.

- Develop a monthly content calendar to plan posts, stories, and promotions.

- run social media ads to reach more of the target audience and increase the brand awareness.

- Content Types:**

\_High-quality images and videos of products.

Short reels.

\_User-generated content and customer testimonials.

\_Seasonal promotions and limited-time offers.

- Engagement:**

\_Host giveaways and contests to encourage interaction.

\_Use Instagram Stories and Reels for real-time engagement.

\_Use related hashtags to increase organic reach.

- Current Status:**

\_I bake U take has instagram account, we plan to have facebook page and tiktok account in the next months.

\_There are some competitors in bakery field but they are not providing the variety of products that i bake u take provide and the high quality and quantity of filling in I bake U take, also we have bakeries from different nationalities.

- increase tagram followers by 20% in one month
- Boost engagement rate to 20\_30% in one month.
- increase brand awareness through our content on instagram

- Target Audience:**

Employees, food enthusiasts, event planners, health-conscious consumers.

- Content Strategy:**

Focus on high-quality, attractive visuals, trendy reels, post 3\_4 per week, 2 paid ads.

Create tiktok account and facebook account in the next 2 months.

- Brand Voice:**

Maintain a friendly, advanced tone that reflects the premium quality of your products.



Age: 20

Name : Farida

Gender: female

Location: Suez

Education: studying at the faculty  
of Pharmacy

Martial Status: single

Income: non relies on personal  
allowance from family

## Objectives

- 1- she seeks homemade, fresh food with good quality .
- 2- Find a variety of different foods that are easy to order at the university
- 3- Exploring ways to reduce food expenses while maintaining quality.

## Pains

- 1- relieng on her family allowance, makeing her price-sensitive.
- 2- Limited time between lectures
- 3- worry about the quality of home-based products..

## Lifestyle

Farida's day is filled with classes, studying, and short breaks, leaving her little time for anything else. She prefers quick, convenient meals and often relies on delivery to fit her busy schedule.

## Behavioral information

Farida Prefers online shopping and is influenced by social media reviews and opinions. Also she prefers shareable meals that blend fast food with homemade local styles.



Name : Ahmed

Age:28

Gender: Male

Location: Suez

Education: graduated from faculty of commerce and work in bank

Martial Status: engaged

Income: 10k

## Objectives

- 1- Wants to find healthy options with high quality .
- 2- Maintaining his fitness and health regime .
- 3- the convenience of easily ordering his breakfast without wasting time preparing it .

## Pains

- 1- He doesn't found good resources to rely on .
- 2- he has difficulty preparing food for him self in the morning for breakfast .
- 3- He's unable to find places that customize the health meals he want.

## Lifestyle

Ahmed starts his day very early, waking up at 5:30 AM to go to the gym before work. After his workout, he needs a healthy, protein-rich breakfast to sustain him throughout his day at the bank. He usually orders his breakfast from "I Bake You Take."

## Behavioral information

Ahmed regularly requests healthy breakfast and prefers to make reservations in advance to ensure early delivery. He avoids processed foods and fast food, prefers meals rich in protein . He relies on food delivery services to save time during busy workdays.



Name: Huda

Age: 40

Gender: female

Location: Suez

Education: Graduate from faculty of mass communication and sell products online

Martial Status: married

Income: 5-7k

## Objectives

- 1- Find someone who cooks gluten-free food with high quality and reasonable prices
- 2- Maintaining her son's health by ordering from reliable place

## Pains

- 1- Lack of gluten free products on market
- 2- Huda finds it difficult to prepare gluten-free food at home
- 3- High prices for gluten-free food

## Lifestyle

A busy mother managing her household and caring for her child with gluten intolerance. She relies on "I Bake You Take" for gluten-free meals due to her limited time and busy schedule. She prioritizes her child's health, seeking safe and easy-to-prepare food options.

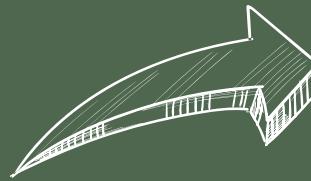
## Behavioral information

She regularly orders gluten-free meals online for convenience, also she values the ease of online shopping due to her busy schedule managing family and part-time work .

# The main goals



- Boost engagement rate 20\_30% in one month.
- Increase brand awareness through our content on Instagram 20% in one month.
- Increase Instagram followers by 20% in three months



# Our strategy

## Engagement strategy

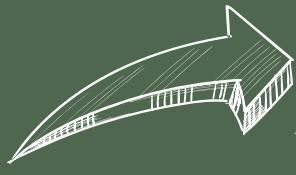
1. Create Visually Appealing Content with high-quality photos and trendy reels.
2. Engage actively with followers by responding promptly to comments and DMs and run interactive stories with polls, Q&A, or quizzes related to our products.
3. Offer Exclusive Discounts.

## Awareness strategy

1. Optimize the business profile.
2. Collaborate with local events or markets by setting up a booth or sponsoring small prizes.
3. Create Instagram Ads targeting specific demographics, like food lovers or local customers.
4. Collaborate with Other Local Businesses to cross-promote each other on social media.

## Increasing followers strategy

1. Post Consistently and at optional times.
2. Use trendy hashtags related to bakery.
3. Leverage Paid Ads and Promotions.



# ACTION plan (engagement)

1. Create high-quality content and trendy reels to go viral. ( moodboard)

2. Friendly responses for comments and DM.

3. Make offers like share boxes and free gifts with orders "ice coffee"





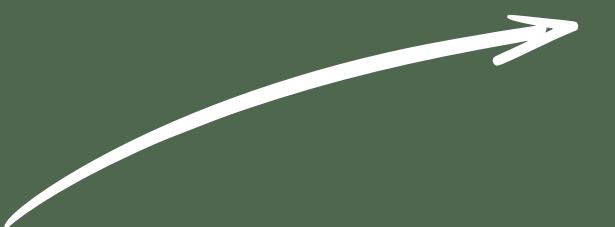
# ACTION plan (awareness)

1. Rebranding the business change logo and menu by a related color palette.



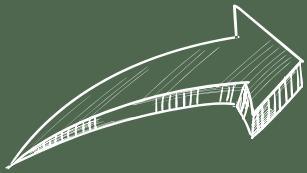
2. Had a booth in two events this month. (local bazar)

3. Create a specific Instagram ad.



4. We have opened a partitioned space in a gym and collaborated with a coffee shop in Ismailia





# ACTION plan ( increasing followers)

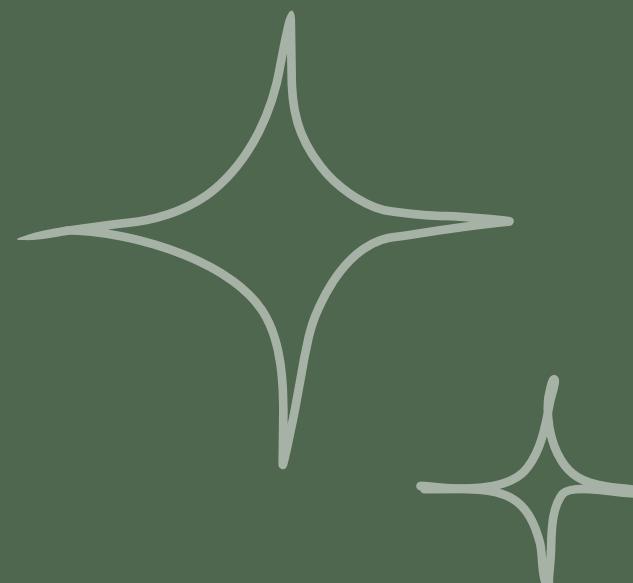
1. Post 3:4 times per week to ensure regular visibility (content calendar).

2. We have added trendy hashtags to our posts, with specific hashtags for each type of items.

3. Make paid ads after defining the target audience and create a strong visual to show our variety of products.

بوكس الميني ساندوتش جاهز ! 🍔 ❤️ ، علشان **i.bake\_u.take** تشاركوا السعادة مع أصحابكم وتعيشوا اللحظات الحلوة سوا Dm for order  
#sharebox #freshbaked #boxofhappiness

**i.bake\_u.take** "Club sandwich goals! Treat yourself to this tasty masterpiece today! 🍔⭐"  
#bakeries #clubsandwich #freshbaked



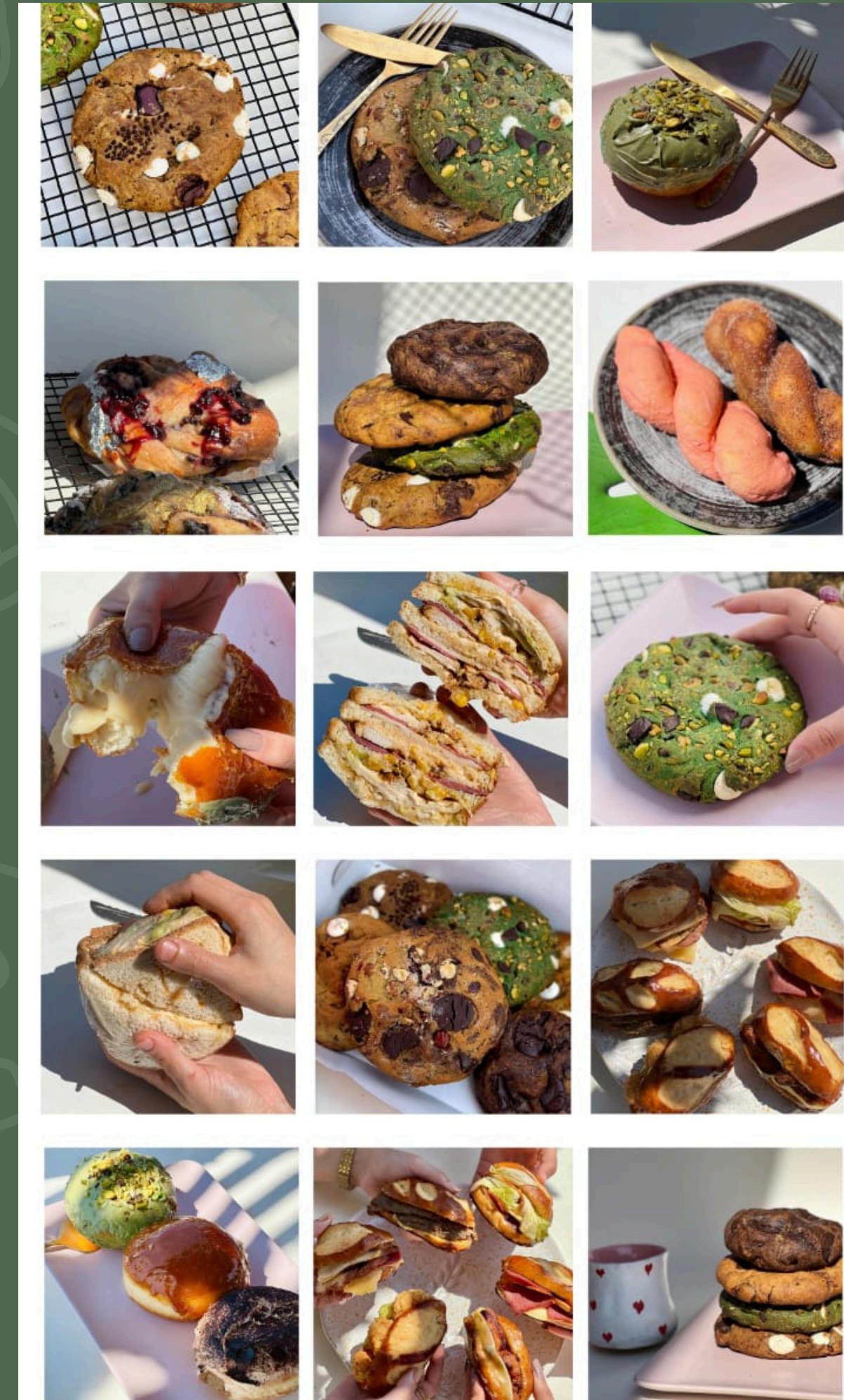
Social media

# Content calender

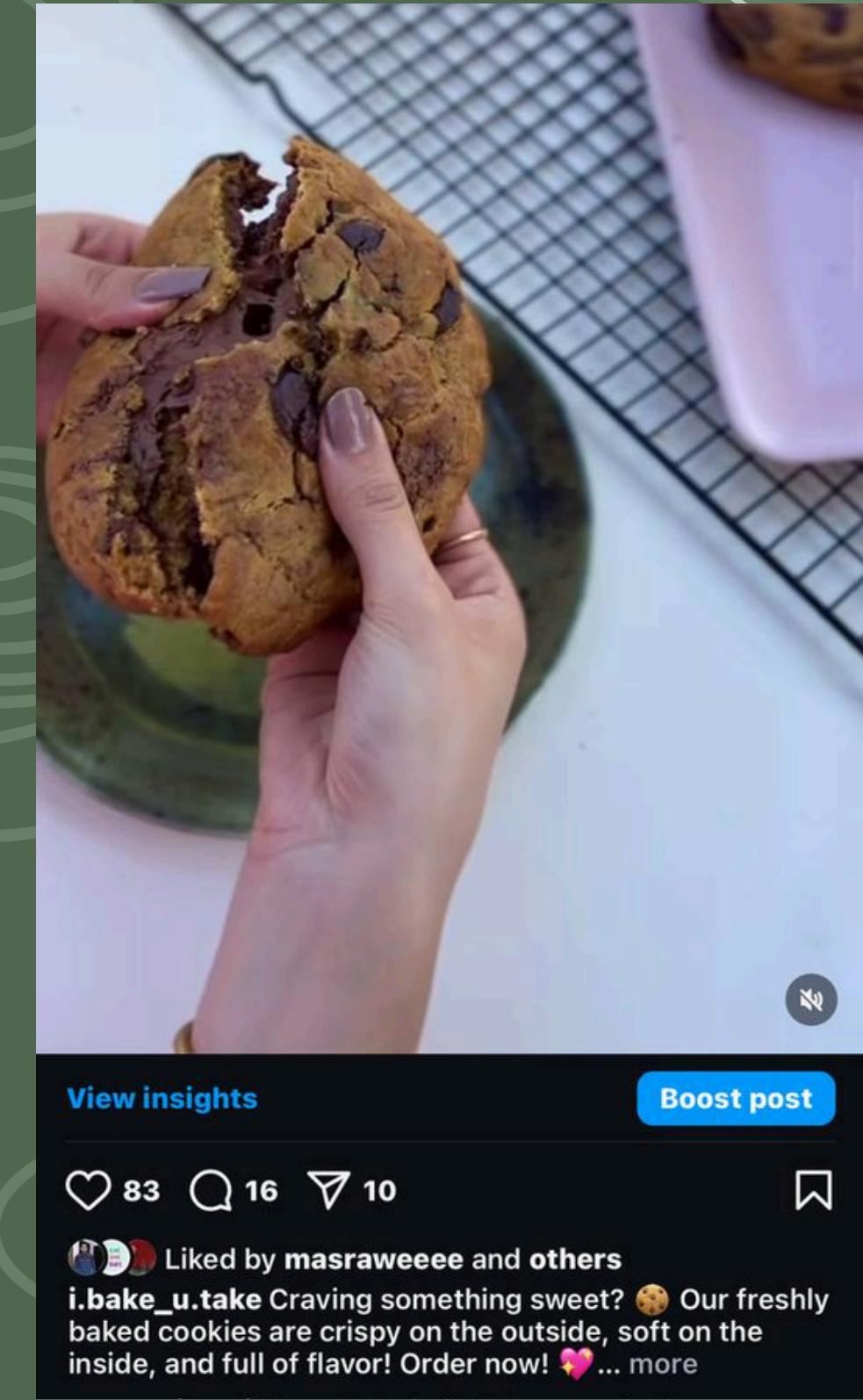
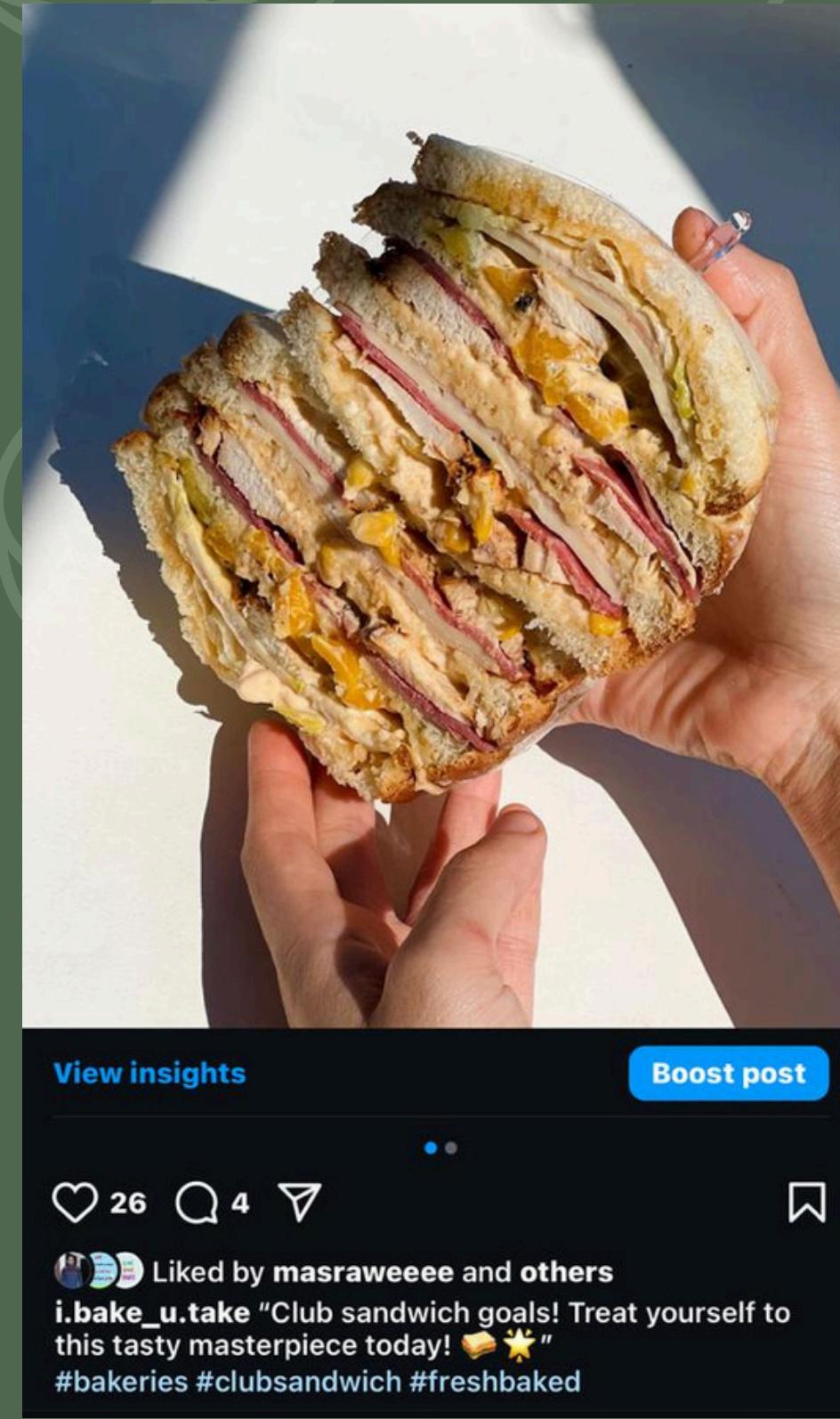
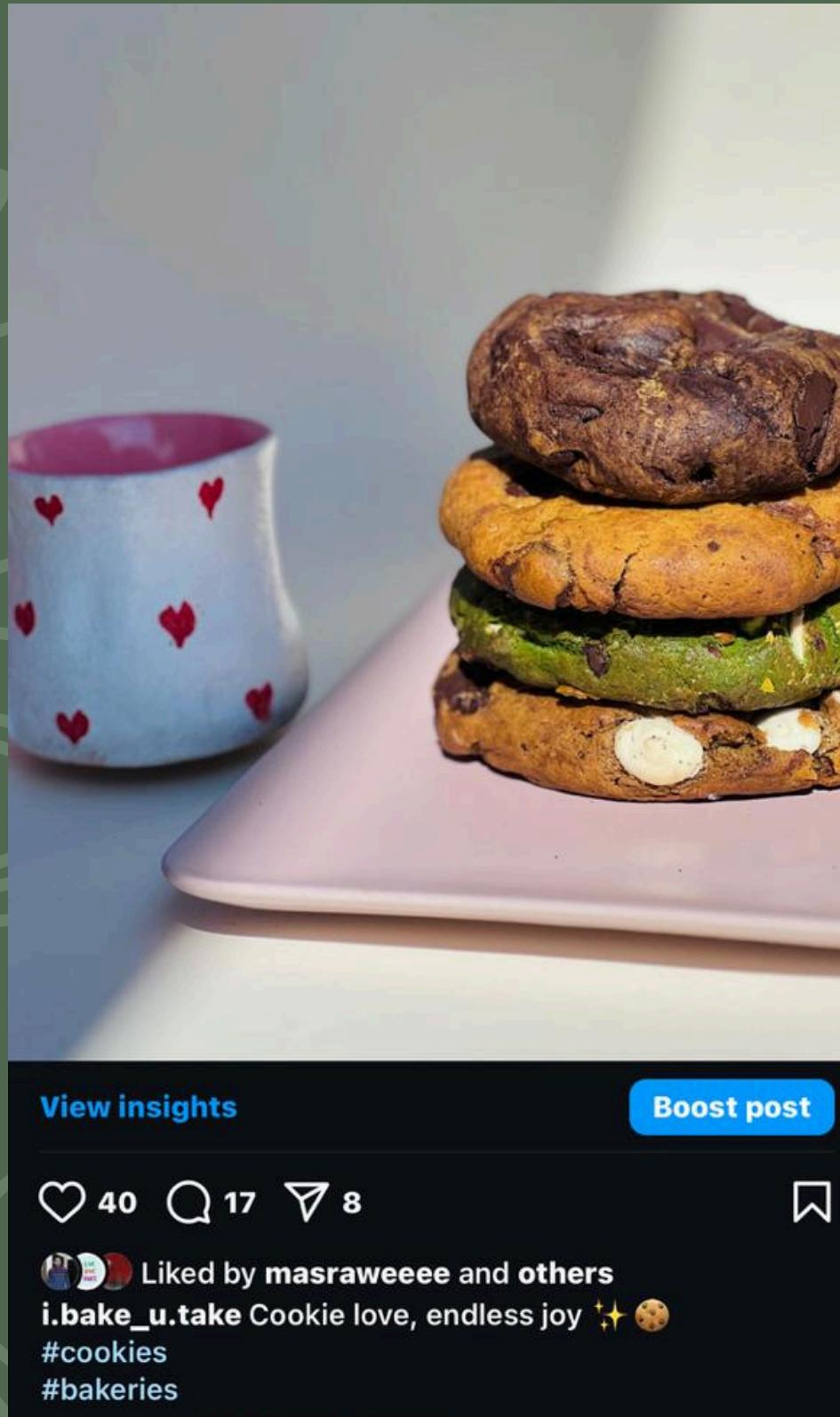
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7 Promotional	8	9 Engagement	10
11 Promotional	12	13	14 promotional	15	16	17 Promotional
18 Engagement	19	20 selling	21	22	23 Engagement	24 Promotional
25	26 Promotional	27	28	29 selling	30	31 Engagement

# Moodboard

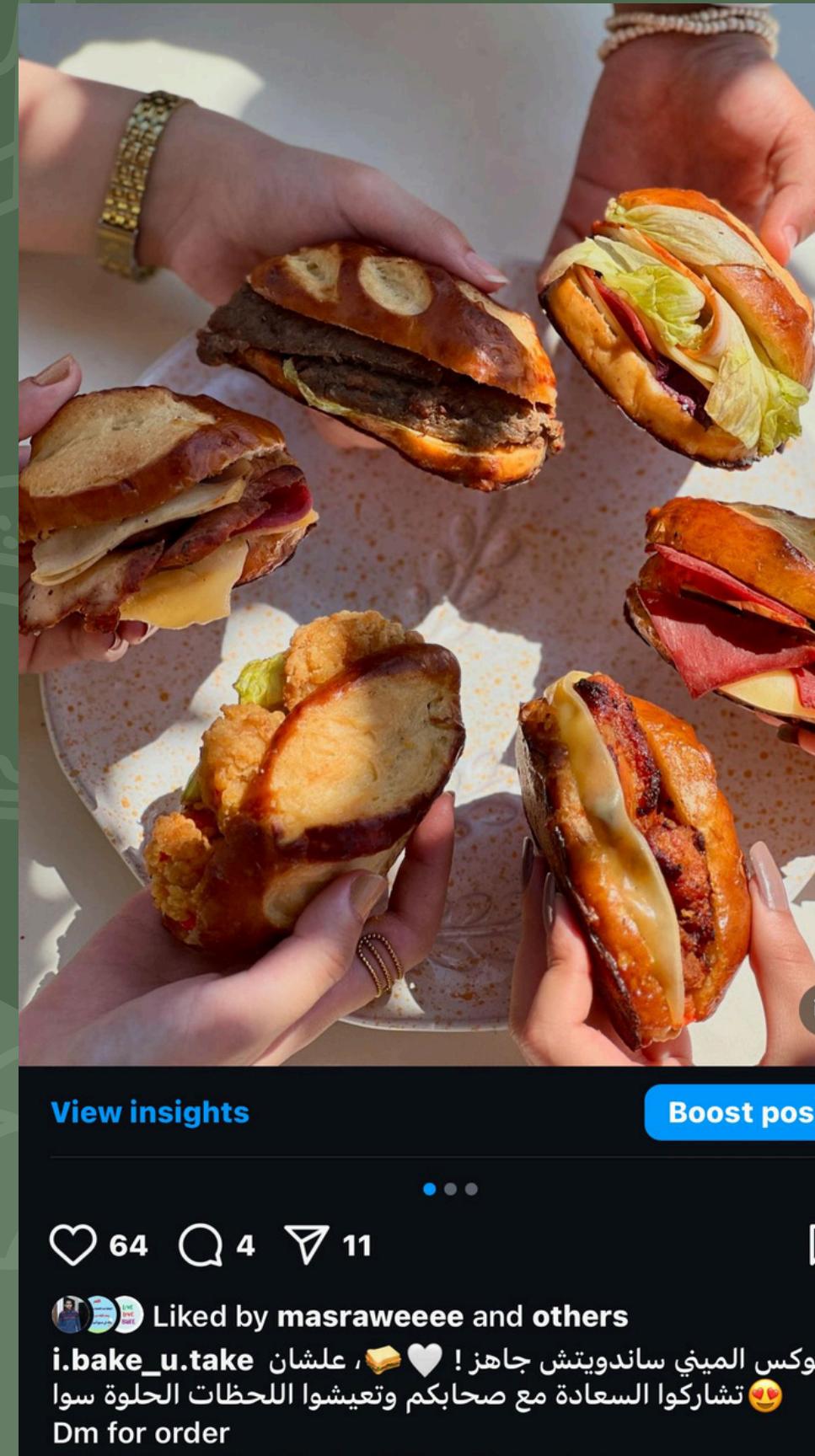
We did a photoshoot  
and captured all the  
items.



# 3 promotional posts (2 posts - 1 reel)



# 2 engagement posts (1 post - 1 reel)



[View insights](#)

[Boost post](#)

11 4 64

Liked by masraweee and others

بوكس الميني ساندويتتش جاهز ! 🍔 ❤️ ، علشان i.bake\_u.take تشاركوا السعادة مع صحابكم وتعيشوا اللحظات الحلوة سوا 😍  
Dm for order



[View insights](#)

[Boost post](#)

63 10 6

Liked by masraweee and others

i.bake\_u.take Our fresh donuts are here to make every moment sweeter!

Dm for orders

#dounuts  
#bakeries

# Insights



# Campaign video

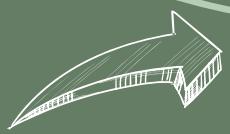
We created a paid ad video to showcase all the items.



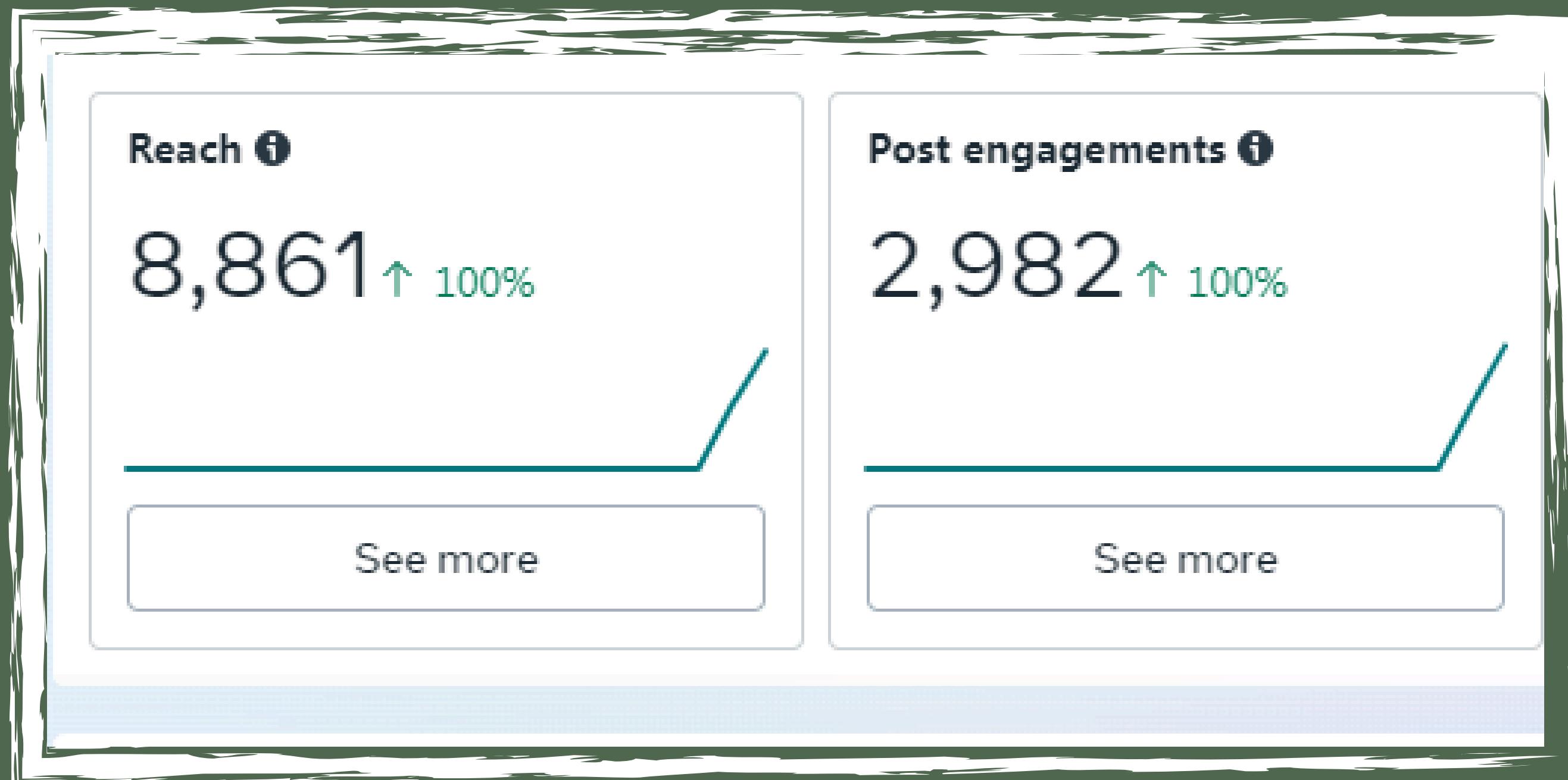
Send message Instagram >

140 52 ▾

Liked by masraweee and others  
i.bake\_u.take Enjoy our fresh baked treats 🍪之心  
made with love, just for you ❤  
There is something for every craving 😊之心  
Dm for order  
#bakeries #freshlybaked



# Campaign video's insights



Before



After



# before

Brownies  
rownie cake  
box  
(15 pieces)  
cookie  
Brownie  
upcake box  
( 3 cups)  
Cookie  
rownie cake  
nutella  
whit  
chocolate  
pistachio  
lotus  
coffee  
kinder  
caramel  
oreo



**Cookies Menu**

**Classic**

- Chunky dark chocolate
- Nutella
- White chocolate
- Mix chocolate
- Almond white chocolate
- Lotus crunchy
- Kinder Bueno
- Pistachio dates
- Oreo white
- Blueberry
- Strawberry
- Marshmallow dark chocolate
- Marshmallow Mix fruits
- pistachio
- Blueberry pistachio
- Strawberry pistachio
- Coffee white
- Coffee almond
- Coffee kinder
- caramel almond
- caramel
- Dulce de leche

**mini Naan sandwiches Box**

\*Box For1  
(4mini sandwiches )

\*Box For2  
(7mini sandwiches)

\*Box For4  
(15mini sandwiches)

**Healthy**

# after



## MENU

### HEALTHY

### MOLTO

- Dark chocolate
- Dark chocolate&Nuts
- Chocolate& hazelnut
- coffee&pistachio
- Cider
- date& walnuts
- pistachio & Chocolate

### BROWNIES

- Brownie cake box(15 pieces)
- cookie Brownie cupcake box (3 cups)
- Cookie Brownie cake nutella white chocolate pistachio lotus coffee kinder caramel oreo mix nuts



## MENU

### HEALTHY

### COOKIES

- classic
- Dark chocolate & hazelnut
- coffee& hazelnut
- coffee&pistachio
- Coffee &Almonds
- Cider
- date& walnuts
- pistachio
- Blueberry
- pistachio&Blueberry
- Oatmeal&chocolate



### COOKIE PIE

- \*Nutella
- \*White chocolate
- \*Kinder Bueno
- \*Pistachio
- \*Lotus
- \*Carmel
- \*Coffee Cream



## MENU

### PRETSEL

### SANDWICH

- Chicken
- sweet chilli
- RChicken
- ranch
- RMexican
- chicken
- COMexican
- hotdog
- @turkey
- RRoast beef
- COBeef
- stroganoff
- RGrilled
- chicken
- Beef steak
- cheese
- Rtuna

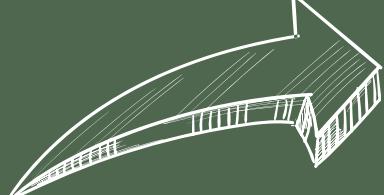


### HEALTHY

### CINNAMON

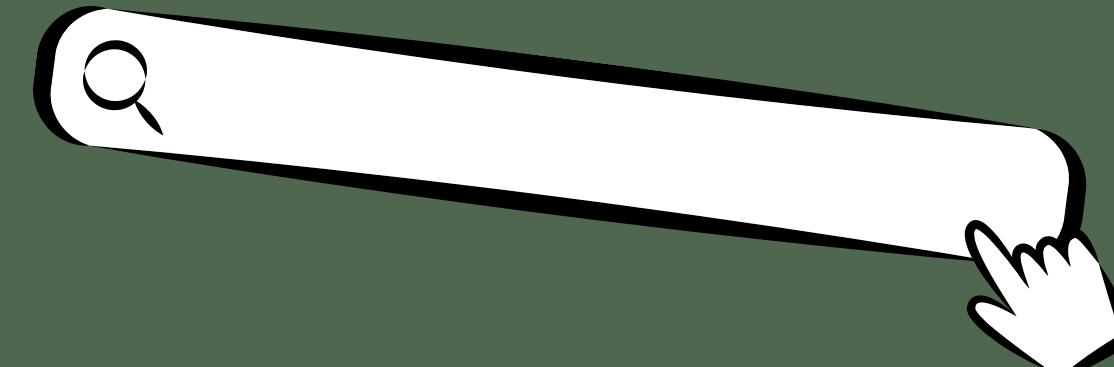
### PIE

- chocolate
- honey
- blueberry
- strawberry
- coffee
- extra nuts

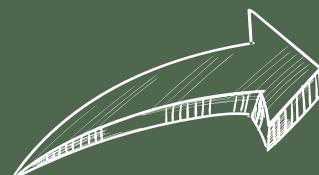


# Seo keywords

- I bake u take
  - Suez cookies
  - Donuts Suez
- Club sandwich Suez
  - Fresh cookies
  - Suez pastries
  - Suez share box
    - Fresh donuts
  - Fresh club sandwich
- Club sandwich order
  - Fresh share box
  - Babka Suez



. <https://keywordtool.io>



# Upcoming steps :

- . We plan to integrate Facebook and TikTok into our marketing strategy.
- . use storytelling to engage and attract our audience.
- . A website will be launched to facilitate easier ordering and purchasing for customers.
- . We aim to open a physical location within the next year.
- . Introduce new baked goods , to attract a wider customer base.
- . Improve Packaging.



# Thank you!

This marketing plan is just the beginning. Together, we'll elevate 'I bake U take' to new heights!