

Tasks

Phase 1

- 1- Objective smart (Omar Saad)
- 2- SWOT analysis (Omar Saad)
- 3- Marketing mix (Dareen Ali)
- 4- Segmentation (Karem Mohamed)
- 5-value proposition (Kamel Magdyl)
- 6-account analysis (Kamel Magdyl)
- 7-competitive analysis (Saif Mohamed)

Phase 2

- 1-Buyer Personas (Omar Saad-Hossam Mohamed)
- 2- Content Creation (Omar Saad- Dareen Ali- Karem Mohamed- Hossam Mohamed)
- 3- Full Media Buying Plan (Saif Mohamed- Omar Saad)