



KAMIKAZE

Marketing plan





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01 ✨ ABOUT US ✨



At Kamikaze, we believe that dining is more than just a meal—it's an experience and moment to Live. That's why we specialize in providing an elegant and stylish dinner sets. Rooted in the fusion of Japanese aesthetics and Egyptian craftsmanship, our brand offers collections that reflect timeless beauty and modern functionality.

We presents a wide range of dinner sets carefully curated to meet diverse tastes. Contains 13 dinner sets but we only announced about 9 of them with only two price ranges. With four with digital print designs and five gold-plated designs.



02 VISION & MISSION





VISION & MISSION



VISION

"Achieving a strong position for the brand as the top choice in both local and regional markets, becoming a leading provider of tableware with distinctive and special designs that turn every meal into an unforgettable experience."

Over the next three years, we aim to increase the customer base by 50% and strengthen brand loyalty through effective digital marketing communication."



MISSION

"Increase brand awareness and attract new customers through social media platforms by providing engaging content that showcases the latest designs and products over the next three months."



03 BUSINESS MODEL















Designed for:

Designed by:

Date:

Version:

Business Model Canvas

Key Partners  <ul style="list-style-type: none">- Manufactures, Designers ,Retailers (for partnership)- Suppliers of raw materials, Manufacturers, Wholesalers (our key suppliers)- Raw materials, Factories and Production lines ,Technical services, Technology like digital printing ,Designs, Eco-friendly packaging, Distribution Networks and shipping companies(for resources are we acquiring from partners)- Manufacturing, Production ,Distributing, Shipping (for partners perform activities)- Innovation and differentiation, Cost effectiveness and flexibility in designs, expansion of market opportunities(for partnership motivations)	Key Activities  <ul style="list-style-type: none">- Product design and Manufacturing ,Marketing and sales ,Customer Support, Branding and Communication(for Value Propositions requires)- Physical store to display Products, and dealing with Wholesalers and retailers (for our distribution channel)- Social Media (Facebook and Instagram)for Content creation- Paid Ads - Analytics and performance tracking Key Resources  <ul style="list-style-type: none">- Physical: Factories for manufacturing facilities.- Intellectual: Designs and creative content , Brand and reputation.- Human: Quality development team, Manufacturing & Production Staff, Sales and Marketing team.	Value Propositions  <ul style="list-style-type: none">- High quality and durability, Stylish and modern designs and Versatility in different occasions(value delivering)- Age Group 1: 20-25 years old (Young Adults)(Escada, Montana, Armenia , Montana).Age Group 2: 30-35 years old (Young Families)(Montana, La Roche, Jaguar Red, Jaguar Blue).Age Group 3: 40-60 years old (Affluent, Established Families)(Kenzo, La Roche, Aramis)(products for each segment)- The need to enhance the visual appeal of their dining experience for everyday use and special occasions ,The need to have a high-quality, durable, multifunctional, and safe dinner set for regular use.(needs to satisfy)	Customer Relationships  <ol style="list-style-type: none">1- Age Group 1: (more casual, interactive, relationship. expect Engagement + The feeling of belonging to a community that expresses their lifestyles.2- Age Group 2: (Trust-Based & Supportive) relationship based on trust and reliability. They are more focused on practicality.3- Age Group 3: (Exclusive & Premium): expects a high level of personalization and a premium, exclusive relationship with brands) Channels  <ul style="list-style-type: none">- Our customer segments want to be reached through social media platforms, particularly Facebook and Instagram as well as the physical retail stores and gift shops(reached through)- We are reaching our customers through the messages of Facebook and Instagram- Facebook and Instagram are the most effective platforms through which we can increase our brand recognition	Customer Segments  <ul style="list-style-type: none">- Psychographic Segmentation :Group 1: 20-25 years. ; Young adults, university graduates, at marriage age, or newlyweds. Group 2: 30-35 years Middle-career professionals, young families, homeowners, and recently married couples. and Group 3: 40-60 years. Established professionals, high-income households, affluent individuals.- Behavioural Segmentation - Group 1: Gifting for engagements, weddings, or home gatherings.- Group 2: Home use for family meals and social gatherings.- Group 3: Hosting dinners, holidays, and important events.
Cost Structure  <ul style="list-style-type: none">- Manufacturing including raw materials, printing technology and packaging costs, shipping and distribution, Marketing and sales costs like paid ads on Facebook and Instagram .- Human resources costs like salaries and wages + training and development.(inherent costs)- Manufacturing including raw materials, printing technology and packaging costs(most expensive)	Competitors  <p>Excel link provided for competitor analysis</p> <p>Click here</p>			Revenue Streams  <ul style="list-style-type: none">- Stylish designs, Durability and practicality, High-quality materials(pay for what)- Payment method: Cash on delivery or instapay- They would prefer to pay cash after receiving their order through shipping service we provide.(preferred method to pay).- Product Development & Diversification: 20%, Pricing Strategies: 15%, Sales Channels Optimization: 10%, Direct Sales: 35%, Advertising and Paid Campaigns: 20%(Revenue streams)

[Click here](#) to see the whole model

04

SOSTAC MODEL





Product analysis



First Category:

This category includes the digital print designs, consisting of four designs:

Escada, Montana, Armenia, Macedonia.

These designs share the same description, features, components, and price.

31 Piece Set is oven, microwave and dishwasher safe.





Product analysis

Second Category:

This category includes the gold-plated designs, consisting of five designs:

Jaguar Blue, Kenzo, La Roche, Aramis, Jaguar Red.

These sets share the same description, components, and price.

31 Piece Set is oven and dishwasher safe.



★ Feature, Advantages and Benefits ★

Feature	Advantage	Benefit
Set of 31 pcs	Provides variety in use and serves a large number of people in one meal.	Ideal for large families or social gatherings, making it a comprehensive solution without the need for additional sets.
Can be used in oven	Can withstand high temperatures and is adaptable to different cooking methods.	Offers flexibility and ease in preparation and reheating, saving time and allowing you to serve food hot without needing to transfer it to other dishes.
dishwasher safe	Resistant to stains and wear from frequent washing in the dishwasher.	Saves time and effort for the user, ensuring the set stays clean and shiny easily after every use.
High-quality Egyptian Product	Locally made with high manufacturing standards, supporting the national economy and reducing the cost of importing foreign products.	Gives customers confidence in the durability and longevity of the product, with the added pride of supporting local goods.



Manpower Analysis



Current Team	members	Years of experience	Responsibilities
Digital Marketing Manager	1 person	2 years of experience	setting strategies and plans and evaluating performance.
Sales Manager	2 person	over 10 years of experience	Setting sales strategies, leading the sales team, achieving sales targets.
Field Sales Representative	7 people	over 10 years of experience	Achieving field sales, developing customer relationships offline, expanding the customer base.

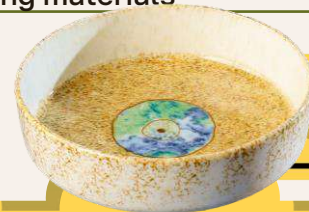




Resources Analysis



Human Resources	Employees	A marketing team consisting of 1 member and a sales team consisting of 9 members.
Financial Resources	Advertising Budget	Allocating 10% of total revenue for paid advertisements.
Physical Resources	Equipment	Modern computers and design software.
	Office	A comfortable working environment that enhances creativity and productivity.
	Store	A Store where products are displayed and distributed from.
Marketing Resources	Database	Having a database containing customer information and interests, which facilitates targeted campaigns.
	Social Media Accounts	Accounts on Facebook and Instagram.
Visual Materials	Images	High-quality photographs of dinner sets.
	Patterns	Geometric patterns inspired by design, used in backgrounds or as design elements in marketing materials





PEST Analysis



Political Analysis

There is no impact on the brand

Economic Analysis

Inflation and gold prices affect production costs and pricing, with middle-class consumers more impacted by inflation than higher-income groups, influencing purchasing behavior.



Social Analysis

There is no impact on the brand

Technological Analysis

There is no impact on the brand

Summary of PEST Analysis: The brand is directly impacted by economic changes, especially related to inflation and gold prices, but currently faces no significant political or legislative challenges.





Customer analysis



Who:

- people who care about the quality of their home life and want to add a luxurious & stylish touch to their dining table.
includes:
 - Homemakers looking to outfit their homes with elegant dinnerware.
 - Individuals searching for unique and upscale gifts.
 - Families who value quality and distinction in home products.
 - Brides-to-be.

Where:

- Modern homes that focus on elegance and design.
- Customers shopping from online page or premium home ware stores.
- Major retailers offering home products, or through online shopping platforms.





Customer analysis



What:

- Individual customers seek luxury dinner sets that add beauty to their daily lives.
- They look for high-quality products that are microwave, oven, and dishwasher safe, making them practical and easy to use, while also featuring distinctive designs that reflect their personal taste.

Why:

- To enhance the dining experience at home.
- To equip their home with high-quality products that are long-lasting and add beauty to their dining table.

When:

- When moving into a new home or renewing their tableware.
- During special occasions such as weddings, home preparations, or large gatherings.
- In holiday seasons, when individuals want to offer something special to their loved ones.



Competitor analysis

In the next slide, there is a brief part of the competitor analysis. If you want to see the detailed analysis, [click here](#).



Competitor analysis

	Kamikaze	Dishes &more	Bayoumi Gallery	Tulipe Egypt
Followers	258	62K	188k	569K
About	We offer high-quality kitchen tools.	specialized in selling high-quality kitchenware	The largest selection of household tools.	offering a variety of kitchenware, houseware
Tone of voice	friendly	friendly	friendly	friendly
Strengths	unique dinner sets design	serve many type of homeware	have a website	Diversity of products
Weakness	Post constantly	high price	high price	Some products are made of plastic



SWOT Analysis



Strengths

- Having an actual store through which we sell our products (El-Sebaey Store). Therefore, we have more than one sales outlet that enables us to make our brand more recognised and to increase our sales.
- The possibility of partnering with wholesalers to sell our products. It will increase our brand recognition and sell in larger quantities.
- The designs and shapes of the dinner set are characterized by being modern, unique, and suitable for all tastes.
- The sets are practical as they can be used in the oven, heat treatment and dishes.

Weaknesses

- The lack of enough awareness toward our brand among customers.
- The small number of distributors who are responsible for transporting and distributing our product to the retailers.





SWOT Analysis



Opportunities

- **Market Trends:** Awareness of current trends in kitchenware and dining can attract buyers.
- **Seasonal demands:** the demand for our product can noticeably increase during special occasions like holidays, housewarming parties, anniversaries, or family gatherings for cultural and religious celebrations.



Threats

- **Economic circumstances:** In such cases, people will decide to give priority to their basic needs and give up on the non-essential items like dinner sets. It means consumer spending will be greatly reduced, which leads to lower sales.
- **Competition:** Our product can be affected by the intense competition from the owners of other brands who sell similar products at lower prices. It can force us to adjust our pricing or enhance our value proposition.
- **Market Saturation:** A crowded market can make it difficult to stand out.





Objectives



Objectives



- **Sell Objective:**

Aim to sell 30 additional dinner sets within 3 months.

- **Serve Objective:**

Improve response time to customer inquiries on Facebook and Instagram to 5 minutes or less within the next 2 months by enhancing the inquiry management system and training the team.

- **Speak Objective:**

Boost customer inquiries by 350 DMs in 3 months.

- **Save Objective:**

Reduce paid ad costs by 5% within 6 months by improving targeting strategies based on analytics.

- **Sizzle Objective:**

★ to increase brand awareness by 25% compared to competitors within 3 months.
By Deliver showcases designs inspired by Japanese culture in an innovative way






Strategy



Strategy

A. GEOGRAPHIC SEGMENTATION	B. DEMOGRAPHIC SEGMENTATION	C. PSYCHOGRAPHIC SEGMENTATION	D. BEHAVIORAL SEGMENTATION	TARGETING
<p>Region: Primarily Egypt with a focus on urban areas such as Cairo and Alexandria, expanding to other Middle Eastern markets.</p> <p>City Size: Large and medium-sized cities with a growing middle and upper class.</p>	<p>Age Group 1: 20-25 years: Young adults, university graduates, at marriage age, or newlyweds. Middle income, focusing on affordability but with a taste for modern design.</p> <p>Age Group 2: 30-35 years: Young families, middle to upper-middle income, balancing practicality and style.</p> <p>Age Group 3: 40-60 years: High-income households, appreciating luxury and artistic designs.</p> 	<p>20-25 years: Prioritize trendy and affordable designs.</p> <p>30-35 years: Seek balance between practicality and elegance.</p> <p>40-60 years: Value premium quality, uniqueness, and artistic designs.</p>	<p>20-25 years: Gifting for engagements, weddings, or home gatherings.</p> <p>30-35 years: Home use for family meals and social gatherings.</p> <p>40-60 years: Hosting dinners, holidays, and important events.</p>	<p>Age Group 1: 20-25 years old (Young Adults):Escada, Montana, Armenia , Montana</p> <p>Age Group 2: 30-35 years old (Young Families):Montana, La Roche, Jaguar Red, Jaguar Blue</p> <p>Age Group 3: 40-60 years old (Affluent, Established Families):Kenzo, La Roche, Aramis, Jaguar Red, Jaguar Blue</p>

Positioning



Positioning

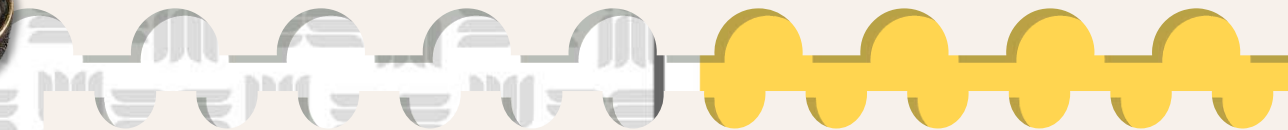
"Kamikaze offers a sophisticated fusion of Japanese-inspired designs and Egyptian craftsmanship, delivering elegant, high-quality dinner sets collections that combine beauty, functionality, and durability. Catering to diverse tastes and occasions, Kamikaze provides accessible luxury through a variety of styles, colors, and price points, making every meal an unforgettable experience for modern homes. "

Our main goal is to focus on value and service; that's why we also offer free shipping in addition to the gifts that enhance the customer's experience like "Thank you card" and "Tote bag".





Buyer Persona



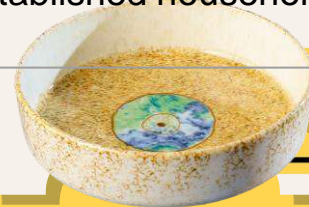
In the next slide, there is a brief part of the Buyer Persona. If you want to see all the details, [click here](#).



Buyer Persona



Persona 1: Sara, the Young Professional (Age 20-25)	Persona 2: Mariam, the Young Mother (Age 30-35)	Persona 3: Hoda, the Established Homemaker (Age 40-60)
Age: 24	Age: 32	Age: 52
Education: Bachelor's degree in engineering	Education : General	Education : General
Location: Cairo, Egypt	Location: Alexandria, Egypt	Location: Giza, Egypt
Income Level: Moderate	Income Level: Middle to upper-middle income, supported by household income	Income Level: Comfortable, well-established household



Competitive advantage

General:

1. High-Quality Craftsmanship:

We rely on using high-quality materials that are crafted to meet the highest global standards.

2. Unique and Innovative Designs:

Our designs blend art and functionality, making them distinctive. Every dinner set has a special design that adds elegance and beauty to any table.

3. Unique Customer Experience:

We focus on providing a comprehensive and exceptional experience, from the product quality to excellent customer service, building strong customer loyalty.

4. Local Presence and National Support:

"Kamikaze" is proudly 100% Egyptian-made, enhancing a sense of pride among local customers while supporting the national economy.



Competitive advantage

Specific:

1. Versatility:

Kamikaze dinner sets are microwave, oven, and dishwasher safe, offering customers convenience and ease in various situations.

2. Number and Variety of Pieces:

Each set includes 31 pieces with various plate sizes and cups, meeting different customer needs and allowing for elegant and complete meal presentations.

3. Designs Inspired by Diverse Cultures and Arts:

Our designs feature elements from nature, traditional art, and modern art, appealing to a wide range of tastes.



Tactics





Marketing mix

1. Product:

Product Offering: Kamikaze offers high-quality, elegant dinner sets with unique designs, consisting of 31 pieces that are microwave, oven, and dishwasher-safe, all proudly made in Egypt.

Packaging: packaging with attention to details, focusing on eco-friendly materials to align with premium and sustainable positioning with tote bag.

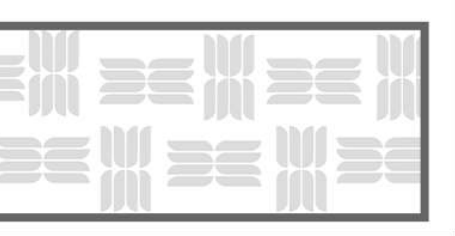
2. Price: Premium Pricing Strategy: reasonable price according to materials and quality to reflect the exclusivity and craftsmanship for our Egyptian products

Discounts & Offers: Seasonal discounts during Ramadan, Christmas, and wedding season. Introduce a loyalty program offering discounts on repeat purchases.

3. Place: We sell our product in Egypt, also sell our products through social media platforms (Instagram, Facebook) with integrated shopping features. We also have a presence on third-party like distributors and specialized kitchen/home ware stores.

4. Promotion: Digital Ads: Targeted Facebook and Instagram ads focusing on visuals of the product's quality, design, and practical benefits.





Marketing Channels

Instagram:

For showcasing the unique designs and elegance of Kamikaze dinner sets.

Facebook:

Reach a broader, slightly older demographic through Facebook ads, organic posts, and engagement in home decor groups.



Frequency of Posting

Posts:

3 posts per week showcasing different aspects of the product—design and quality.

Stories:

4 stories per week, product features, and seasonal promotions, focusing on product aesthetics and tips for home décor

Stories:

4 stories per week, featuring short product showcases, new post , polls, and interactive content (like Q&As or quick tips for setting a beautiful table).

Reels:

1 per week, with content focused on types of dinner sets, features and creative ways to use the dinner sets.





Tone of Voice

- Elegant & Friendly :

Emphasize the brand positioning with sophisticated.

While keeping the tone elegant, it should also be approachable, speaking to customers in a warm, relatable way.



Action

In the next slide, there is a brief part of the Action Plan. If you want to see all the details, [click here](#).





Action



items	How(Action)	who
Ads on Facebook page & instagram	<ul style="list-style-type: none">• Post from content calendar to make sponsored.	Rahaf, Ahmed, Paula
When	Objectives	Cost
start ads on 8 October & end on 15th of October	<ul style="list-style-type: none">• Making more people aware of my brand and of what it offers, to generate interest	1000 L.E



Control

On page

• Followers • Views • Likes • Average engagement • Clicks • Shares

on ad

Impressions- Click-Through Rate- Engagement- Cost per Click -cost Per Acquisition-Messenger Conversations

on Sales Performance Indicators

•Number of Orders •Sales Volume

To Review Action

•Task Completion Rate •Content Published Rate •Ads Published Rate •Design Completion Rate



05 Content plan

Content Calendar

If you want to see the Content Calendar [click here](#)





Examples of content





□ Elevate Your Dining Experience with Macedonia! □ □

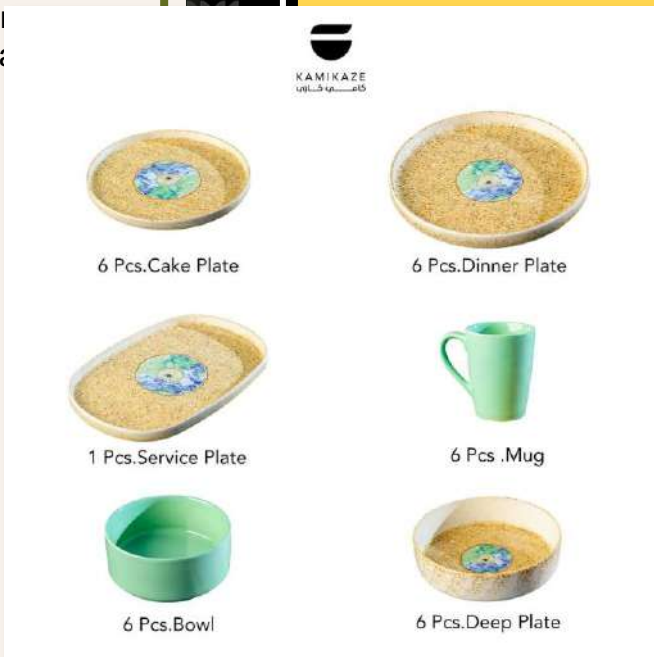
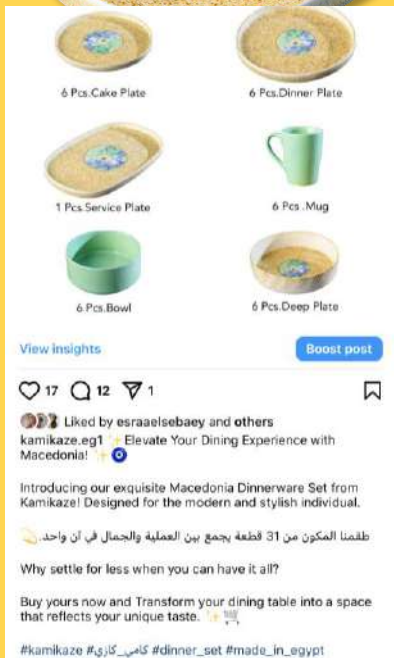
Introducing our exquisite Macedonia Dinnerware Set from Kamikaze! Designed for the modern and stylish individual.

طقمنا المكون من 31 قطعة يجمع بين العملية والجمال في آن واحد.

□ ✨ Why settle for less when you can have it all?

Buy yours now and Transform your dining table into a space that reflects your unique taste. □ □

#kamikaze ##كازي_dinner_set #made_in_egypt





✦ To keep your stylish Kamikaze sets lasting longer and looking bright and beautiful over time, here are some important tips for taking care of them:

✦ مصممة لتحمل درجات الحرارة Kamikaze استخدام الميكروويف والفرن: أطقم العالية، لذلك يمكنك استخدامها بأمان في الميكروويف والفرن لكن تجنبي الصدمات الحرارية المفاجئة.

✦ غسالة الأطباق: يمكن وضع الأطباق في غسالة الأطباق بأمان.

✦ التجفيف بلطف: بعد الغسيل، جففي الأطباق بمنشفة ناعمة لتجنب أي بقع ماء غير مرغوب فيها.

دائمًا جميلة وأنيقة لتضفي Kamikaze مع اتباع هذه النصائح البسيطة، ستبقى أطباقك المسماة فاخترة على مائدتك في كل مرة.

✦ Send us a message to find out more details about our products.

#Kamikaze #dinner set #made_in_egypt #MadeInEgypt #كامي_كازي





✧ Are you looking to renew your table with exceptional elegance? ✧

اكتشفي أطعم العشاء الفاخرة من Kamikaze التي تجمع بين التصميمات العصرية والأناقة التي تعكس ذوقك الرفيع..
يتميز طقم Montana بتصميمه الجذاب والعملية الفائقة، مما يجعله الاختيار الأمثل لمن تبحث عن التميز والجودة في كل التفاصيل. ✧

📱 For more information contact us via WhatsApp on 01017777998".
Or Contact Us via messages to find out more details. ♥

#kamikaze #كامي_كازي #dinner_set #made_in_egypt





"Each piece tells a story of elegance, Perfect for every plate". ✨🍱

مزيج من التصميم المستوحى من – Aramis يتميز في كل وجبة مع
الأسلوب الياباني والحرفية المصرية المتقنة. E G ♥
من طاولتك تحفة فنية في كل مناسبة، سواء كانت Aramis تجعل مجموعة
وجبة يومية أو احتفال خاص.

📞 Order Yours now via WhatsApp on 01017777998.

OR

✉️ Send us a message to find out more details.

#Kamikaze #dinner set #Kitchenware #made_in_egypt
Aramis Collection كازي



View insights

Boost post

12 1 2

Liked by esraelsebaey and others
kamikaze.eg1 "Each piece tells a story of elegance, Perfect
for every plate". ✨🍱

تميز في كل وجبة مع Aramis - مزيج من التصميم المستوحى من
الأسلوب الياباني والحرفية المصرية المتقنة.
تجعل مجموعة Aramis من طاولتك تحفة فنية في كل مناسبة، سواء كانت
وجبة يومية أو احتفال خاص.

📞 Order Yours now via WhatsApp on 01017777998.

OR
✉️ Send us a message to find out more details.

#Kamikaze #dinner set #Kitchenware #made_in_egypt
#Aramis Collection كازي





Add a touch of elegance to your table with our dinner set that combines the beauty of nature with the luxury of gold ✨ 🌿

• طقم عشاء يتكون من ٣١ قطعة بقبالة للإستخدام في الفرن
وغسالة الأطباق 🍽️

• يجمع طقم La Roche بين أشكال الطبيعة التي تخلق جو من
الاسترخاء والراحة واللون الذهبي الذي يعطي إحساس بالفخامة
والراقي 🏠

📱 Order yours now via WhatsApp on
01017777998

OR

✉️ Send us a message to find out more details.
#Kamikaze #DinnerSet#Dinnerware
#Goldware ##كامي_كازي_made_in_egypt

LA ROCHE



View insights

Boost post

7 👍 📌

Liked by rowanelsebaay and others

kamikaze.eg1 Add a touch of elegance to your table with our dinner set that combines the beauty of nature with the luxury of gold 🌿 ✨

• طقم عشاء يتكون من ٣١ قطعة بقبالة للإستخدام في الفرن وغسالة
الأطباق 🍽️

• يجمع طقم La Roche بين أشكال الطبيعة التي تخلق جو من الاسترخاء
والراحة واللون الذهبي الذي يعطي إحساس بالفخامة والراقي 🏠

📱 Order yours now via WhatsApp on 01017777998

OR

✉️ Send us a message to find out more details.

#Kamikaze #DinnerSet#Dinnerware

#Goldware #كامي_كازي_made_in_egypt



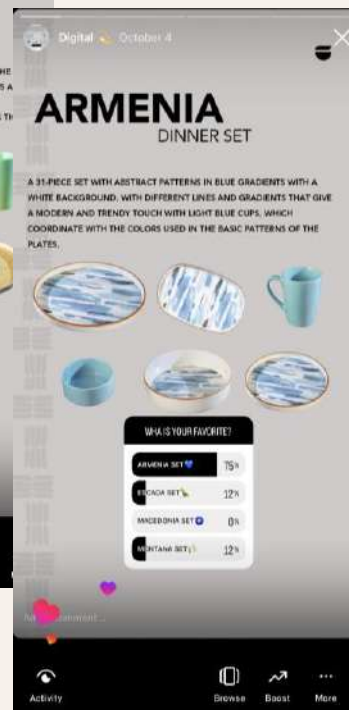
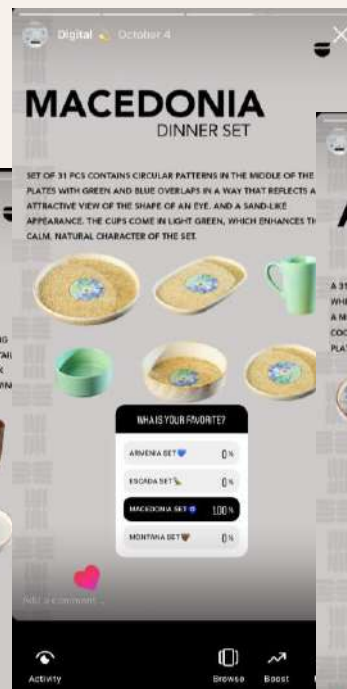
ELEGANCE INSPIRED BY NATURE

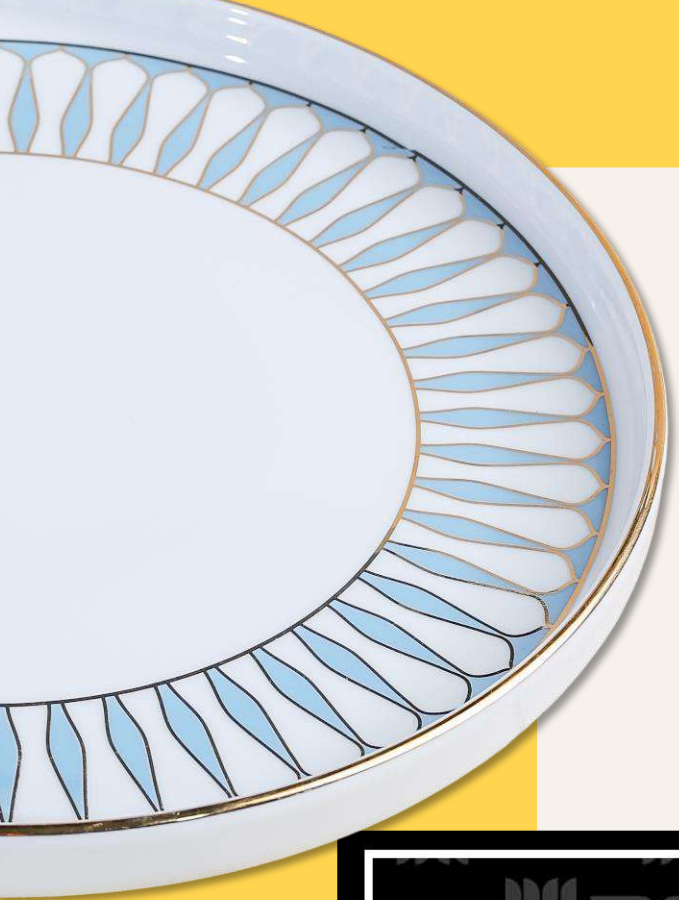
LA ROCHE





Story Content:





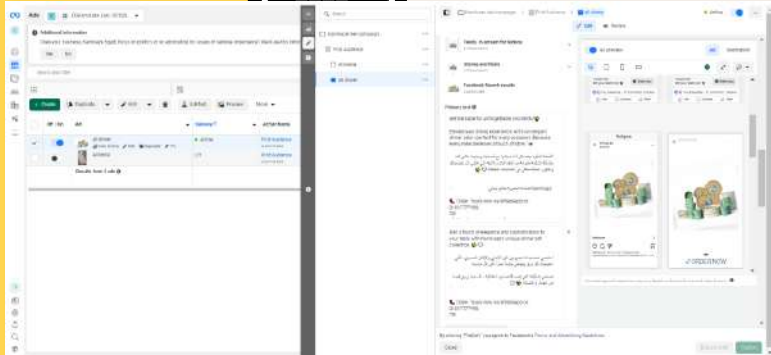
06 Campaign



AD

The ad was in the form of a reel with an announcement text highlighting the product details.

The goal of the ad was sales,
and the advertising budget was 1000 EGP.





First AD Primary text

Set the table for unforgettable moments! □

Elevate your dining experience with our elegant dinner sets—perfect for every occasion. Because every meal deserves a touch of style." □

اللحظة الحلوة مبتتساش لما بنعيشها مع أصحابنا وحبائنا عشان كدة بنقدملك تشكيلة متنوعة من أطعم العشاء الأنيقة اللي هتتلي كل إحتياجاتك وهتكون عملية معاكي في المناسبات المختلفة □ □

صناعة مصرية بطابع ياباني. Kamikaze

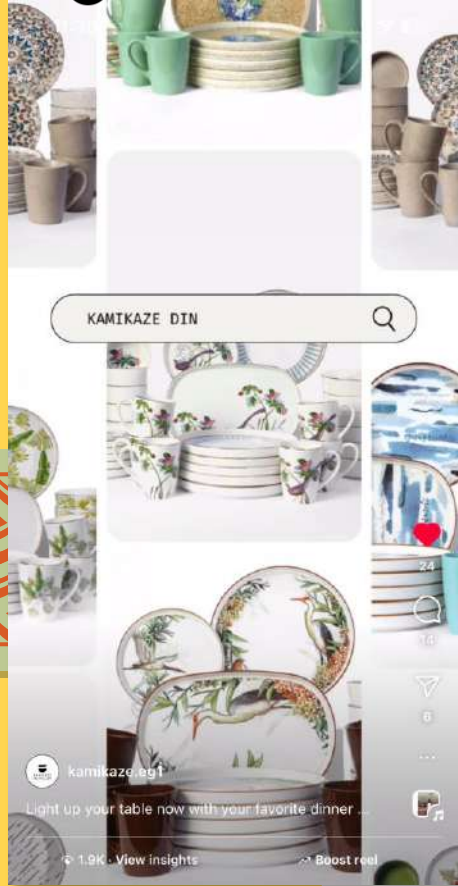
□ Order Yours now via WhatsApp on 01017777998.

OR

□ Send us a message to find out more details.

#Kamikaze #dinner set #Kitchenware #made_in_egypt #كامي_كازي

[Click here](#) to play the reel



Second AD Primary text

Add a touch of elegance and sophistication to your table with Kamikaze's unique dinner set collection. □ □

استمتعي بتصميمات تجمع بين الفن الياباني والإتقان المصري، لتلبي احتياجات كل ذوق وتضفي طابعاً مميزاً على كل مناسبة.

□ □ تصفحي تشكيلتنا التي تضم 8 تصاميم استثنائية ، كل منها يروي قصة من الجمال والأصالة.

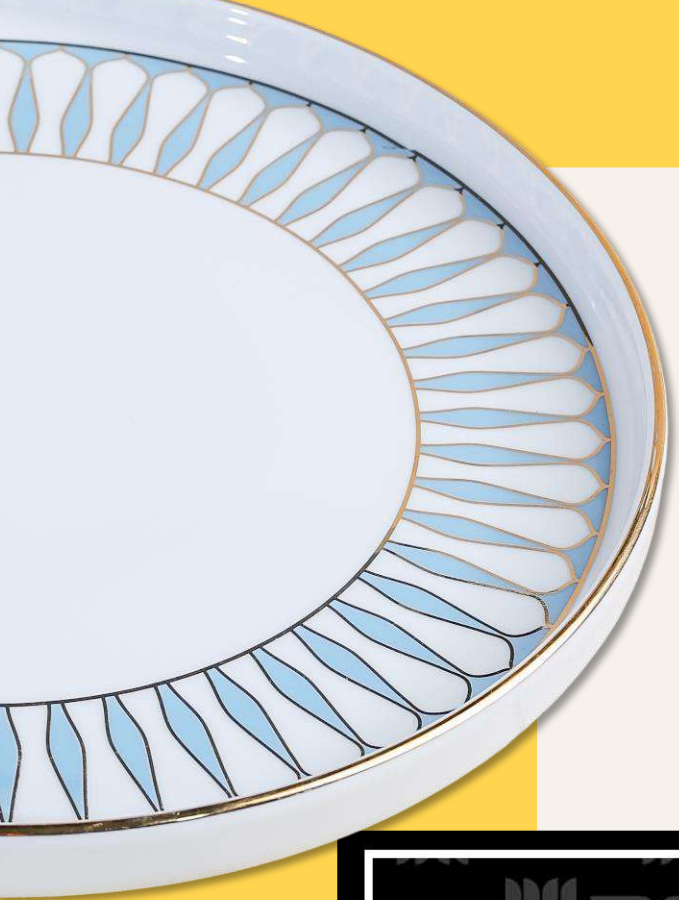
□ Order Yours now via WhatsApp on 01017777998.

OR

□ Send us a message to find out more details.

#Kamikaze #dinner set #Kitchenware #made_in_egypt #كامي_كازي

[Click here](#) to play the reel



07 ANALYTICS





Facebook Ad Campaign Report



Brand: Kamikaze

Products: Dinner sets

Campaign Duration: 7 Days

Budget: EGP 1,000

Objective: Generate sales



Campaign Results:

Conversations Started: 98
Cost per Conversation: EGP 10.20
Total Amount Spent: EGP999
Reach: 4,859 people
★ Impressions: 9,137
Ad Frequency: 1.88
Unique Clicks: 511 clicks
Cost per Click (CPC): EGP 3.50
Click Through Rate(CTR):1.07%

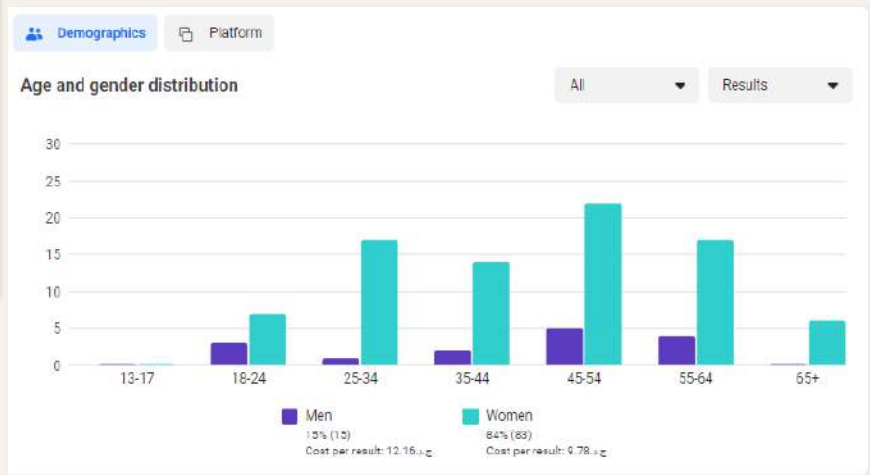
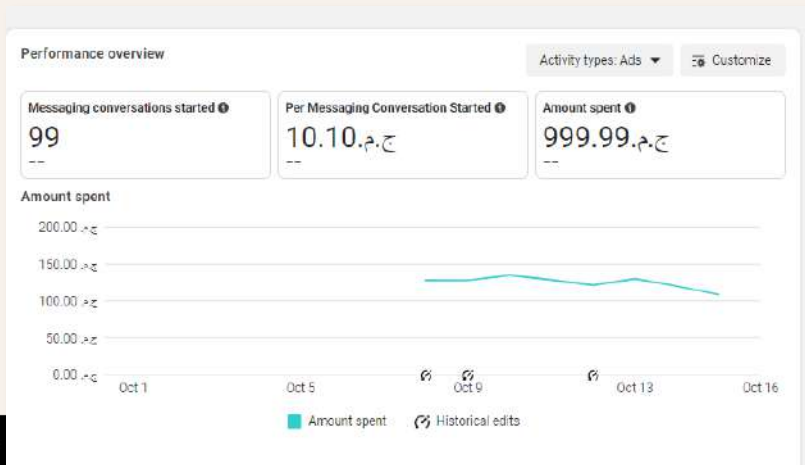
EG

Messaging conversations started	98
Cost per Messaging Conversation Started	10.20 م.ج
Reached	4,859
CTR	1.07%

Campaign	
Date ▾	Metrics
Results	
Messaging conversations started	98
Cost per Messaging Conversation Started	EGP10.20
Amount spent	EGP999.99
Reach	4,859
Impressions	9,137
Purchase ROAS (return on ad spend)	0.00
Frequency	1.88
Unique clicks (all)	511
CPC (cost per link click)	EGP3.50

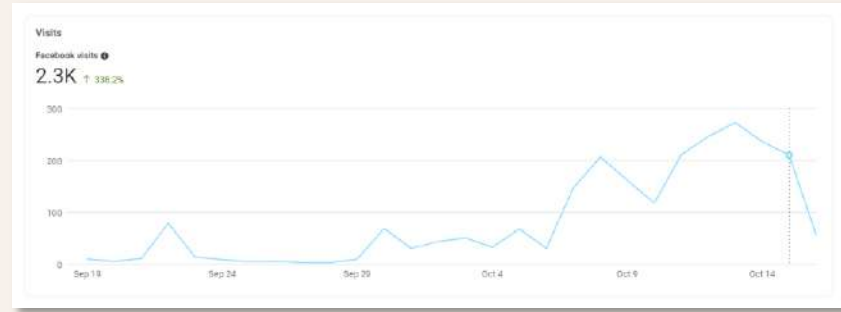
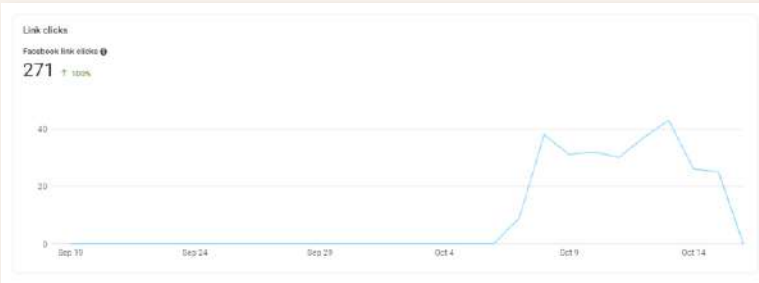
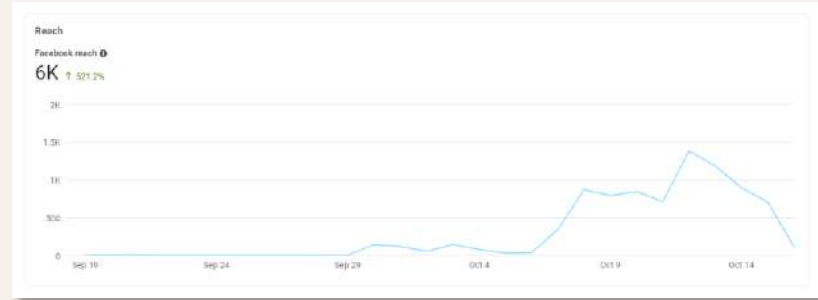
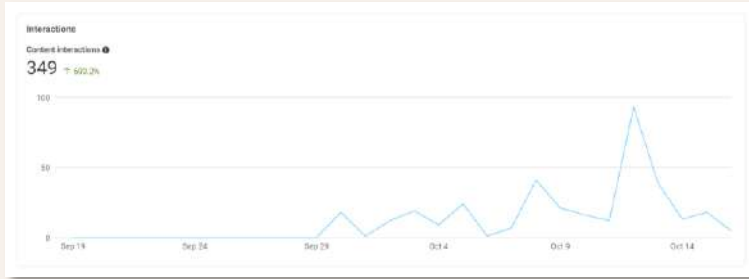


Facebook Ad Campaign Report



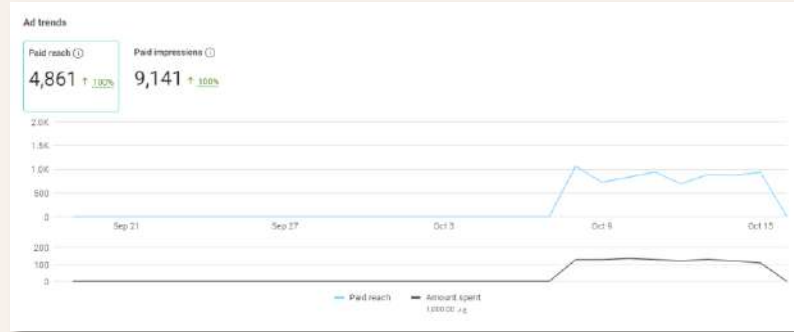


Facebook Results for the Last 28 days:

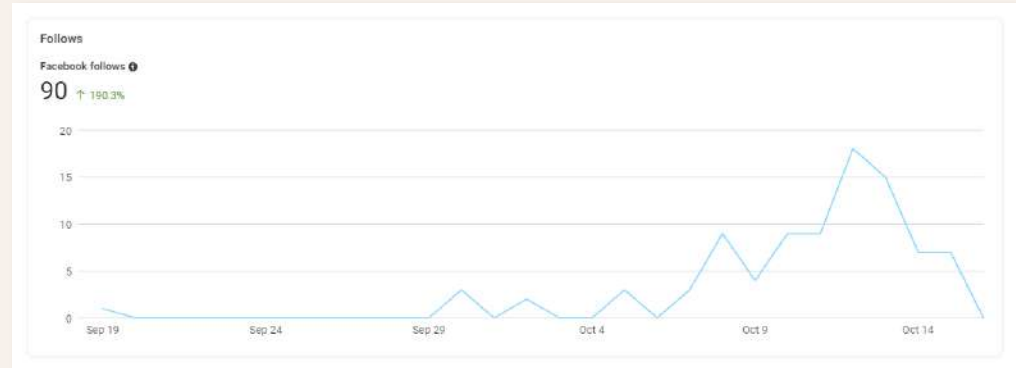




Facebook Results for the Last 28 days:

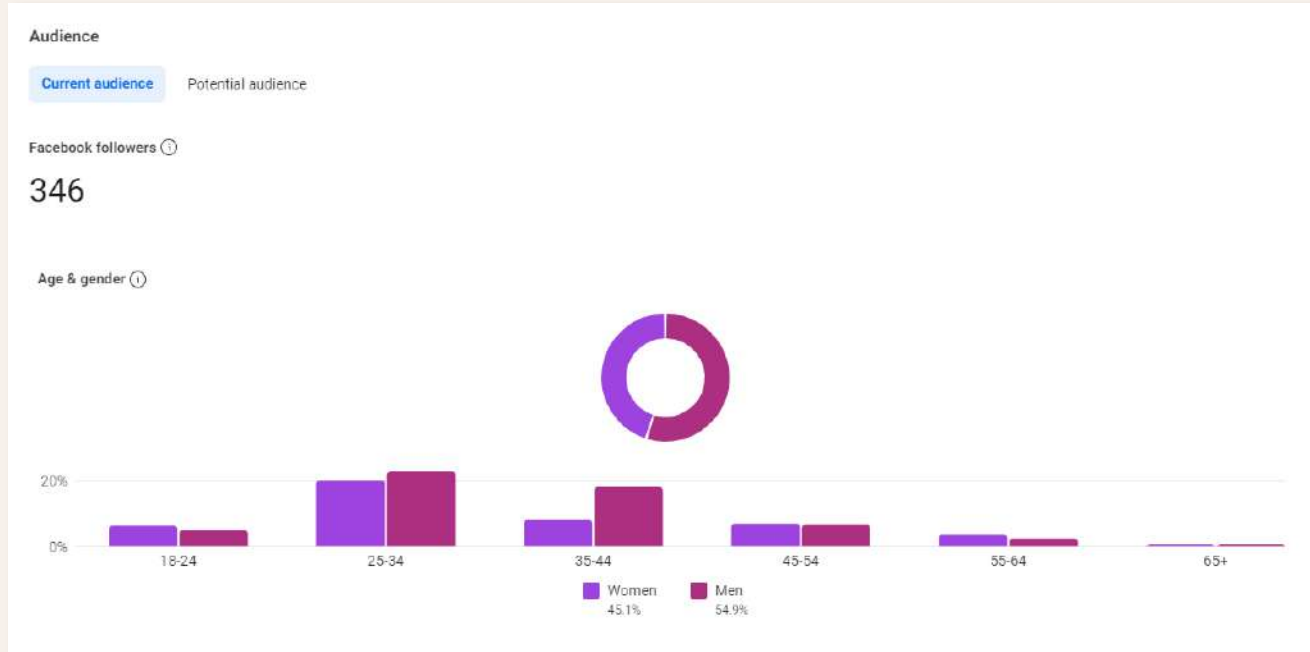


- 1- Before Followers: 258 Likes: 118
- 2- After Followers: 346 Likes: 192





Facebook Results for the Last 28 days:



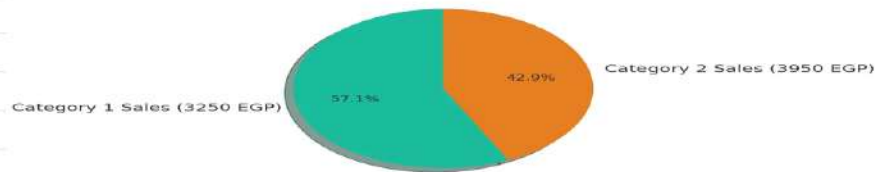
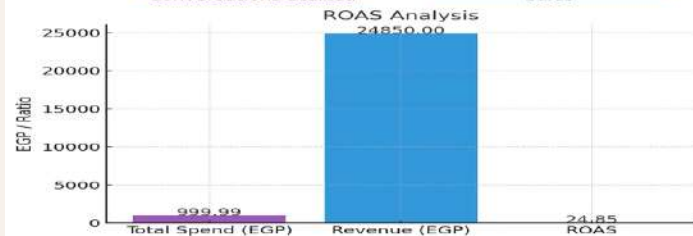
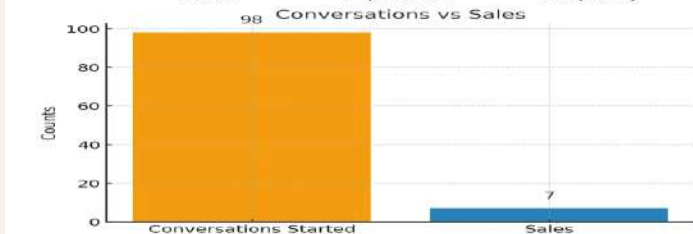
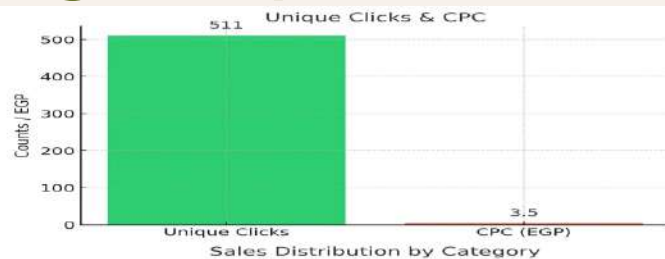
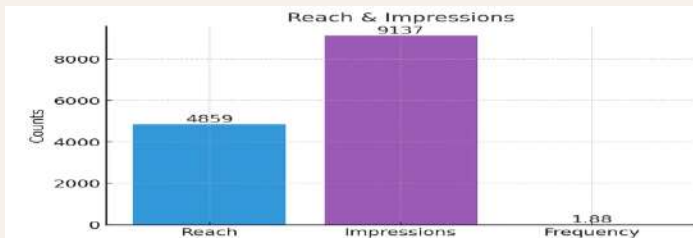
★ Sales Results:

- **Total Sales:** 7 dinner sets
- 4 sets from the first price category (EGP 3,250 each)
- 3 sets from the second price category (EGP 3,950 each)
- **Total Revenue:**
 - First price category: $4 \times \text{EGP } 3,250 = \text{EGP } 13,000$
 - Second price category: $3 \times \text{EGP } 3,950 = \text{EGP } 11,850$
- **Total Revenue:** EGP 24,850
- **Return on Ad Spend (ROAS):**
 $\text{ROAS} = \text{EGP } 24,850 / \text{EGP } 999.99 \approx 24.85$





Facebook Ad Campaign Report:



★ Social Media Page Performance Report (Last 30 Days) Views Analysis

•Total Views:

- 8,782 views with no ad support, indicating strong organic content appeal.

•Views from Followers vs. Non-followers:

- Followers: 47.8% (approximately 4,191 views)
- Non-followers: 52.2% (approximately 4,591 views)
- This shows good engagement from new audiences, supporting the strategy to expand the follower base.

•Views by Content Type:

- Posts: 56.4%
- Reels: 26.2%
- Stories: 17.4%
- Posts are performing best, while reels and stories can be improved to reach more audiences.

•Highest and Lowest Views:

- Highest: 5,833 views on October 12
- Lowest: 407 views on October 9
- It's recommended to analyze the content posted on October 12 to understand success factors and address why performance was low on October 9. ★

★ Social Media Page Performance Report (Last 30 Days) Engagement Analysis:

•Total Engagements:

- 322 engagements

•Engagements from Ads:

- Only 4.3% of engagements came from ads, indicating most engagement is organic.

•Engagements from Followers vs. Non-followers:

- Followers: 84.9% (approximately 273 engagements)
- Non-followers: 15% (approximately 48 engagements)
- This shows higher engagement from followers, with potential to improve non-follower interactions.

•Engagements by Content Type:

- Posts: 67.9%
- Reels: 16.7%
- Stories: 15.4%
- Reels and stories need to be boosted, perhaps by using engaging music or direct interaction strategies.

•Types of Engagement:

- Likes: 117
- Comments: 100
- Saves: 12
- Shares: 15



★ Social Media Page Performance Report (Last 30 Days) Follower Growth:

•Total Followers:

- 279 followers on Instagram

•Follower Growth:

- A 20.8% growth in followers, which is positive and reflects increased interest in the brand.

•Net Growth:

- 14 new followers and 6 unfollows, resulting in a net increase of 8 followers.

•Gender Breakdown:

- Women: 70.1%
- Men: 29.9%
- The demographic shows that the brand is attracting a larger female audience, which can guide content to cater more to their interests.

•Follower Activity Times:

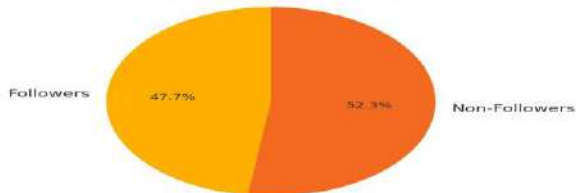
- Peak activity between 6 PM and 9 PM, suggesting this is the best time to post content for maximum engagement.



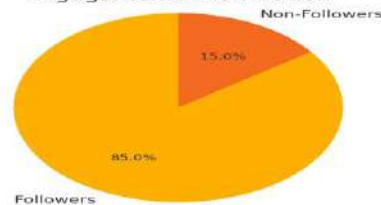


Social Media Page Performance Report

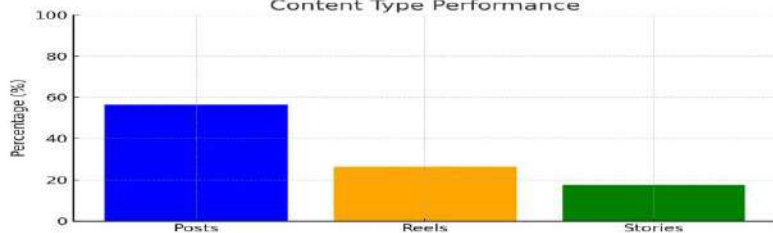
Total Views Distribution



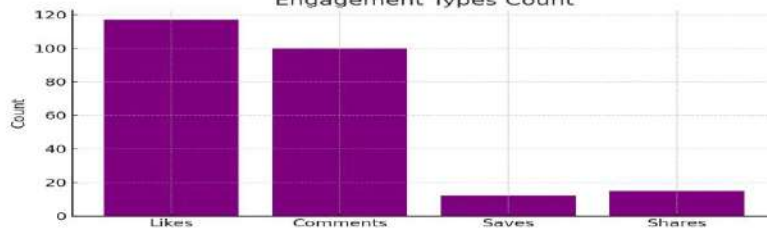
Engagements Distribution



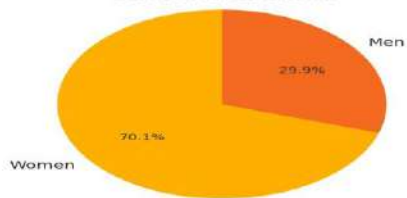
Content Type Performance



Engagement Types Count



Gender Breakdown





08 Recommendations





Marketing recommendations for Kamikaze

- *Utilize Lookalike Audiences in the next campaign based on our most engaged customers. to help us to find new prospects who share similar interests and behaviors.
- *Prepare unboxing experiences, and quick styling tips to improve content creation.
- * Collaborate with influencers, lifestyle bloggers, and chefs to showcase the versatility of Kamikaze's products.
- *Improve loyalty programs by Reward returning customers with points-based loyalty programs that offer discounts or gifts.
- * Create storytelling campaigns that highlight the craftsmanship behind each piece and the brand's fusion of Egyptian and Japanese elements.
- * In addition to dinner sets, introduce complementary kitchenware such as serving bowls, trays, or glassware. To allow customers to fully outfit their dining experience with Kamikaze products.
- * Feature customer reviews or photos in ads to build trust with UGC





THANKS!!

For all attention



OUR TEAM

- Rahaf Yasser Sharaf
- Ahmed Mohamed Rashad
- Paula Waheed
- Mohamed Salem El Barmawy

