

The background of the slide is split vertically. The left half is white, and the right half is a solid dark red. A large yellow circle is positioned in the upper left, overlapping the white background. A purple arc is visible in the bottom left corner.

# Marketing **Plan**

**Company Name**



**SIMPRA**

# Business Summary

SIMPRA is an emerging Egyptian fashion startup focused on offering stylish yet simple apparel for young adults. The brand emphasizes minimalistic designs, comfort, and practicality, targeting students and young professionals who value both affordability and quality.

## **Products / Services Our main Product:**

High-quality cotton t-shirts.

## **Product Attributes:**

Simple designs, versatile colors, durable fabric, and comfortable fit suitable for daily wear.

## **Future Expansion:**

Seasonal drops including hoodies and summer fits to meet evolving customer needs. And focusing on other segments more

## **Category (Business Field)**

Fashion & Apparel Industry, specializing in casual wear for the youth segment.

## **Market Location**

Primary market: Zagazig in Egypt, with a focus on university students and young adults aged 18–30.



# SMART Objective

Goal 1: Increase facebook followers by 1,000 within one month using ad campaigns and interactive content.

Goal 2: Sell 30% of the current stock within one month using promotional offers and targeted ads on social media platforms.



# Marketing STP

## Positioning Statement:

- **"For university students and young adults in Egypt, Simpra offers simple, high-quality t-shirts at an affordable price, Simpra combines comfort, durability, and everyday style."**

## Tagline Style:

**"Simpra. Simple style, premium quality, student-friendly price."**



# Marketing STP

## Targeting

### **Primary Audience (first stage):**

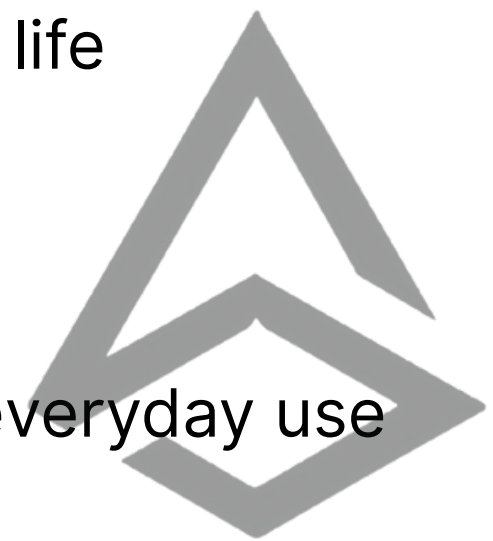
- Male university students (18–24)
- Daily wearers who want stylish yet affordable outfits
- Socially active, trend-aware, but budget-conscious

### **Secondary Audience :**

- Female students (20–28) buying as gifts for friends or brothers
- Young professionals (22–28) who are fresh graduates, want casual basics for work and daily life

### **Future Audience (Second stage):**

- Male working professionals (25–35) who want simple, practical, and affordable clothing for everyday use with higher quality expectations





# Marketing STP

## Segmentation

### Primary Audience: Male University Students (18–24)

**Demographic:**

- Age: 18–24
- Gender: Male
- Income: Middle (450–600 EGP per t-shirt)

**Geographic:**

- Major cities in Egypt: Cairo, Alexandria, Mansoura, Zagazig
- Areas close to universities and student housing
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**Psychographic:**

- Socially active, trend-aware
- Value style but price-sensitive
- Prefer simple, everyday fashion that looks good without high cost

**Behavioral:**

- Active on Instagram & TikTok
- Follow fashion trends
- Shop online frequently
- Seek “value for money” options

### Secondary Audience: Female Students (20–28) + Fresh Graduates (22–28)

**Demographic:**

- Age: 20–28
- Gender: Female (buying for themselves or as gifts) & Male (fresh graduates)
- Income: Middle (slightly higher than students but still budget-conscious)

**Geographic:**

- Major cities in Egypt with universities & business districts (e.g., Cairo, Alexandria)

**Psychographic:**

- Female students: want stylish, affordable gifts
- Fresh graduates: want simple, practical clothing for work & daily life
- Care about quality but prefer minimalistic style

**Behavioral:**

- Shop online and in malls
- Follow fashion inspirations but less trend-driven than students
- Seek affordable options with good durability



# SWOT Analysis

## Strengths

- Competitive price point (lower than major local and international brands).
- High-quality materials that balance comfort and durability. Simple, versatile designs that match everyday university life.
- Agility of a small local brand (quick decision-making and

## Weaknesses

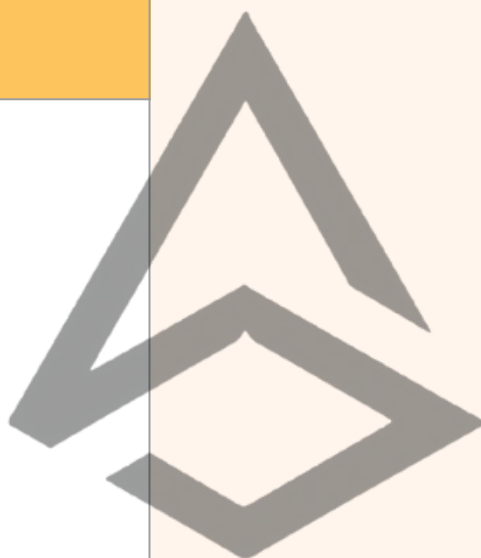
- Low brand awareness, brand still looks new.
- Inconsistent social media presence and no strong brand identity.
- Limited product line (t-shirts only, seasonal risk)
- Sales still dependent on personal networks, not real market penetration.

## Opportunities

- TikTok & Instagram Reels provide massive organic reach at low cost
- Back-to-University season offers strong campaign potential.
- Rising trend of supporting local Egyptian fashion brands

## Threats

- Intense competition
- Rapid fashion cycle could make current stock less appealing quickly.
- Students are highly price-sensitive.





# Competitor Analysis

Social Media	Competitor 1	Competitor 2
page name & link	zi brand	DXLR
NO of like or follower	69k likes	1.6k followers
publishing rate	Once a week	at least 9 days
Engagement Rate	200_600 like per post	30-40 like per post 500-600 on instagram
major product or service	Oversized & Basic T-shirts, Pants	T-shirts for men and women , Pants,hoodies and shorts
Average price	560 LE	900 L.E

# Audience

## Segment 1

Gender :male  
Age:18- 27  
Location:Egypt  
interest :Fashion & Style University Life  
Online Shopping

## Segment 2

Gender: Male  
Age: 25–35  
Location: Egypt  
Interest: Practical Fashion & Style,  
Work Life, Online Shopping, Comfort &  
Durability



**Name:** Ahmed, University Student

Age & gender	20 / male
location	Cairo major cities (Cairo, Alexandria, Mansoura, Zagazig, etc.)
Income level	Limited budget (allowance from parents, side jobs)
Lifestyle	Goes out frequently with friends (cafés, cinema, restaurants). Attends university daily, needs practical and comfortable outfits. Cares about looking good without overspending.
Pain Points	Clothing in the market is overpriced. Low-quality fabrics (shrinks, loses shape, or shows sweat).
Key Messages	<ul style="list-style-type: none"><li>•“Simpra is not just a t-shirt, it’s a lifestyle.”</li><li>•“High-quality, simple, and durable t-shirts made for everyday life.”</li><li>•“Affordable fashion that fits students without compromise.”</li></ul>

# Social Media Channels

Channel	Posts Numbers	Post Type
Instagram	5 Reels	Carosel & reels
Facebook	5 Reels	Posts & reels

# Action Plan

## 1-Content Creation

Photo session for t-shirts (multiple colors, styled looks).

Create content calendar with daily posts:

Awareness: brand story, product quality.

Interest: lifestyle posts, outfit ideas.

Engagement: polls

Sales: discount campaigns

## 2-Social Media Strategy

- Choose main platforms: Instagram, Facebook, TikTok
- Schedule posts based on peak audience activity times
- Design a consistent visual identity: brand colors, typography, templates
- Collaborate with micro-influencers for better reach and credibility

## 3-Paid Ads

Start with Engagement Campaigns to grow followers.

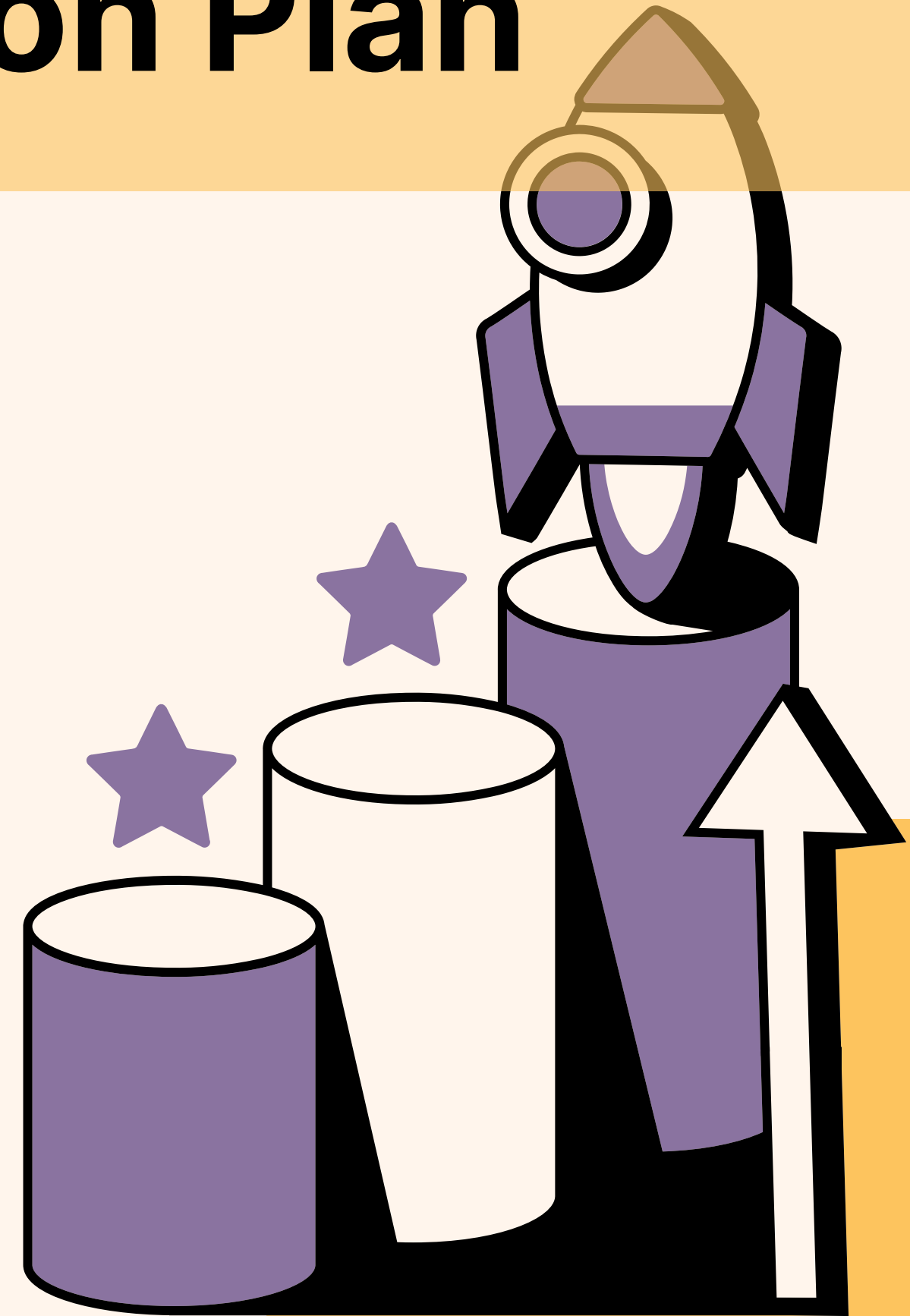
Run Sales Campaigns with carousel ads showing the collection.

Test audiences: male students 18–24 in Egypt, interests = fashion, casual wear, university life.

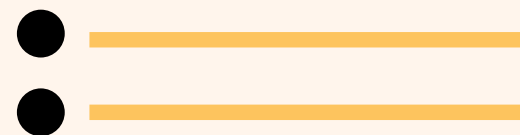
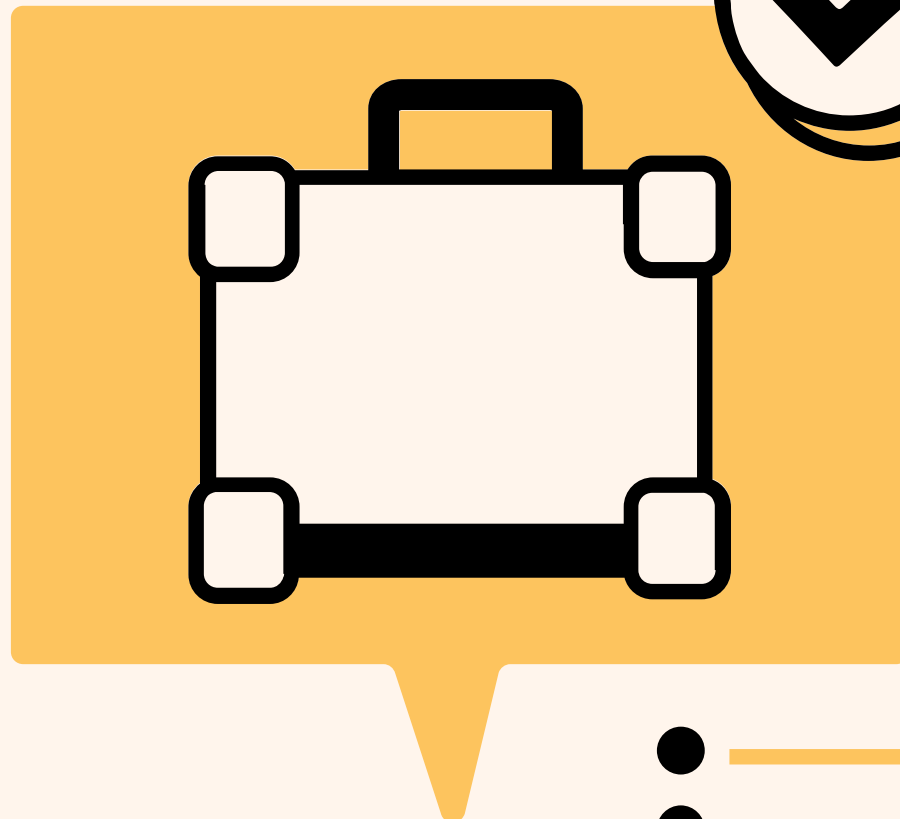
Highlight offer: “From 550 to 450 EGP + Free Delivery.

## 4-Tracking & Optimization

- Use Meta Ads Manager to track performance metrics (Reach – Clicks – CTR – Conversions)
- Run A/B Testing for ad creatives, visuals, and captions to find the best performers
- Monitor ROI for each campaign and reallocate budget based on results
- Implement Meta Pixel for accurate conversion tracking
- Update content themes and messaging based on reports







THANK YOU

