

Our Group members

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The Dessert Spot

**"The Dessert Spot Bakery" is a
Bakery shop where you can enjoy
delicious treats made with love and
the best ingredients , where every
bite tells a story.**

 The Dessert Spot

 The Dessert Spot



The Dessert Spot



the.dessert.spot6

Our Agenda



Objectives &
smart goals

BMC

Audience

Buyer personas

Competitive analysis

Our analysis

Swot analysis

Performance

Platforms

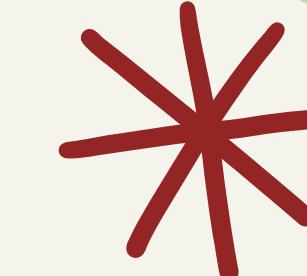
Content type

Content calender

Media buying plan

Current situation

Recommendations



Objectives:

- Making an interesting menu and with new items like sugar-free- low-calorie
- Be on social media platforms like Facebook, Instagram, and TikTok.
- Customer satisfaction through customer interaction on platforms and feedback and reviews on social media.
- Having our offline site and packaging.



SMART Goals:

1. Brand Awareness

-Increase followers : gain 1000 new followers on Instagram and 3000 on Facebook within 3 months.

-Impressions : Achieve 10,000 impressions across all social media platforms monthly.

2. Customer Engagement

-Content interaction : generate 2000 likes , 500 comments and 500 shares monthly.

-Story views : Achieve 2000 views on Instagram stories every week.

-Poll participation : get 500 responses on Instagram or Facebook polls each month.

-Engagement rate : maintain an engagement rate of at least 10% per post.



SMART Goals

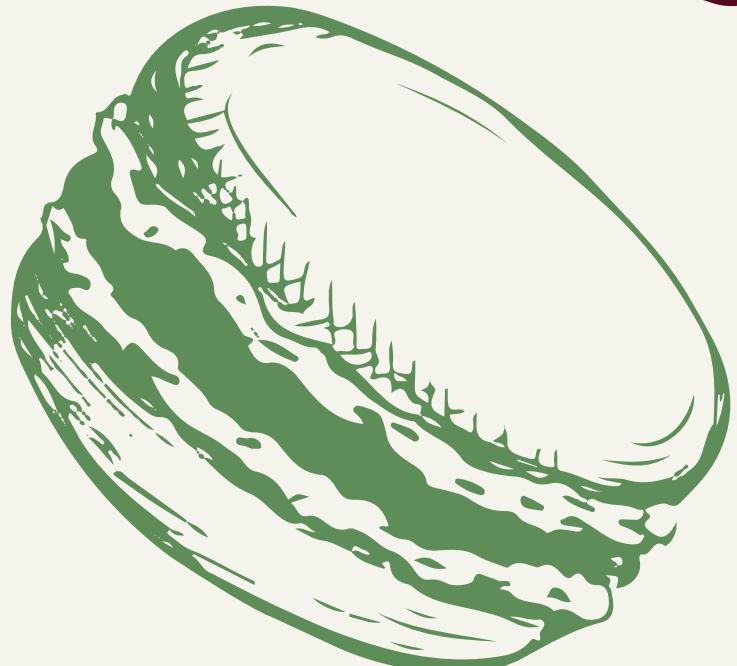
3. Sales and Conversions

- **Online orders** : drive 30% of total monthly dessert sales through social media promotions..
- **Campaign performance** : Generate 200 sales from a single paid ad campaign.



4. Content Creation

- **Post frequency** : publish 6-7 high quality stories per week and 3-4 posts including photos , videos and reels.
- **Video views** : Achieve 15000 views per reel or tiktok within 7 days of posting.
- **User-generated content** : Encourage customers to share 15-20 tagged photos of your desserts within the first 3 months.



SMART Goals

5. Customer Satisfaction Goal:

- Maintain a rating of **4.5 stars** or higher through high quality products.
- Excellent customer service.
- Efficient ordering and delivery process.
- Quality control and hygiene and customer feedback and reviews within the first 3 months



The Business Model Canvas

Designed for:

The dessert spot



Audience

Primary Target Audience Segments

1. Millennials and Gen Z (18–35 years old).

• Characteristics:

- People who spend most of their time on social media.
- People who are attracted to content attractive online content.

• Behavior:

- Prefer to order food delivery and try restaurants to dine out.
- Try new flavors and new food.

• Marketing Channels:

- Instagram, TikTok and Facebook.



Audience

2. Families with Children (30–45 years old).

•Characteristics:

- Parents want to offer the best treats to their kids, with the best qualities and the best prices.

•Behavior:

- Purchase cakes and desserts for birthdays or school events.
- Prefer to family sized packages.

•Marketing Channels:

- Facebook, Instagram and TikTok.



Audience

3. Professionals and Office Workers (25–50 years old).

•Characteristics:

- Busy individuals look to buy convenient desserts.
- They often buy desserts as snacks or desserts for team celebrations.

•Behavior:

- Use platforms and apps like talabat and otlob.

•Marketing Channels:

- Facebook, Instagram and TikTok



Buyer persona

SOHA



Challenges: Soha needs to plan desserts for family celebrations. She may struggle to find reliable options that fit her vision.



Used platforms:
Facebook
Instagram
Tiktok

Buyer behaviour: Online Ordering & Delivery:

Due to her busy schedule, Soha looks for bakeries that offer easy-to-use online ordering systems and home delivery services.

35 years old , from middle class works as a teacher ,a mother of 2 boys.

sweets lover specially chocolate cakes, spends her free time on facebook and tiktok.



Buyer persona

SHADY



Challenges: He needs desserts that are both healthy and satisfying without compromising his fitness goals.



Used platforms:
Facebook
Instagram
Tiktok

Buyer behaviour: He may be influenced by food bloggers, influencers, or gym communities when deciding where to buy his healthy desserts.

20 years old . a college student from the high class.

A gym freak who likes to post on instgram about his gym practice and the healthy food to make and where to buy healthy snacks.



Buyer persona

HESHAM

Challenges: Family Preferences : Hisham has three children, so it can be hard to find desserts that everyone in the family enjoys. He needs options that are suitable for everyone of his family.

Used platforms:
Facebook
Instagram

Buyer behaviour: attracted by Promotions:
Hesham is likely to be influenced by special deals, discounts, or promotions when making dessert purchases.

38 years old bank accountant, middle class person ,and a father of 3 children , cares about giving his family the best things with reasonable prices.



Competitive analysis

Key competitors:

- Bloombite
- Donut
- vermicelli cake
- sugar treats
- fatis
- moullies
- tamm elbyout



Others:

- bakery shops
- patisserie



Competitive analysis

1. Fati's:

-Channel: Facebook -insta-tiktok- website
#followers: 218k #likes: 31k on facebook

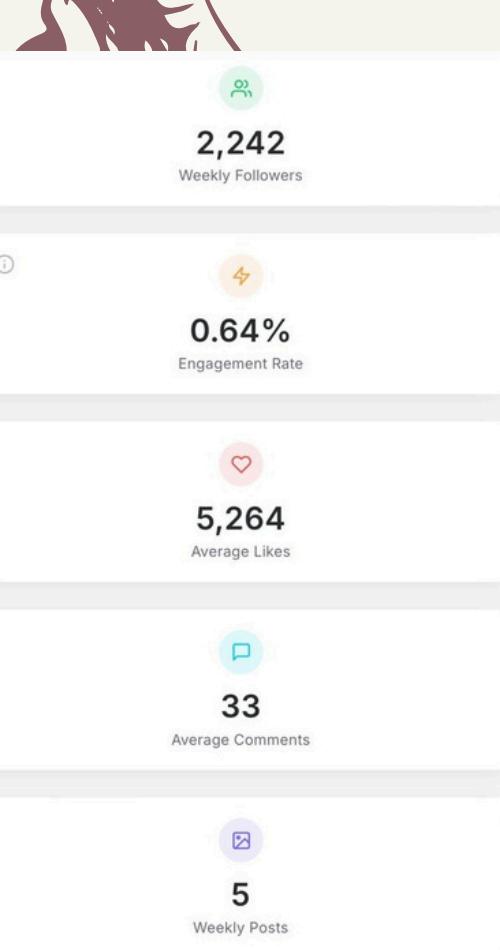
-About: good about
-Posting: Regularly
-#of posts: more than 15 in a month.

-Paid posts: not clear
-Types of content: Reels- video- album (videos more photos)
-Tone of voice: Friendly-funny-playful-humorous-nostalgic-cheerful

-CTA: no
-Moderation: weak
-Content: short and good
-Profile photo: good, Cover not perfect choice.

-Strengths: Good existence on social media platforms- high organic reach-many channels-Good- good reputation- Many items and matching with trends share boxes-good numbers of followers/likes/ reach-existence online and have franchise offline/dark shop-good creatives like reels(behind the scenes), videos, and designs.

Weaknesses: Lack of moderation, bad reviews, website is not user-friendly, high prices, long order processing time



Examples of content:



fatis.eg • Follow

fatis.eg Not feeling kahk this year? THEN ORDER THE MESH KAHK SHAREBOX and devour it with your loved ones tomorrow ☺
1w

shimaaussama ٠٠٠٠٠ 6d 1 like Reply

nadeenhamada33 Hm 1w Reply

View replies (1)

908 likes 7 days ago

Add a comment...



fatis.eg • Follow

fatis.eg The TAMR PUDDING ☺
3w

372 likes March 15

Add a comment...



fatis.eg • Follow

fatis.eg If you're a strawberry lover, we wouldn't recommend you trying our STRAWBERRY MICLAI. We must warn you, it's definitely addictive.☺
4w

abeer_mostafa2024 اطبل ابراهيم 4w 1 like Reply See translation

jackleen_aleid ♥ 4w 2 likes Reply

jackleen_aleid ♥ 4w 1 like Reply

1,375 likes March 7

Add a comment...

Competitive analysis

2-Mouilles:

-**Channel:** Facebook-inst-a-website

-**Followers:** 13k face- 125k -insta likes: 14k

-**About:** no

-**Posting:** not regularly posting in Insta-
Facebook stopped posting in Dec 2024

-**#of posts:** less than 10 in month

-**Paid posts:** no

-**Types of content:** Reels-photos

-**Tone of voice:** Friendly-funny-playful
humorous-nostalgic-cheerful

-**CTA:** no

-**Content:** good short caption

-**Profile:** No good Cover

Strengths: Good designs, Reels with high quality, offline shop in Kafr Abdo, and

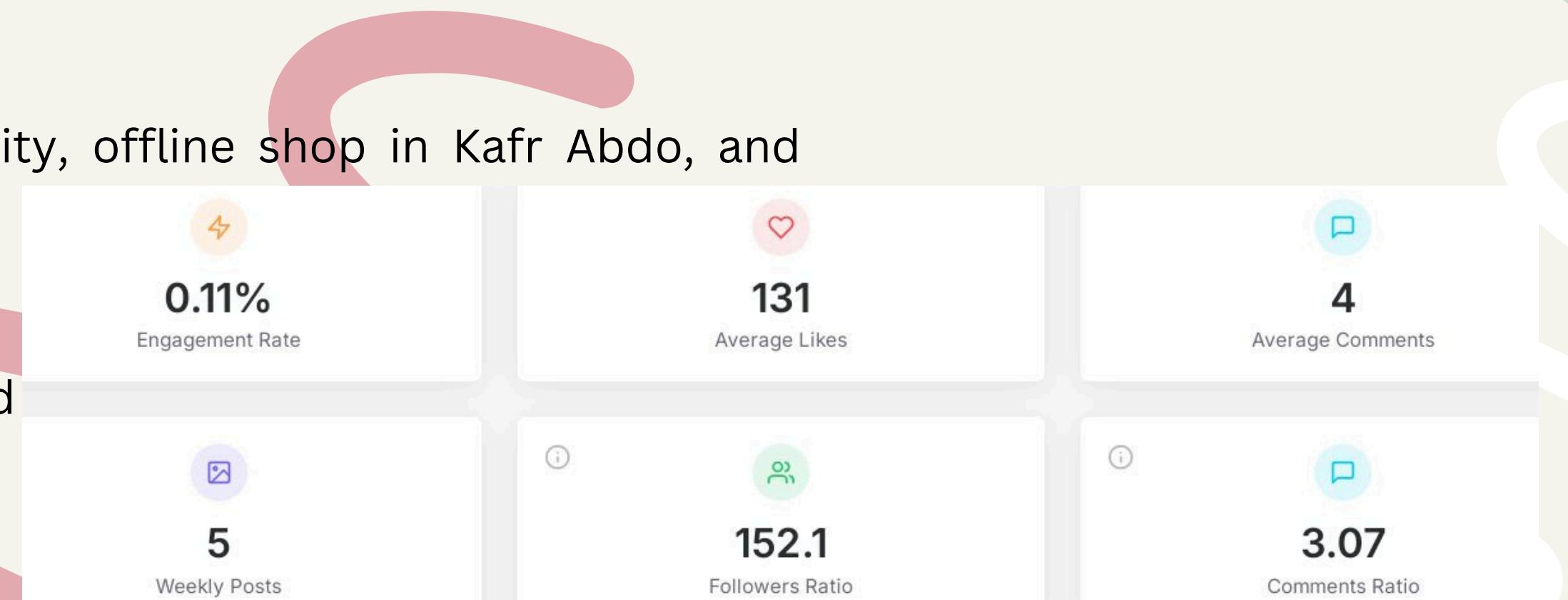
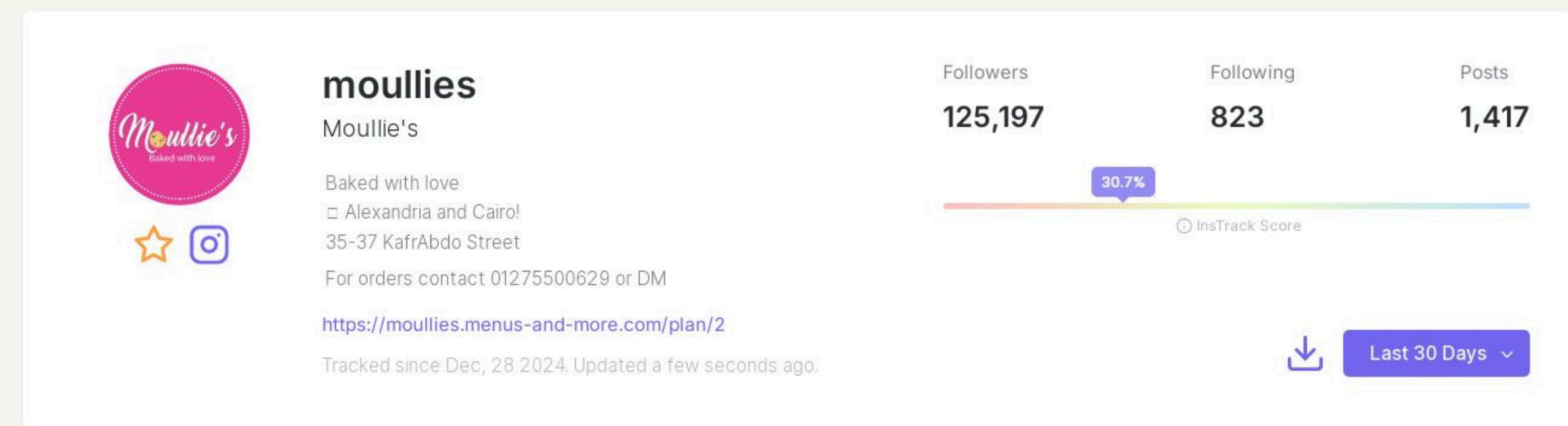
online shop.-many items in menu and trending

(ramadan konafa-konafa sticks)

-Customized backed items for
special moments and parties-reach on insta good

-**Weakness:** low reach/engagement on
social media (Facebook)

-small offline shop -prices are high.



Examples of content:

moullies • Follow
hagar_ahmed00 • Original audio

moullies Ramadan is almost here, and we've got something special for you! ☺ Get ready for a month full of irresistible creations, only at Moullie's. Stay tuned for the big reveal!

You will find us in Kafr Abdo ☺

#RamadanTreats #Moullies #SweetRamadan #ComingSoon
#RamadanKareem #Kunafa #desserts #sweettooth #egypt
#alexandria #cairo #fyp #viral #trending

5w

jalamaher ☺
5w 1 like Reply

ayagadine ☺
5w 1 like Reply

85 likes
February 25

Add a comment...

moullies • Follow
mamitto444 • Original audio

moullies Introducing our latest Ramadan delight: the Fan Baklava ☺ Crispy, golden layers filled with your favourite flavors —Lotus, Nutella, or Pistachio. A sweet treat to make your iftar extra special! Which flavour are you trying first? ☺

#RamadanDelights #Moullies #FanBaklava #SweetTooth
#RamadanTreats #CrispyLayers #LotusLover #NutellaAddict
#PistachioPerfection #HappyRamadan2025 #Ramadan
#alexandria #egypt #cairo #fyp #trending #viral

3w

azzaelaboudy ❤️
3w 1 like Reply

View replies (1)

69 likes
March 13

Add a comment...

moullies • Follow
Mohab Sammy • Ramadan Gannah (Instrumental)

moullies Kunafa + Cookies + Marshmallow = A Ramadan dream come true! ☺ One bite and you'll be hooked. Available now at Moullie's!

You will find us in Kafr Abdo ☺

#RamadanIndulgence #SweetFusion #HappyRamadan
#Ramadan #desserts #cookies #sweettooth #nutella
#marshmallows #Moullies #fyp #viral #kunafa #trending #cairo
#alexandria #egypt

4w

jalamaher ☺
4w 1 like Reply

View replies (1)

31 likes
March 3

Add a comment...

Competitive analysis

3-Taam Elbyout Gourmet:

-**Channels:** Facebook -Instagram- website

-**followers:** 43k

-**likes:** 43k

-**About:** exist and good

-**Posting:** not regularly

-**#of posts:** less than 10 in month.

-**Paid posts:** not

-**Types of content:** Reels-photo

-**Content:** not good

-**Tone:** mixed tone, formal and casual and language Arabic and English

-**Photo and cover:** not good

-**Designs:** not good enough

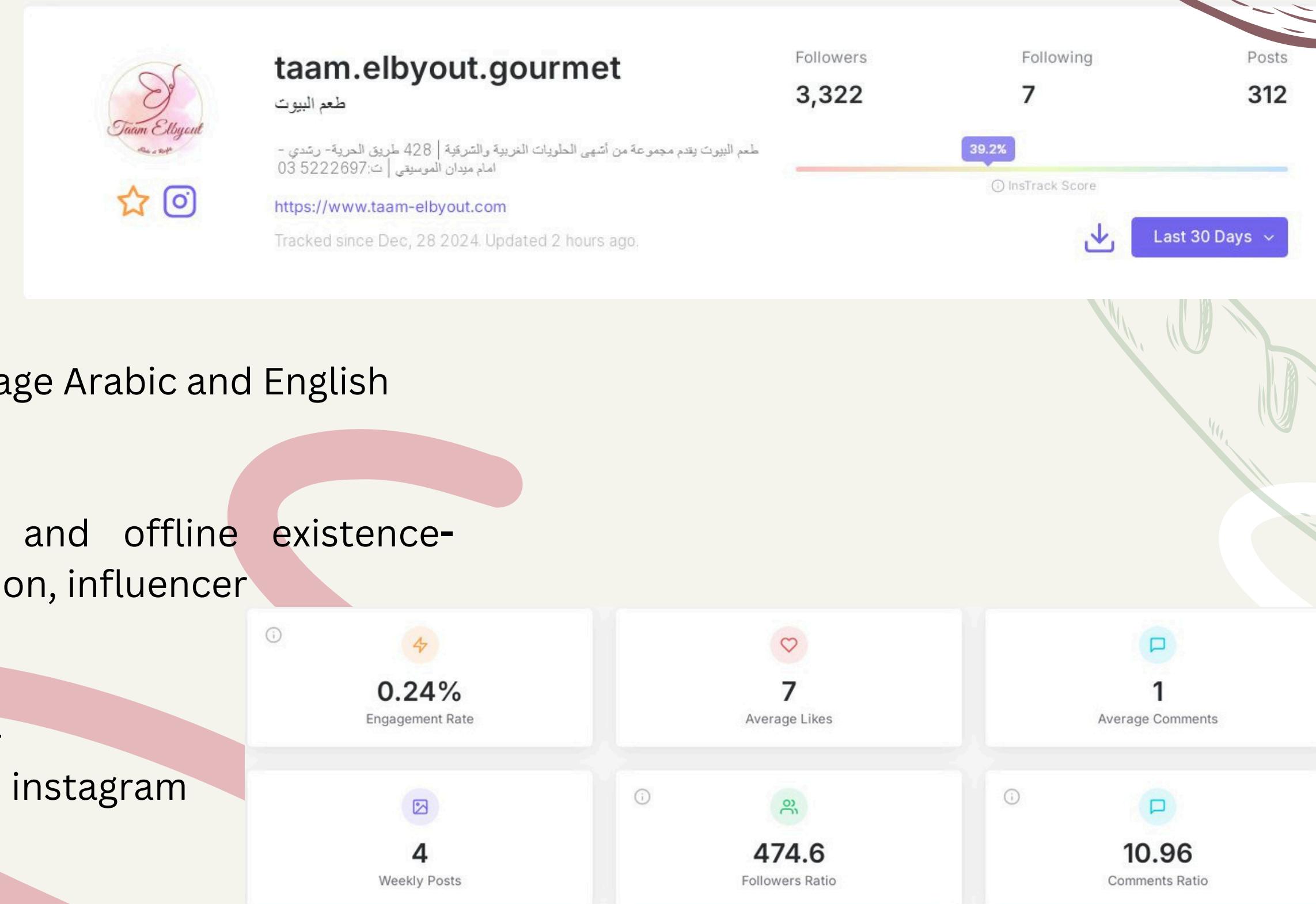
-**Strengths:** Good Reels and videos-Online and offline existence-

Participate in bazaars and events, good reputation, influencer and blogger reviews.

Weakness: The quality of Designs is not good-

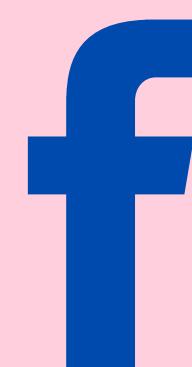
Low in interactions on Facebook and Instagram-

no exist on facebook fro dec2024, more exist on instagram

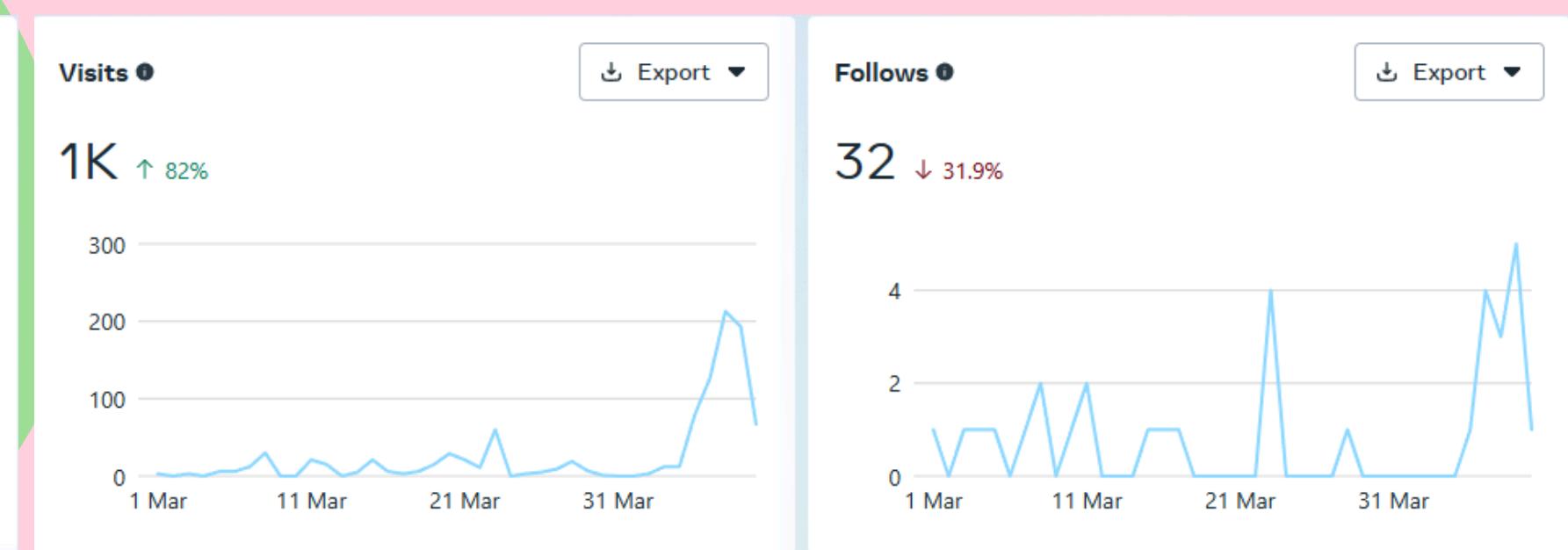
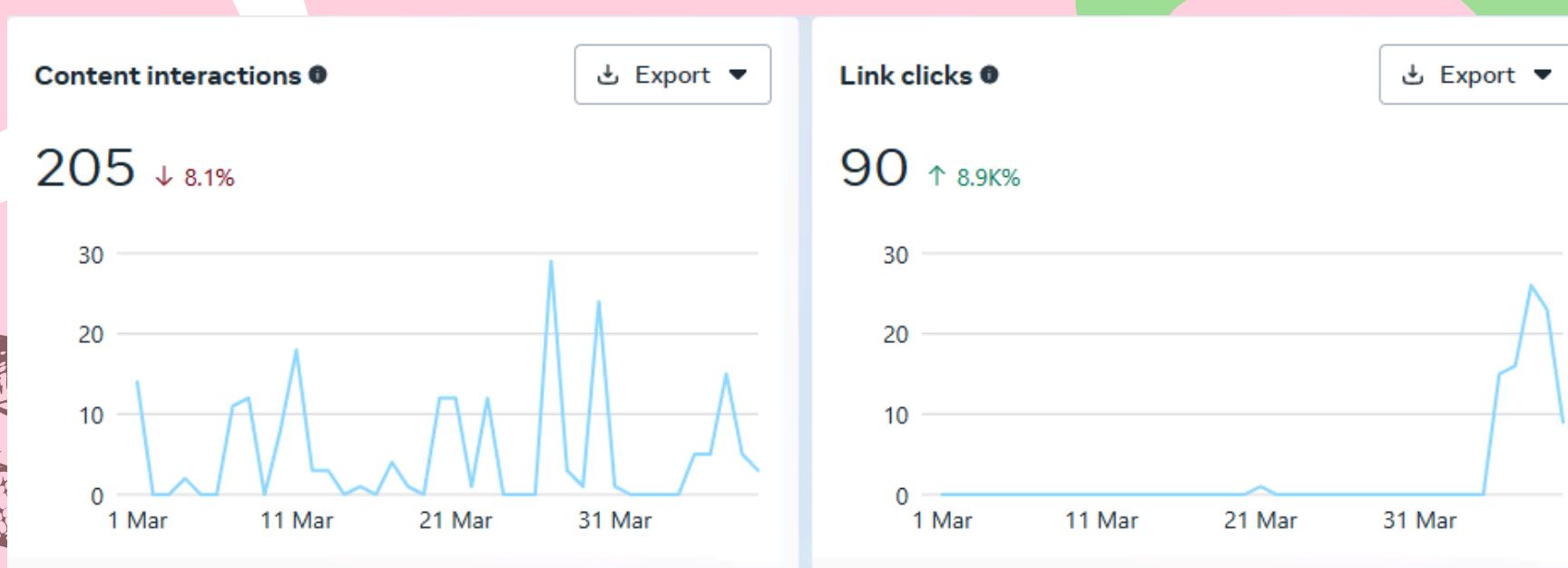
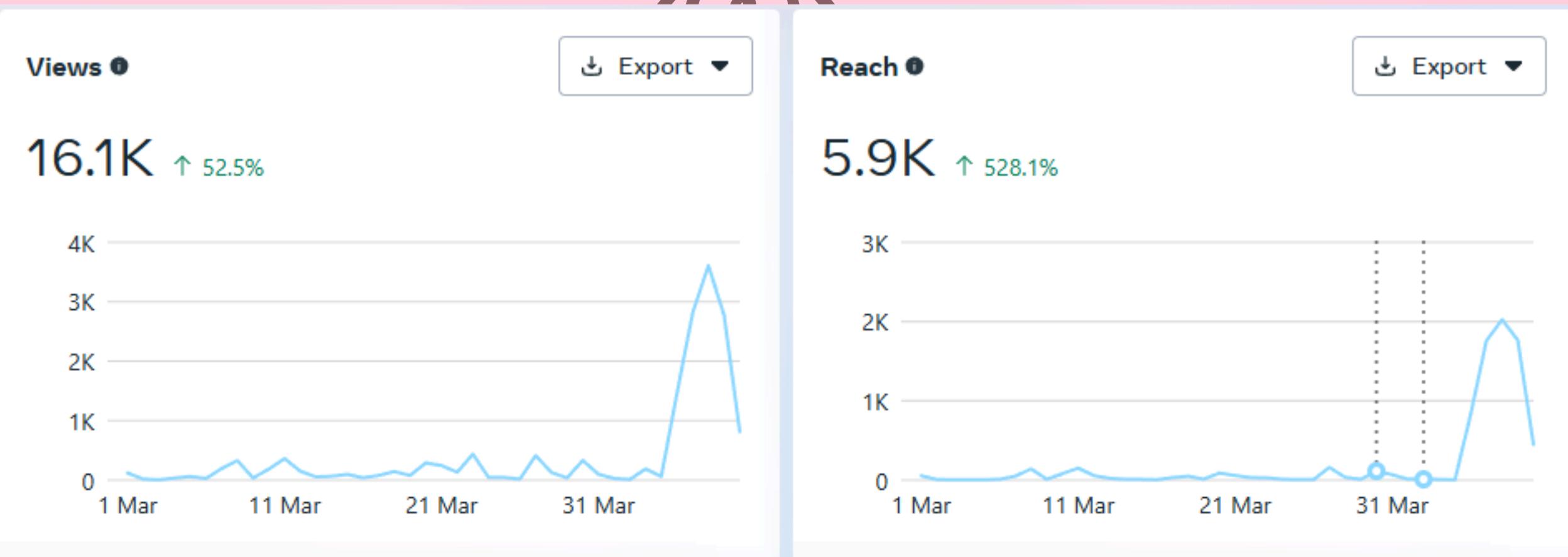


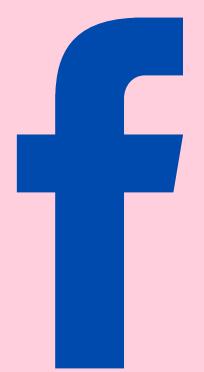
Examples of content:



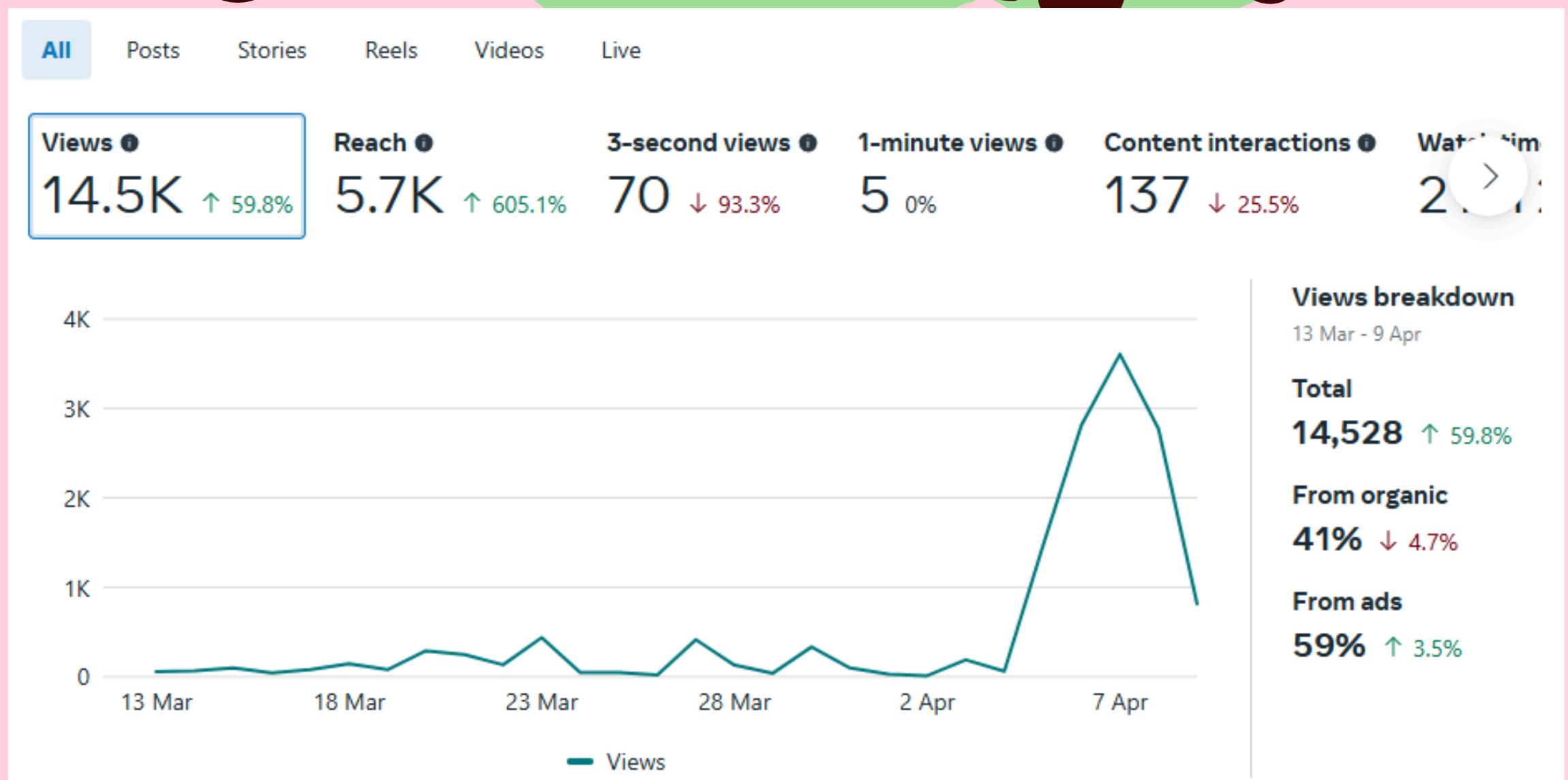


Our analysis





Our analysis



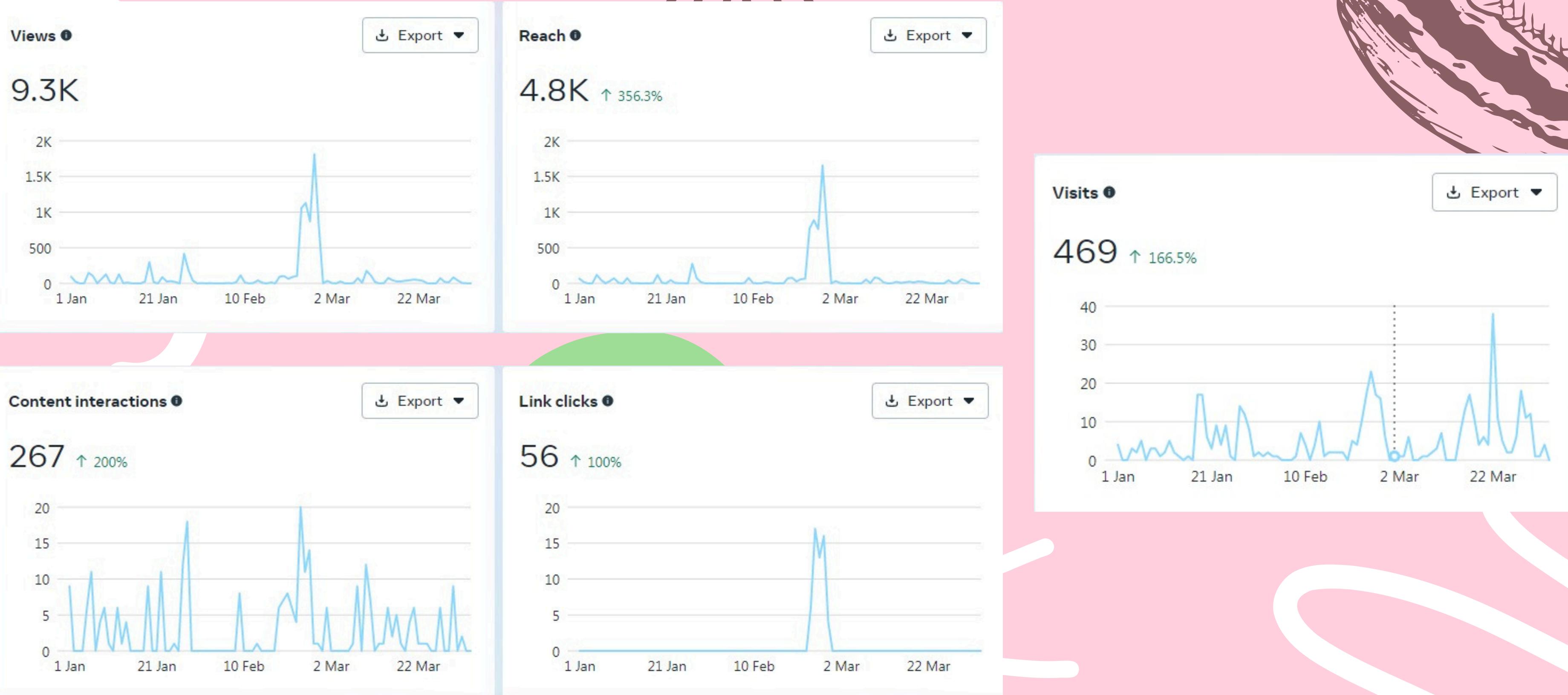
Top content by views

Boost content See all content

Post	Views	Engagement Rate	Date
Eid Menu	653	25	27 March 03:10
فطرت وعاوز تحلی؟!	563	7	20 March 13:00
عيد سعيد	492	13	30 March 12:06
رمضان سبب الحلو	419	5	17 March 11:00
Mother's Day	374	9	21 March 14:34

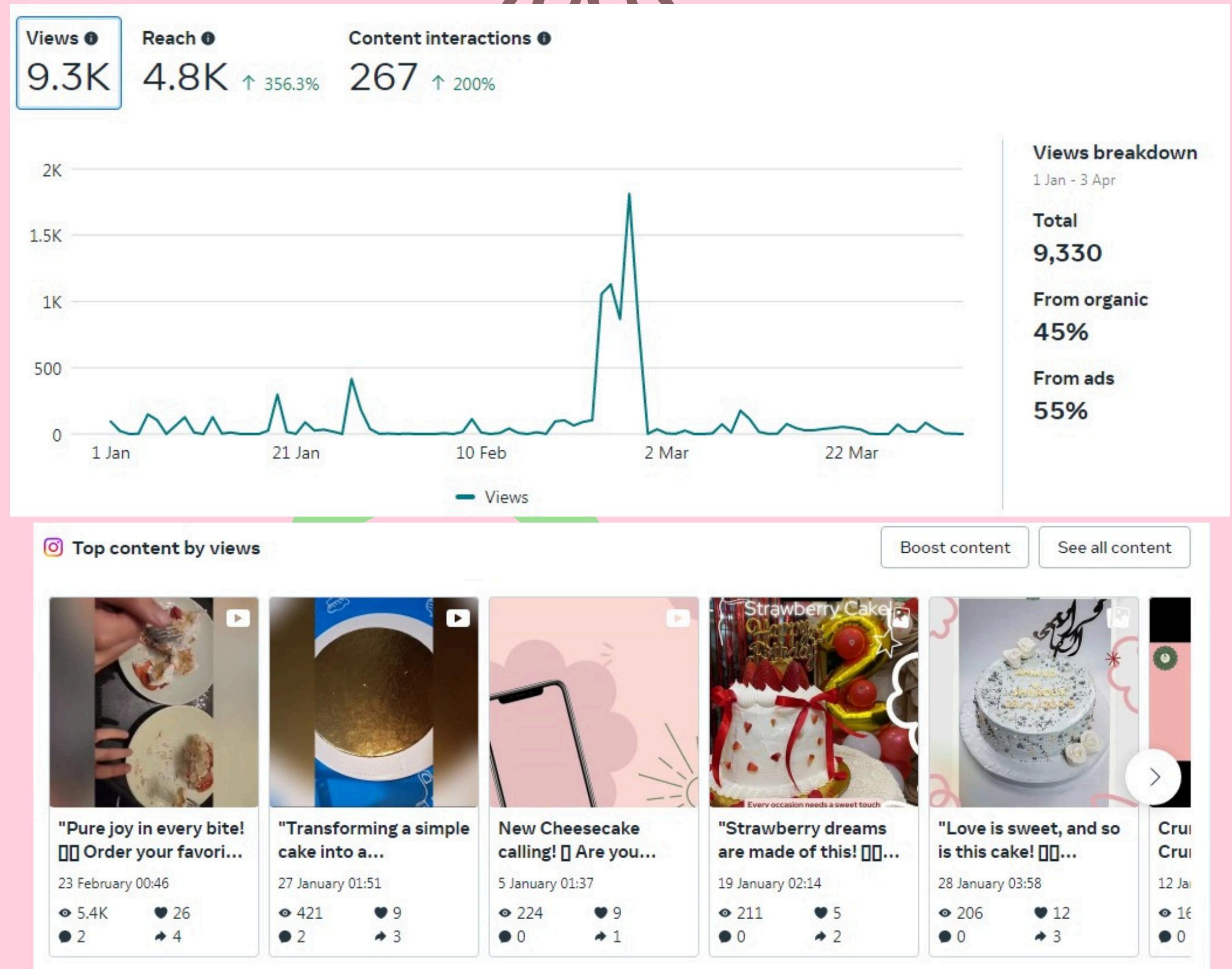


Our analysis

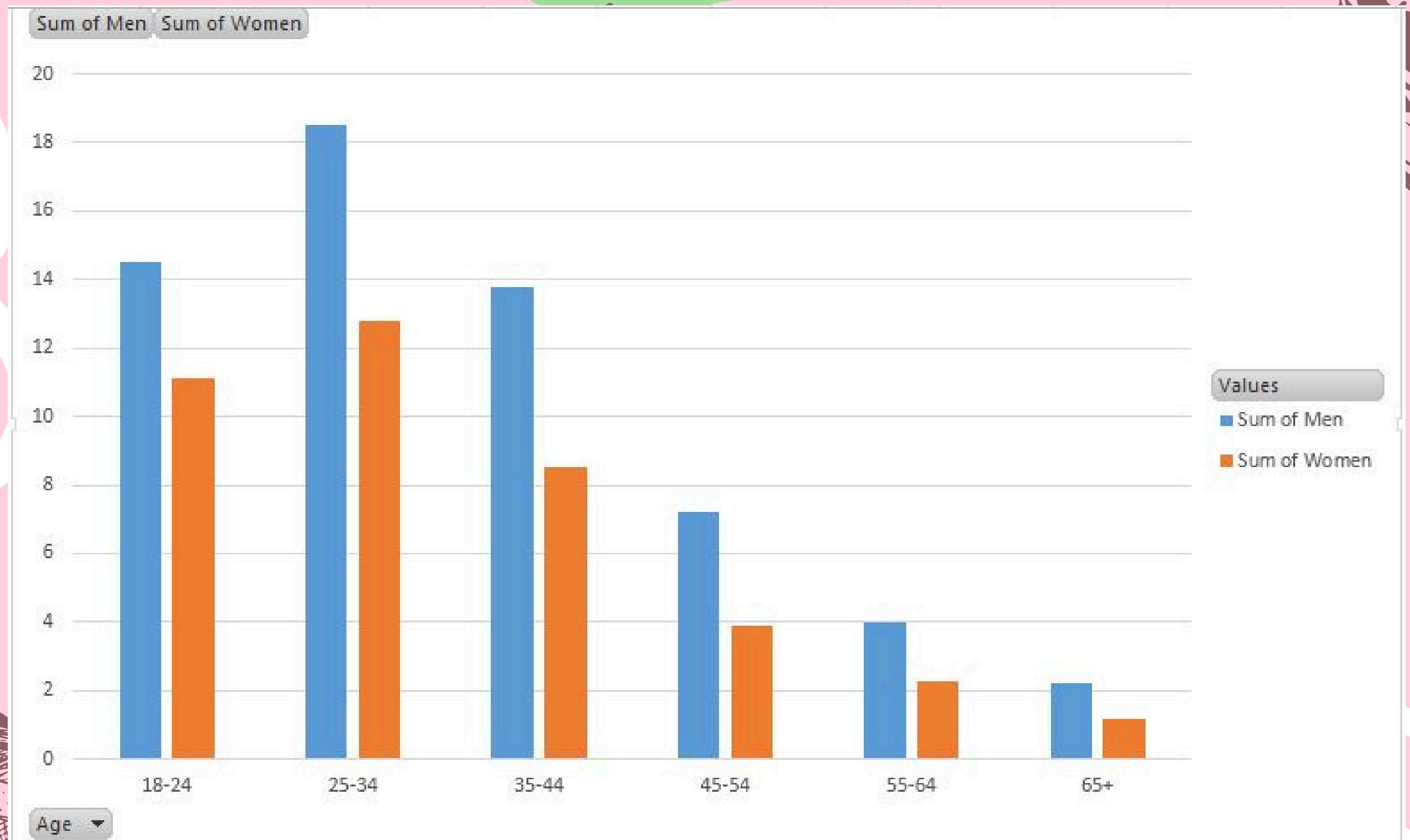




Our analysis



Performance



swot analysis

Strength

- 1-Good reputation and feedback from customers**
- 2-Convenience: Online ordering saves customers time and effort compared to visiting physical stores.**
- 3-Customizability: Options for custom desserts can attract customers seeking personalized items for events.**
- 4-Product variety: number of items like cakes and cookies- Cinnabon -customized cake**
- 5-good quality with good prices**
- 6-Quality of ingredients that enhance taste**
- 7-Seasonal Promotions: Capitalize on local holidays, Ramadan, and wedding seasons to boost sales.**

Weakness

- 1-New brand so weak marketing,small number of likes and followers**
- 2-Lack of Physical Presence: Customers might miss the opportunity to see and sample desserts before purchasing.**
- 3-No offline shop,limited marketing budget**
- 4-Limited Market Trust: New online businesses often struggle to gain trust without a physical storefront.**
- 5-Demand of dessert might vary depending on the season.**

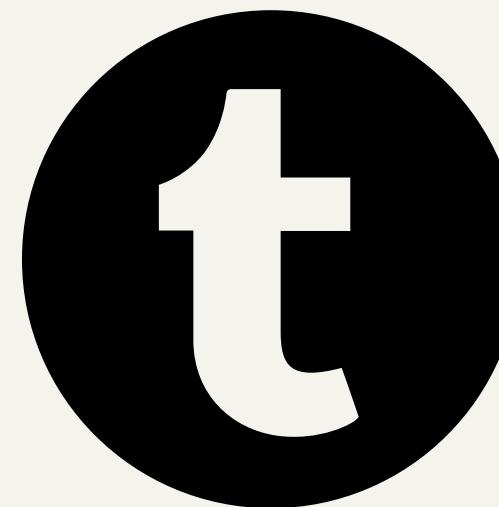
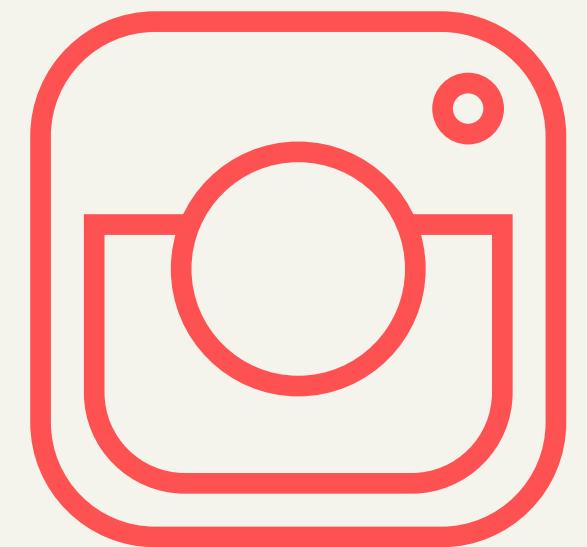
Opportunities

- 1-Growing E-Commerce Trend:** Increased internet usage and preference for online shopping in Egypt can benefit the business.
- 2-Introducing unique or healthier options (e.g., sugar-free, keto)** can attract niche audiences.
- 3-Partnerships:** Collaborating with event planners, cafes, or influencers for cross-promotions.
- 4-High Demand:** Alexandria has a diverse food culture, and desserts are always in demand, especially for celebrations and special occasions.
- 5-Social Media Reach:** The ability to promote visually appealing desserts on platforms like Instagram and Facebook can drive engagement and sales.
- 6-Lower Overheads:** Operating online reduces costs associated with physical store rental and utilities
- 7-Collaboration with other local brands, cafes, events and bazaar**

Threats

- 1-Economic Instability:** Inflation and fluctuating costs of ingredients can impact pricing and profitability.
- 2-Delivery Competition:** Larger platforms like Talabat dominate the market and charge high commissions.
- 3-Food Safety Regulations:** Compliance with government health and safety standards is crucial and could pose a challenge for smaller businesses.
- 4-Consumer Preferences:** Shifting trends and preferences may require constant innovation.
- 5-Negative Reviews:** Poor online reviews can quickly damage reputation and sales.
- 6-Delivery Challenges:** Maintaining the quality and presentation of desserts during delivery can be tricky.
- 7-High Competition:** Many established bakeries and home-based businesses already operate in Alexandria.
- 8-Many Competitors**
- 9-supplies (Raw materials)**

Platforms





The Dessert Spot | Alexandria

The Dessert Spot, Alexandria, Egypt. 91 likes · 8 talking about this. Welcome to The Dessert Spot, where every bite tells a story!

facebook.com



The Dessert Spot | Alexandria

The Dessert Spot

Handmade By Love

Posts About Mentions Reviews Reels Photos More

Switch into The Dessert Spot's Page to start managing it. Switch Now

Intro

Welcome to The Dessert Spot, where every bite tells a story!

Page - Dessert shop - Bakery

Alexandria, Egypt, Alexandria, Egypt

010 17139022

nadahammad19@gmail.com

the.dessert.spot24 - 101 followers

sites.google.com/view/thedessertspot/home

Promote Website

Not yet rated (0 reviews)

Photos See All Photos

Eid Menu

Mother's Day

Ramadan

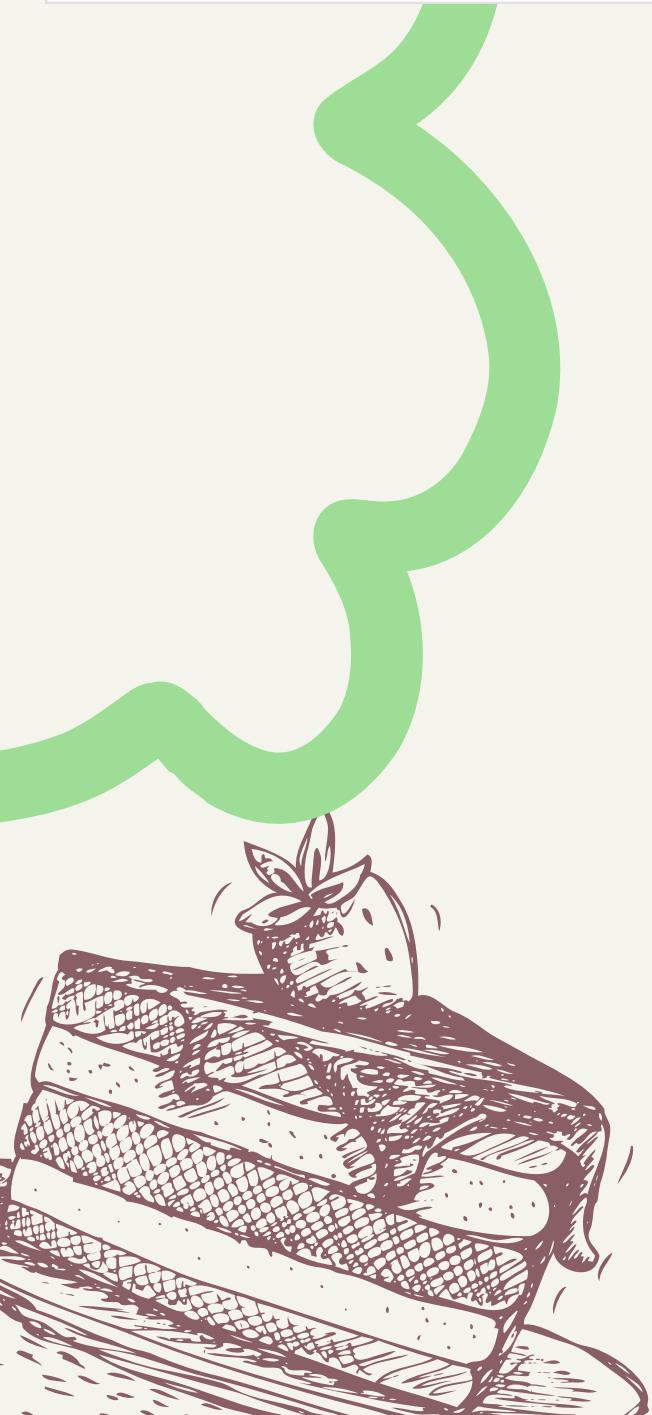
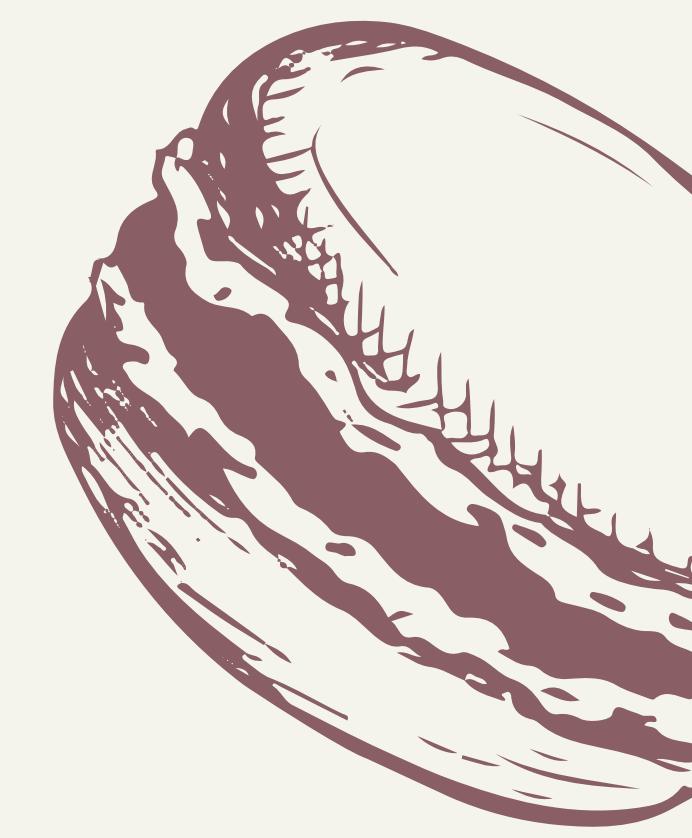
Posts

The Dessert Spot 30 March at 21:06

عيد سعيد من The Dessert Spot

See more ...

Boost post





Instagram (@the.dessert.spot24)

Instagram photos and videos

[instagram.com](https://www.instagram.com/the.dessert.spot24/)



the.dessert.spot24

Follow

Message

...

33 posts

101 followers

3 following

The Dessert Spot

Welcome to The Dessert Spot, where every bite tells a story!
Alexandria, Egypt



special 🎂 ca...



Our Magic 🎡



Mother Day 😊



Ramadan kar...



Happy Eid 🎉



our reviews ☐



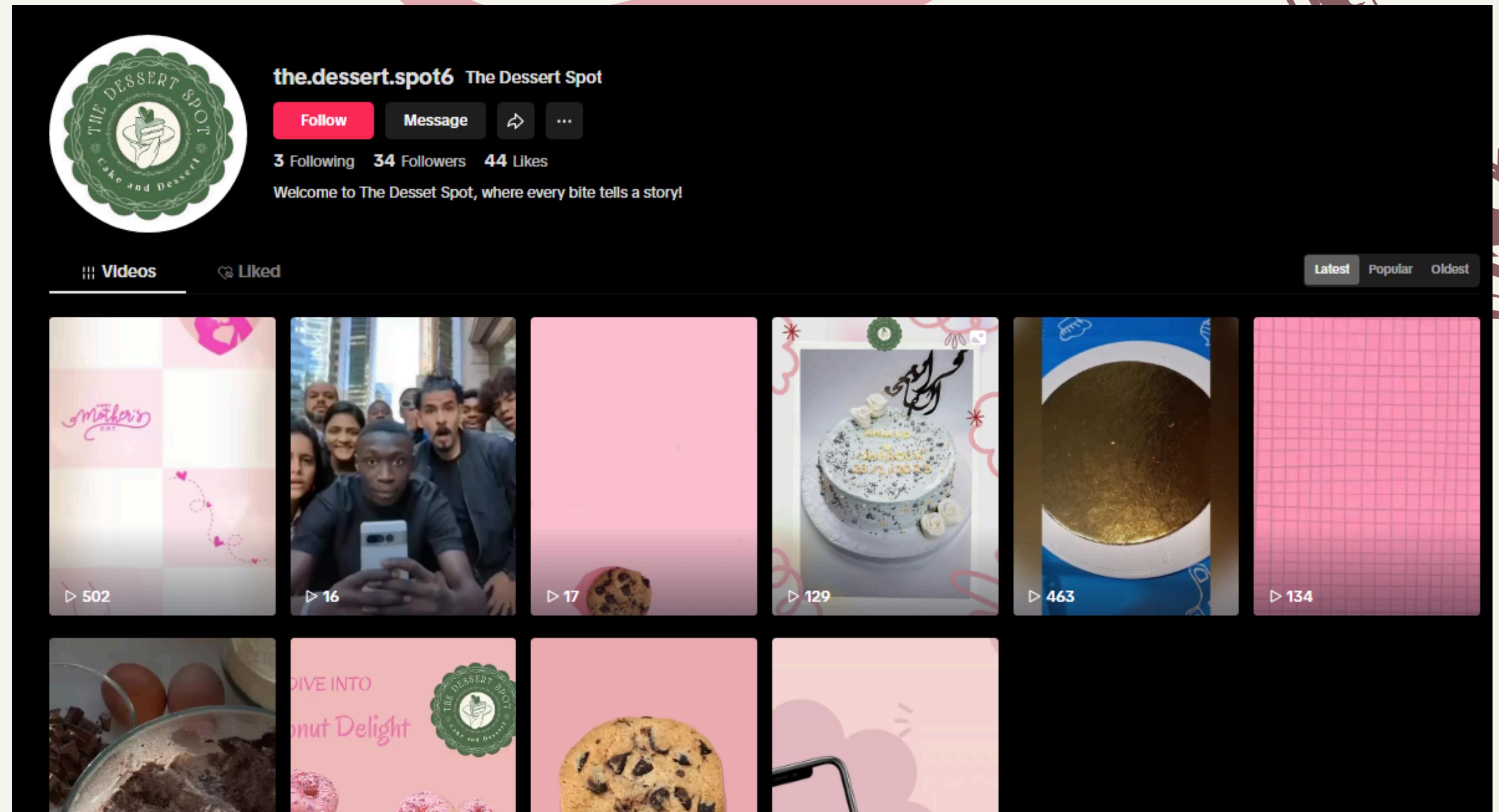
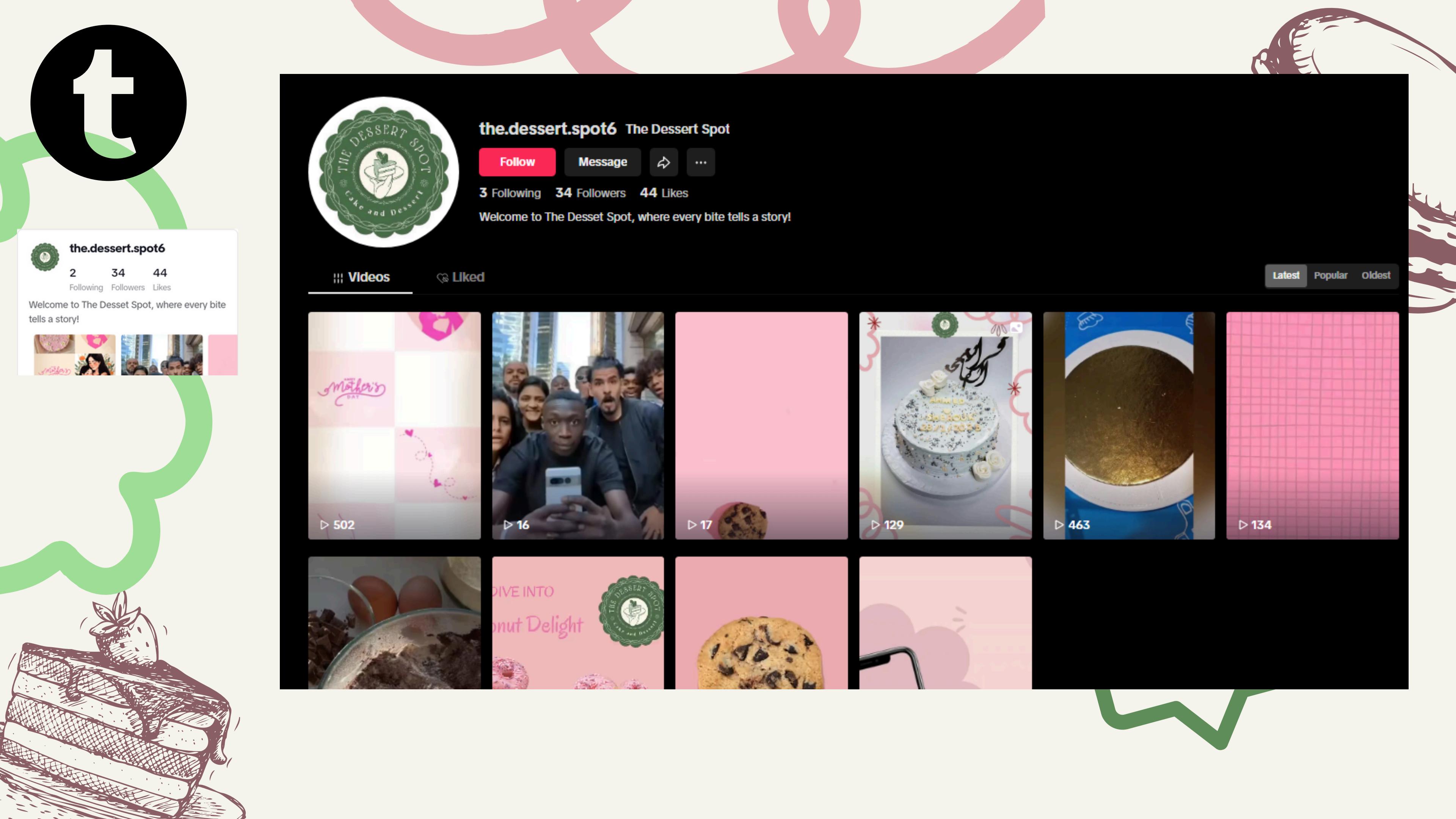
Merry Christ...

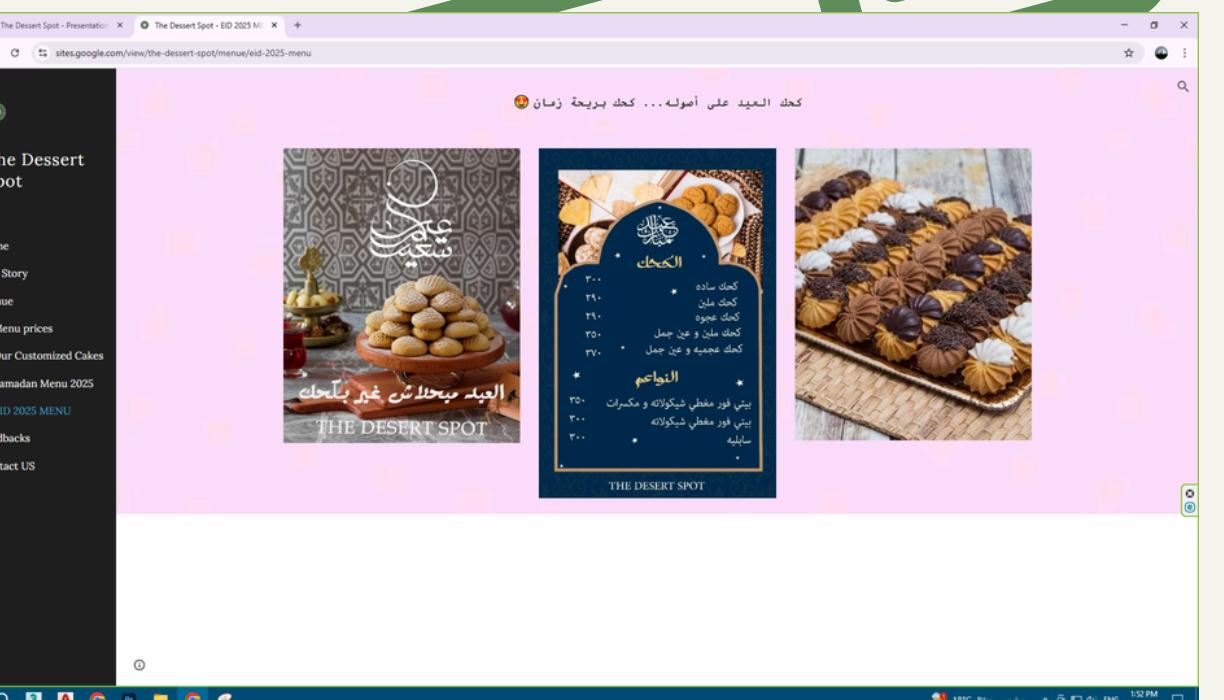
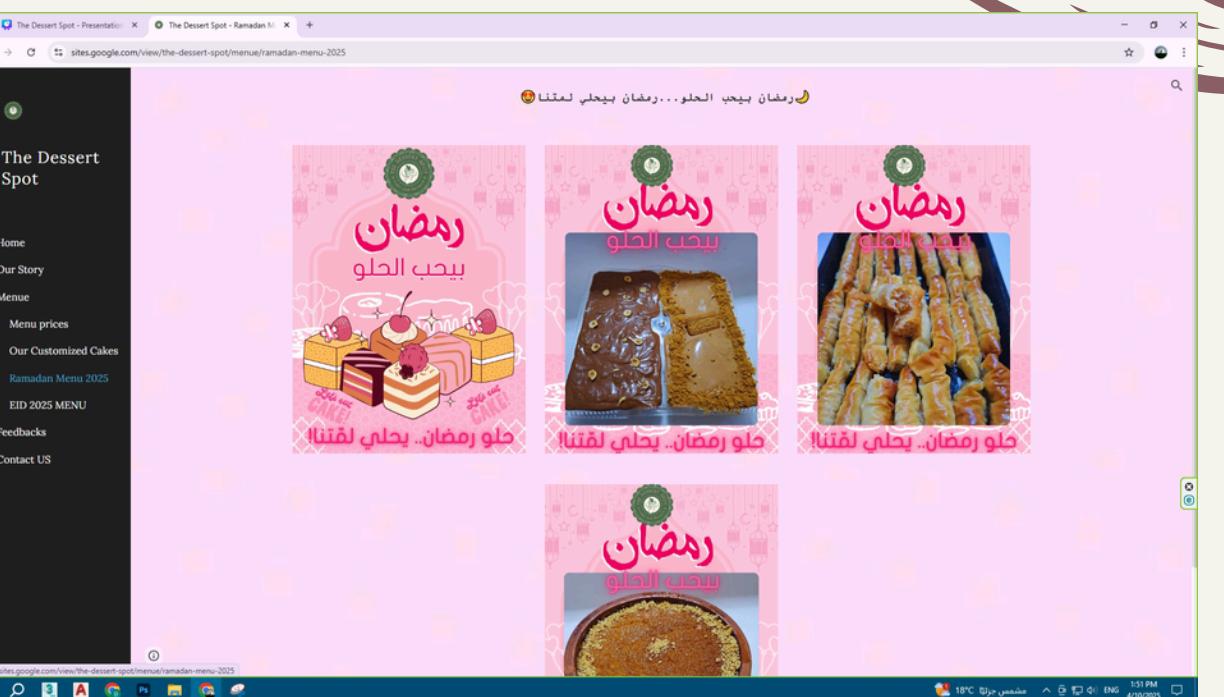
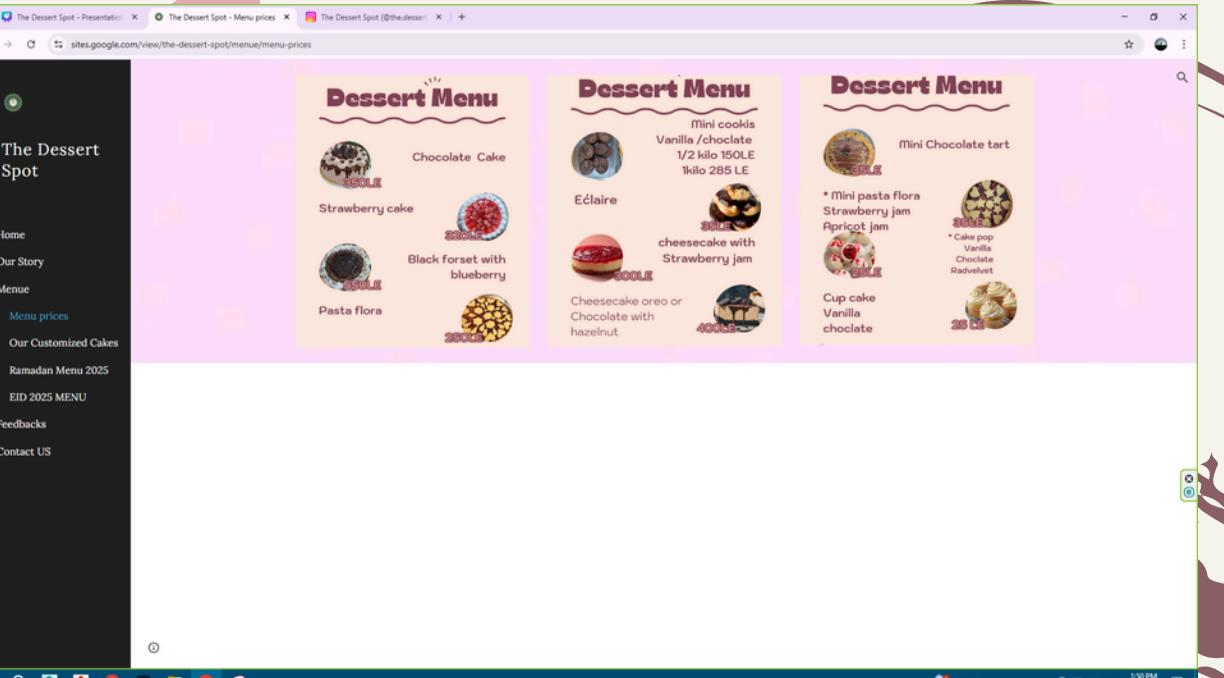
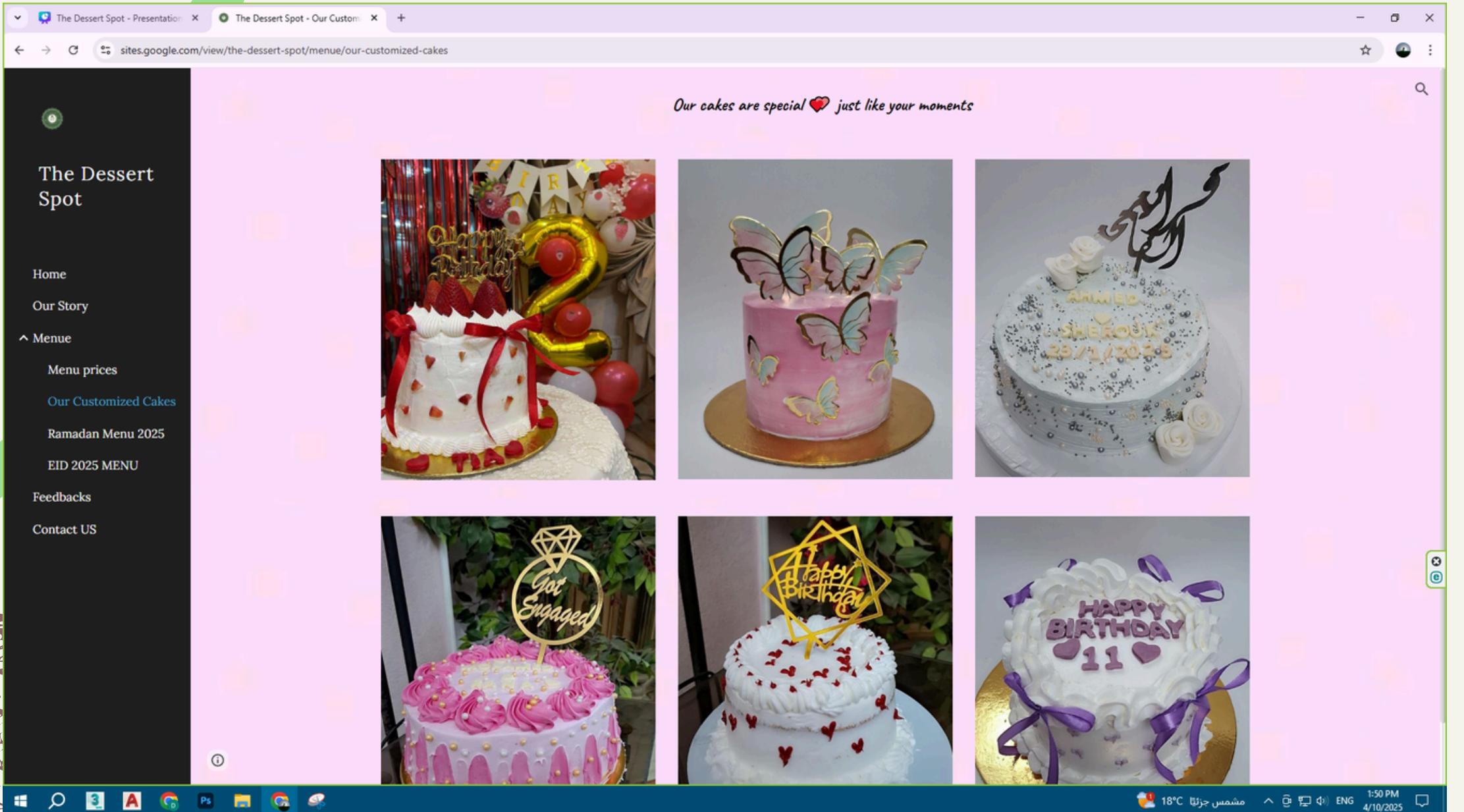
.posts

reels

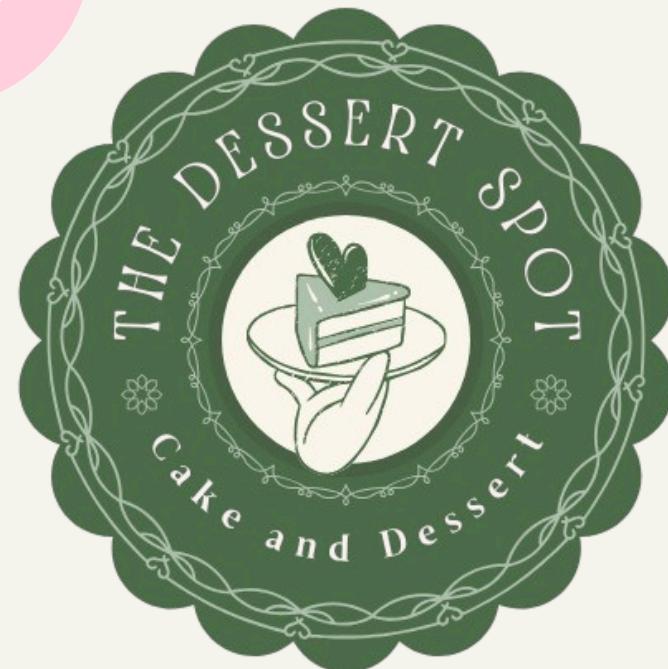
tagged





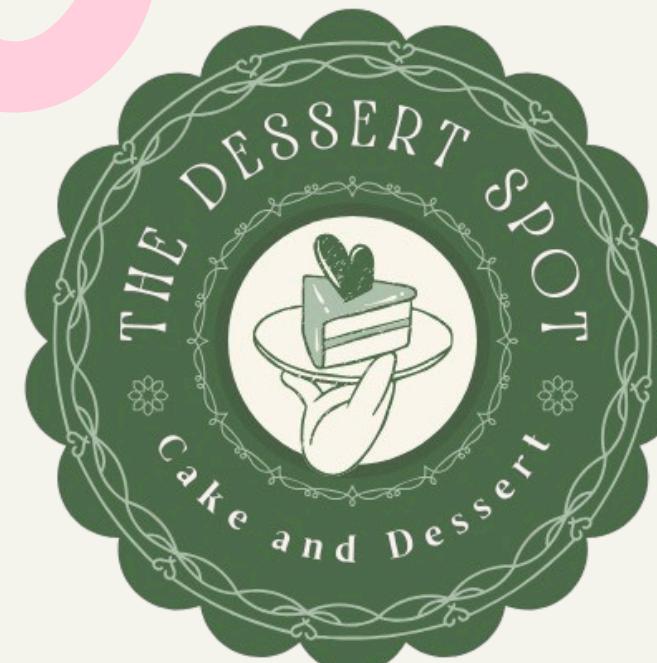


Content calendar



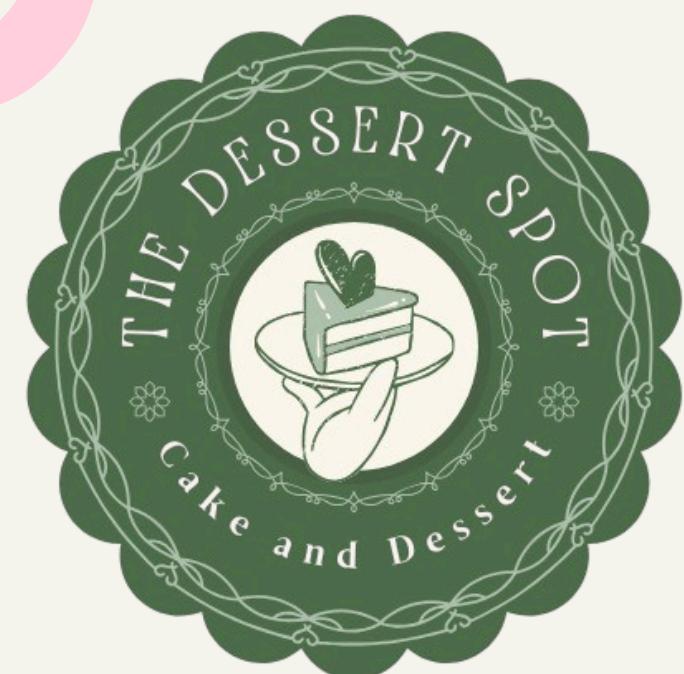
Date	Post	Story
1 January	New Year Offer on Special Cakes	Daily Story: Offers/Interactive Content
3 January	Video: Preparing Delicious Cakes	Daily Story: Offers/Interactive Content
5 January	Customer Reviews (Photos & Feedback)	Daily Story: Offers/Interactive Content
7 January	National Dessert Week Discount/Freebie	Daily Story: Offers/Interactive Content
9 January	Special Occasion Offer: Free Delivery	Daily Story: Offers/Interactive Content
11 January	Share Your Best Dessert Memory	Daily Story: Offers/Interactive Content
13 January	Weekly Dessert Menu	Daily Story: Offers/Interactive Content
15 January	Behind the Scenes: Dessert Preparation	Daily Story: Offers/Interactive Content
17 January	Customer Reviews (Photos)	Daily Story: Offers/Interactive Content
19 January	Cake Decoration Video	Daily Story: Offers/Interactive Content
21 January	Perfect Cakes for Upcoming Events	Daily Story: Offers/Interactive Content
23 January	Follower Interaction: Favorite Dessert?	Daily Story: Offers/Interactive Content
25 January	Special Offer on Dessert Packages	Daily Story: Offers/Interactive Content
27 January	Seasonal Winter Desserts	Daily Story: Offers/Interactive Content
29 January	Story About the Shop's Favorite Dessert	Daily Story: Offers/Interactive Content
31 January	Customer Photos with Desserts	Daily Story: Offers/Interactive Content

Content calendar



Date	Post 1	Story
1 February	Valentine's Day Offer: Special Cakes	Daily Story: Offers/Interactive Content
3 February	Reviews & Photos from Last Valentine's Day	Daily Story: Offers/Interactive Content
5 February	Video: Preparing Valentine's Day Desserts	Daily Story: Offers/Interactive Content
7 February	Engage Followers: Best Valentine's Gift?	Daily Story: Offers/Interactive Content
9 February	Unique Valentine's Desserts	Daily Story: Offers/Interactive Content
11 February	Engage Followers: Best Dessert Flavor?	Daily Story: Offers/Interactive Content
13 February	Corporate Event Discounts	Daily Story: Offers/Interactive Content
15 February	Challenge: Pick a New Dessert	Daily Story: Offers/Interactive Content
16 February	Spotlight on Kids' Desserts	Daily Story: Offers/Interactive Content
17 February	Cake Decoration Video	Daily Story: Offers/Interactive Content
18 February	Customer Photos with Desserts	Daily Story: Offers/Interactive Content
22 February	Weekly Dessert Tip	Daily Story: Offers/Interactive Content
23 February	Cake Decoration Workshop	Daily Story: Offers/Interactive Content
24 February	Special Dessert Offers	Daily Story: Offers/Interactive Content
25 February	Team Preparation Photos	Daily Story: Offers/Interactive Content

Content calendar



Date	Post 1	Story
1 March	Seasonal Spring Desserts	Daily Story: Offers/Interactive Content
2 March	Mother's Day Special Offer	Daily Story: Offers/Interactive Content
3 March	Video: Signature Chocolate Desserts	Daily Story: Offers/Interactive Content
4 March	Meet the Dessert Spot Chefs	Daily Story: Offers/Interactive Content
8 March	Engage: What Dessert Would You Add?	Daily Story: Offers/Interactive Content
9 March	Family-Friendly Desserts	Daily Story: Offers/Interactive Content
10 March	Tutorial: Dessert Presentation	Daily Story: Offers/Interactive Content
11 March	Photos of Featured Products	Daily Story: Offers/Interactive Content
15 March	Special Mother's Day Offer	Daily Story: Offers/Interactive Content
16 March	Spring-Themed Product Launch	Daily Story: Offers/Interactive Content
17 March	Customer Photos with Desserts	Daily Story: Offers/Interactive Content
18 March	Spotlight on Spring Desserts	Daily Story: Offers/Interactive Content
22 March	Spring-Themed Content	Daily Story: Offers/Interactive Content
23 March	Special Chocolate Offers	Daily Story: Offers/Interactive Content
24 March	Dessert Preparation Video	Daily Story: Offers/Interactive Content
25 March	Customer Photos In-Store	Daily Story: Offers/Interactive Content

Content

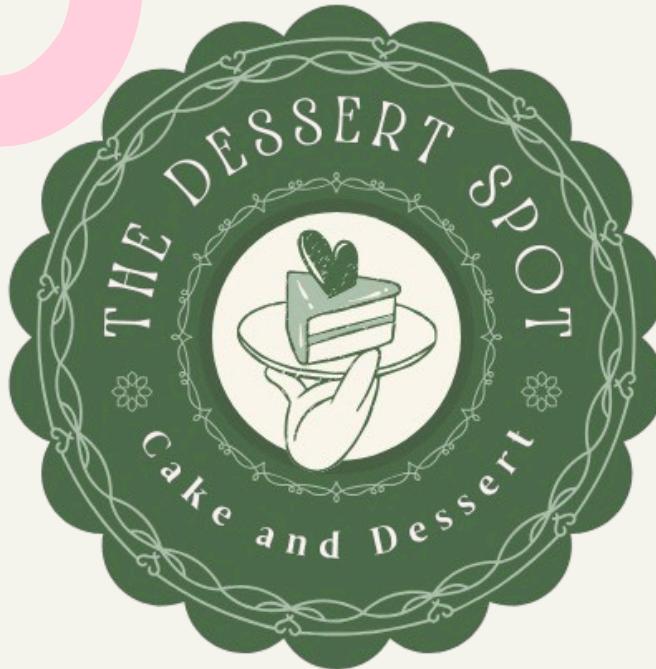
- Content types:
- UGC- user-generated content
- Reels -Videos
- social media posts
- GIF
- CAROSAL
- STORIES
- INTERACTIVE CONTENT
- CASE STUDIES
- MEMES
- REVIEWS

Top Hashtags:

#The_spot_desert #Dessert-
#Dessert_lovers-#Dessert_time
#Healthy-#Healthy_eating-
#Healthy_food #Cake-#Cake_lovers-
#Cookies_of_Instagram #Cookies
#Alexandria-#alexandria_egypt



Content calendar



January 2024

POST STORY
REEL GIVEAWAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	01	02	03

Content



the.dessert.spot24 Alexandria, Egypt

the.dessert.spot24 "Love is sweet, and so is this cake! 🥰 Celebrating the beautiful engagement of Ahmed & Sherouk on 23/1/2025. Wishing them a lifetime of love and happiness! ❤️ #EngagementBliss #SweetBeginnings"

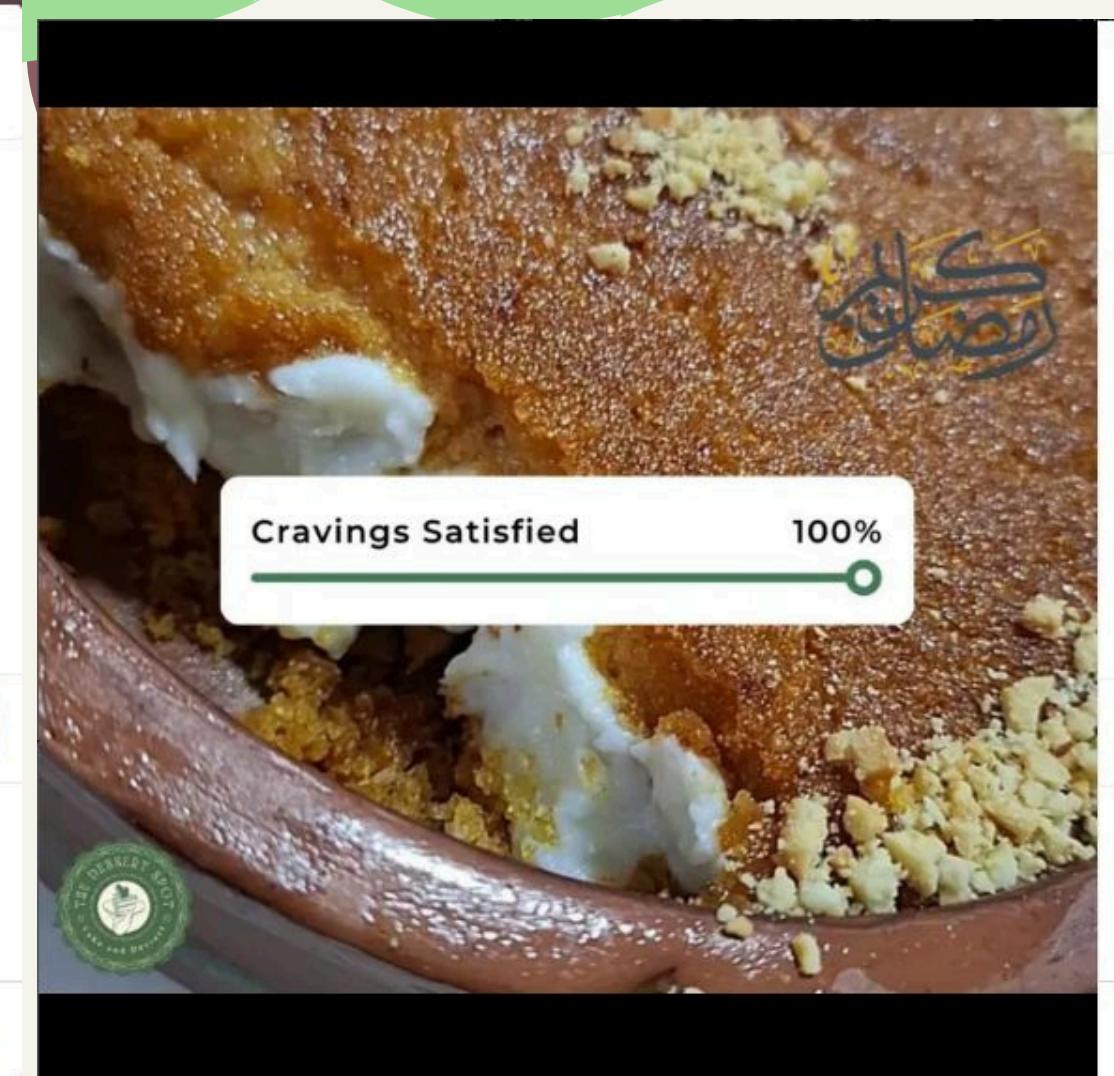
Do like this cake? 🤔

Edited · 9w

[View insights](#) [Boost post](#)

12 likes · January 28

Add a comment...



the.dessert.spot24 Alexandria, Egypt

فطرت وعاوز تحظى؟! 🍯 The Dessert Spot يبقى مفيش أحلى من طاجن البسبوسة المحشى كريمة والمقطبي مكسرات من طاجننا مش زي أي طاجن، ده معمول مخصوص ليك، يظبطك موذك، وبطبط على قلبك بعدصيام ويوم طول، طاجن هينسيك كل حاجة من أول معلقة هتكلها اطلاعه دلوقتي وفرح قلبك

For order DM USD 01017139022

[View insights](#) [Boost post](#)

5 likes · March 20

Add a comment...



the.dessert.spot24 Alexandria, Egypt

دайماً متعودين علينا بالشربات الحلو المسكر، بس في قررتنا نغير اللعبة Dessert Spot وبناء على طلبكم، عملنا لكم كاتقة نص لوتس، ونص توبلاء بلمسة جديدة و مخصوصة لرمضان شهر الخير والمشاركة اطلبوا الأن واستمتعوا بكل قطعة هندقوها

For order DM USD 01017139022

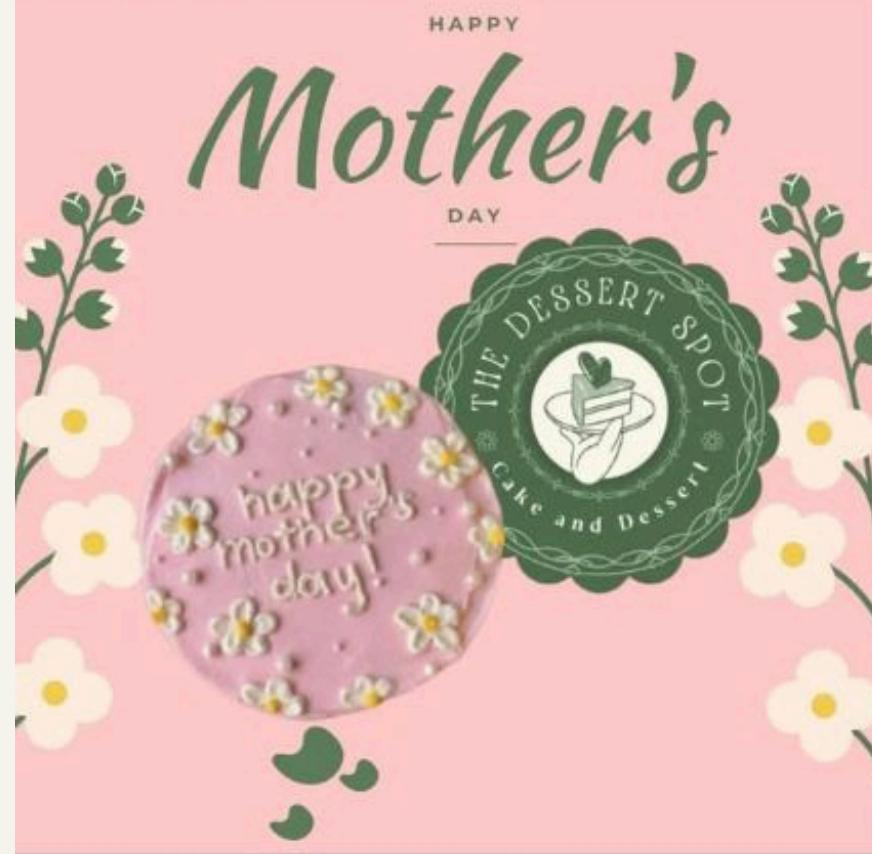
The_spot_desert# Ramadan #iftar# Ramadankareem #Ramadanmubarak#

[View insights](#) [Boost post](#)

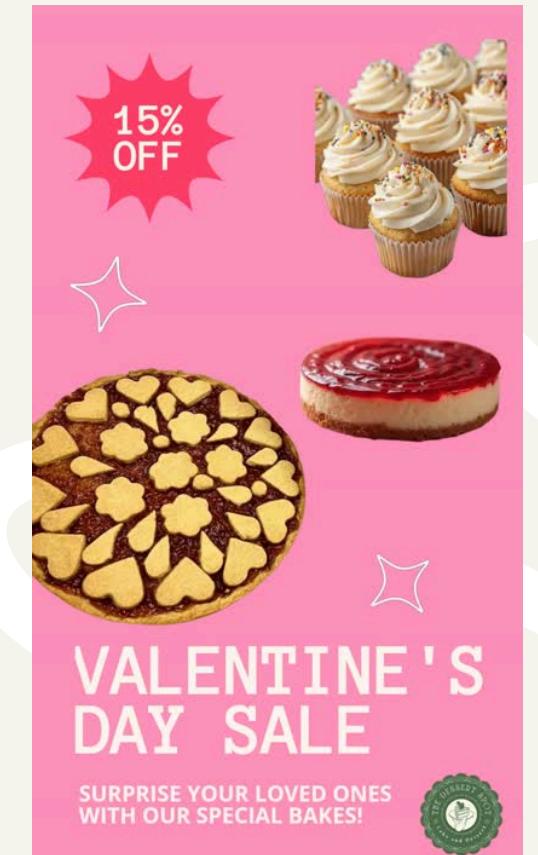
7 likes · March 11

Add a comment...

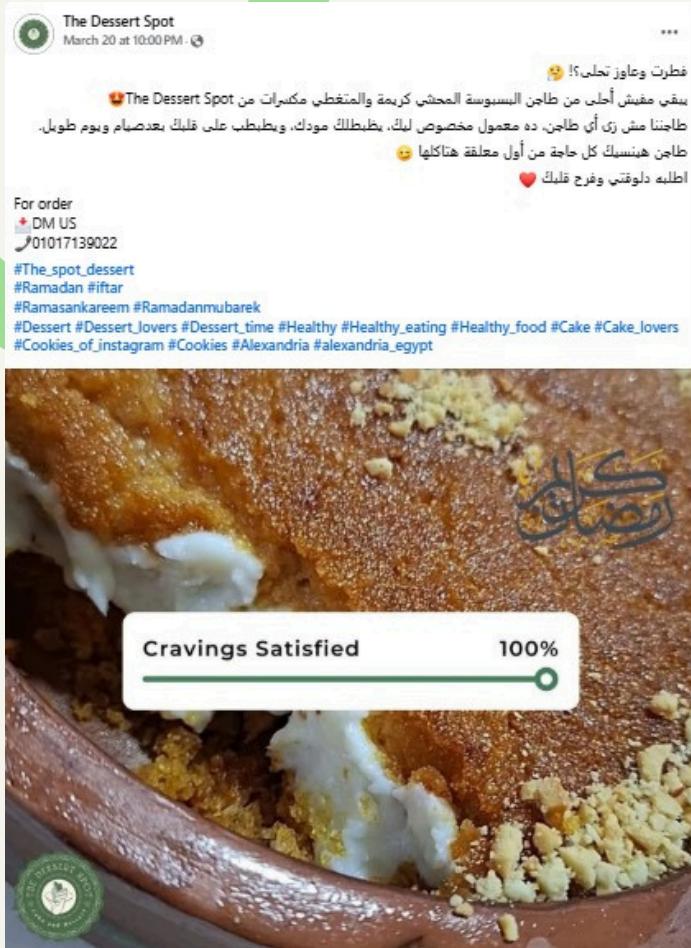
Content



content



content



Content

Who needs a box of chocolates when you have these adorable biscuits? 😊

Our Valentine's Day Sale is ON! ❤️

Get 15% OFF and make someone's heart melt. 💕

Order now and spread the love! ❤️

DM US
01017139022

Valentine's Day Offers Start Now! 🎉

Get 15% off our delicious Strawberry cake and celebrate a happy Valentine's Day. ❤️

Hurry Up! Don't Miss Out on These Loving Offers! 😊

DM US
01017139022

"Start the New Year with a sweet treat! 🎉

Indulge in the perfect desserts to make your 2025 extra delightful. 🎉

New Cheesecake calling! 🍰

Are you ready to experience this special taste?

Hurry up and don't miss out! And order your ones now! 😊

DM US
01017139022

Especially for you, girls! 💕

Life is short, so order your pink donuts now and enjoy every bite.

DM US
01017139022

Today's special offer 🎉 with our choco-oreo cake now you can dive in with different chocolate tastes mixed with our special cream 😊😊 order now with 20% off 🎉🎉

DM US
01017139022

Rich chocolate cake topped with extra chocolate frosting! 🍫

Our Chocolate Cupcakes are a dream for all chocolate lovers. 😊

Order yours today and experience pure chocolate bliss! 😊

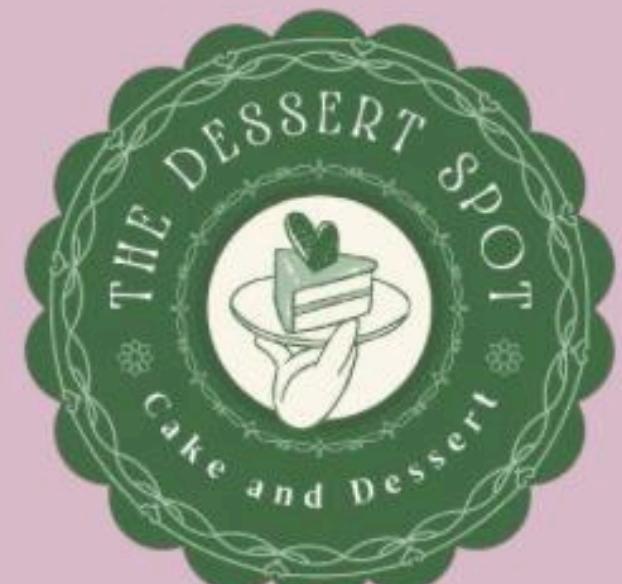
DM US
01017139022

Crunch! Crunch! Crunch ! Who wouldn't enjoy cookies crunches with every bite we take you to heavenly chocolate taste 🍫😊 Enjoy our yummy chocolate cookies 😊😊

DM US
01017139022

DM US
01017139022

#The_spot_dessert
#valentineday #Dessert-
#Dessert_lovers-
#Dessert_time #Healthy-
#Healthy_eating-
#Healthy_food #Cake-
#Cake_lovers- #Cookies_of
Instagram #Cookies
#Alexandria-
#alexandria_egypt



Our media buying plan:

FACEBOOK

vs

INSTAGRAM

vs

TIKTOK

Budget: 400 le
Campaign: Messages

Age: 18-50

Location: Alexandria

Interests: online shopping and dessert lovers

Budget: 600 le
Campaign: Awareness

Age: 18-45

Location: Alexandria

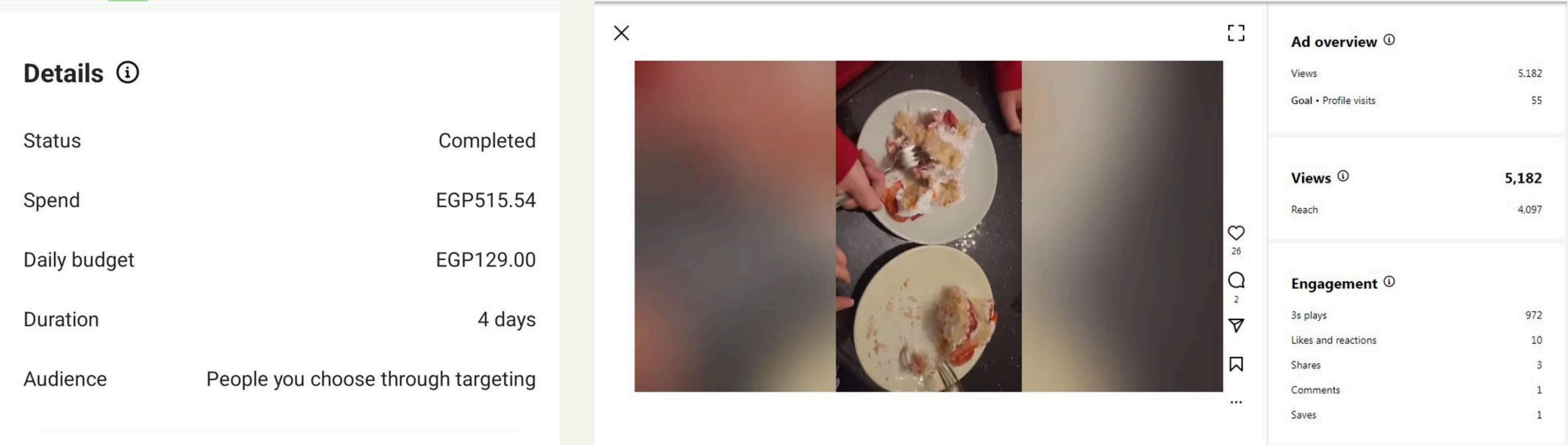
Interests: online shopping and dessert lovers

Organic reach only

Total budget: 1000 le

Our media buying plan:

(Instagram-awareness)



The screenshot shows an Instagram ad overview for a completed campaign. The left sidebar displays campaign details: Status (Completed), Spend (EGP515.54), Daily budget (EGP129.00), Duration (4 days), and Audience (People you choose through targeting). The main area features a thumbnail image of a dessert being eaten from a plate. The right sidebar provides an ad overview with metrics: Views (5,182), Goal + Profile visits (55), Reach (4,097), and engagement statistics (3s plays: 972, Likes and reactions: 10, Shares: 3, Comments: 1, Saves: 1).

Ad overview	
Views	5,182
Goal • Profile visits	55
Reach	4,097
Engagement	5,182
3s plays	972
Likes and reactions	10
Shares	3
Comments	1
Saves	1

Budget: 600 le

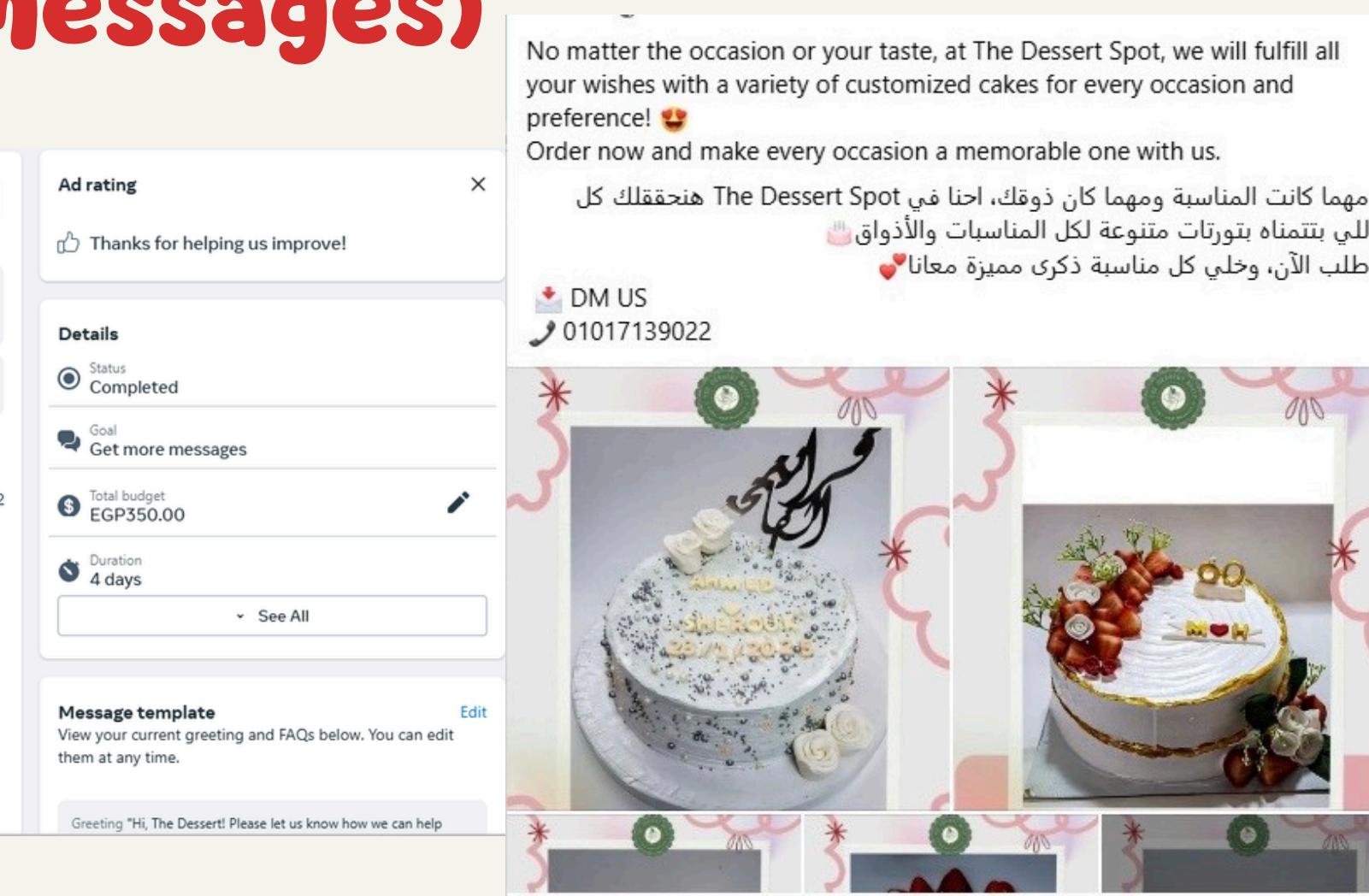
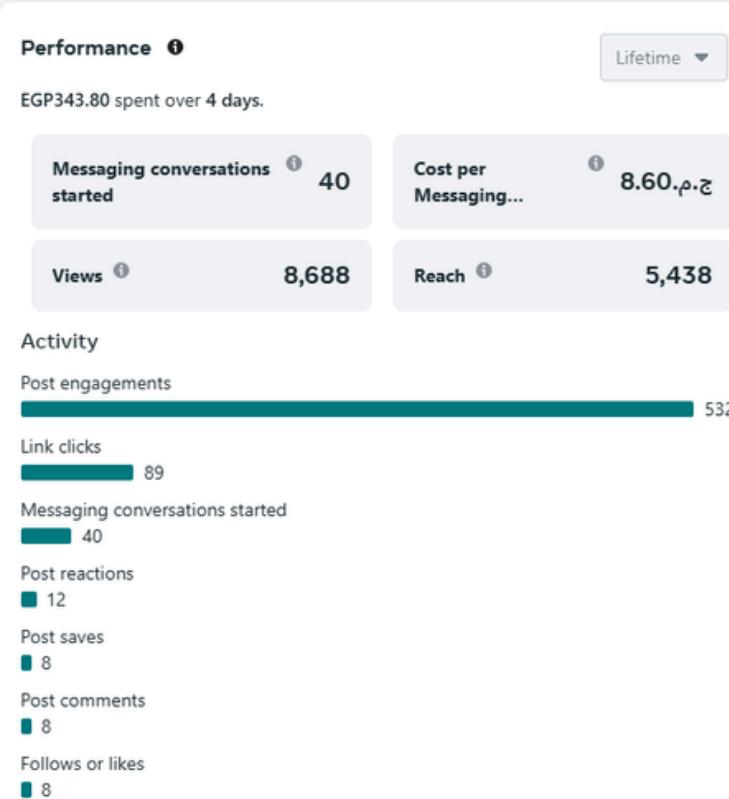
Target audience: Age 18-45

Location: Alexandria

Interests: online shopping and dessert lovers

Our media buying plan:

(Facebook-Messages)



This screenshot shows the Facebook Ad rating interface. It includes a message from the user "Thanks for helping us improve!" and a summary of the ad's details.

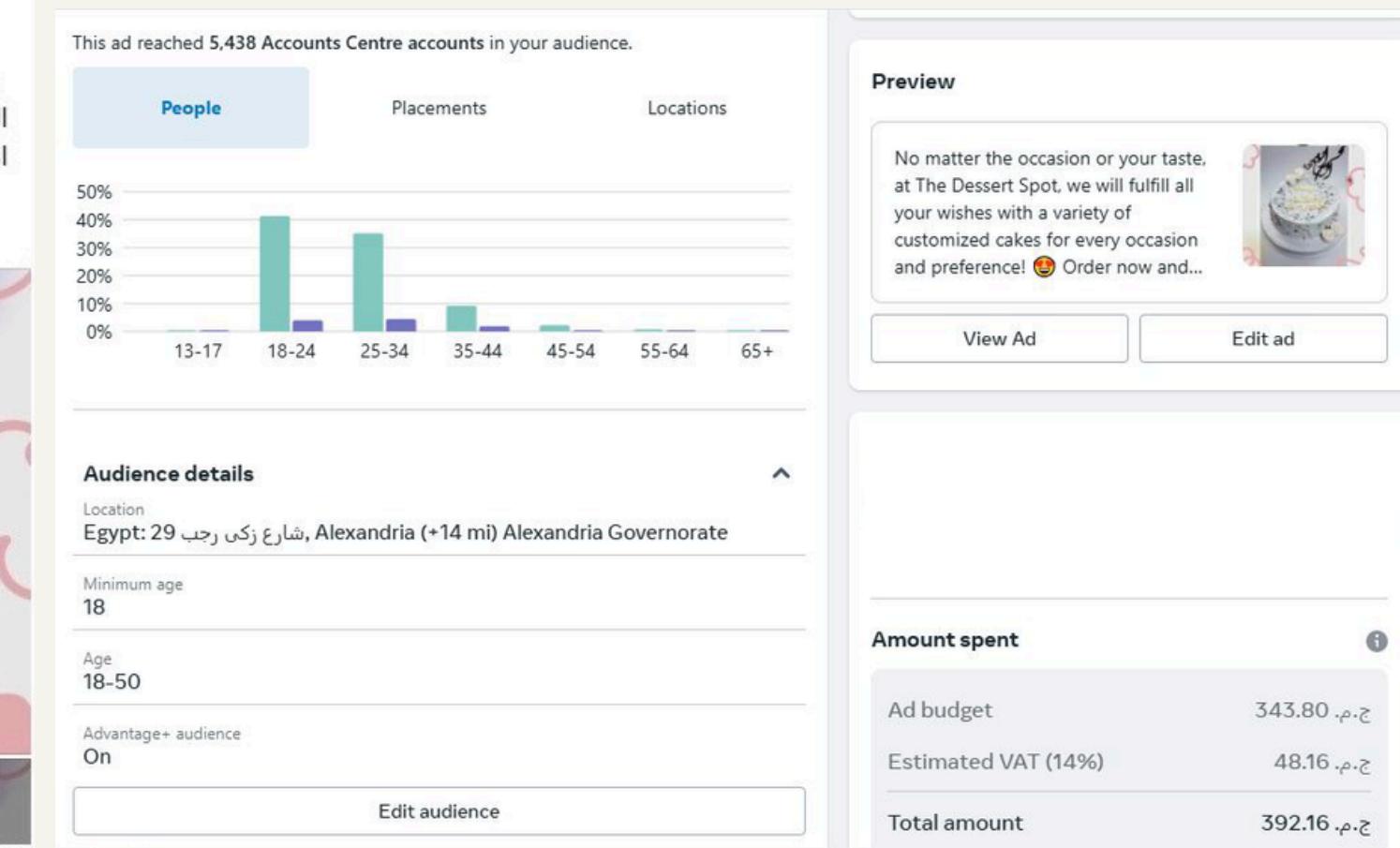
Details:
Status: Completed
Goal: Get more messages
Total budget: EGP 350.00
Duration: 4 days

Message template:
View your current greeting and FAQs below. You can edit them at any time.
Greeting: "Hi, The Dessert! Please let us know how we can help"

The ad itself features a message in Arabic and two images of custom cakes.

No matter the occasion or your taste, at The Dessert Spot, we will fulfill all your wishes with a variety of customized cakes for every occasion and preference! 😊
Order now and make every occasion a memorable one with us.
مهما كانت المناسبة ومهما كان ذوقك، احنا في The Dessert Spot هنحقق كل اللي يتمناه بتورات متنوعة لكل المناسبات والأذواق ❤️
طلب الان، وخلی كل مناسبة ذكرى مميزة معانا ❤️

DM US
01017139022



This section provides a detailed report on the performance of the Facebook ad.

Performance Summary: This ad reached 5,438 Accounts Centre accounts in your audience.

People: A bar chart showing the distribution of the audience by age group:

Age Group	Percentage
13-17	~45%
18-24	~5%
25-34	~35%
35-44	~5%
45-54	~2%
55-64	~1%
65+	~1%

Audience details:
Location: Egypt: 29, شارع زكي رجب, Alexandria (+14 mi) Alexandria Governorate
Minimum age: 18
Age: 18-50
Advantage+ audience: On

Amount spent:
Ad budget: 343.80 .ج.م
Estimated VAT (14%): 48.16 .ج.م
Total amount: 392.16 .ج.م

Preview: Shows a preview of the ad with a message and a small image of a cake.

Budget: 400 le
Target audience: Age 18-50
Location: Alexandria
Interests: online shopping and dessert lovers

Testimonials:

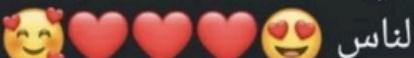


انتي عارفة حد من الحاضرين قالى التورته
معموله بحب جملة حقيقة اوبي فرحتني



9:38 AM

ندي التورته تحفة تسلم ايدك عجبت كل



1:02 AM

Eman ElRouby

سلم ايديك والله .. كل حاجة تحفة وطعمها بيتنى كدا

1w Love Reply Hide

د. احمد سعفان

الطعم حاجة تانية ... وهم

1w Love Reply Hide

Enas El-Rouby

جربت من عندكم أصناف كتير وكلها كانت طيبة

3w Love Reply Hide

Om Abdullah

ماشاء الله اكيد طيب جدا كل حاجة بتعملها تحفة بجد تسلم ايديك

EsRaa AhmEd

تحفة والله تسلم ايديك طعمها طيب اوووي و شكلها يجنن

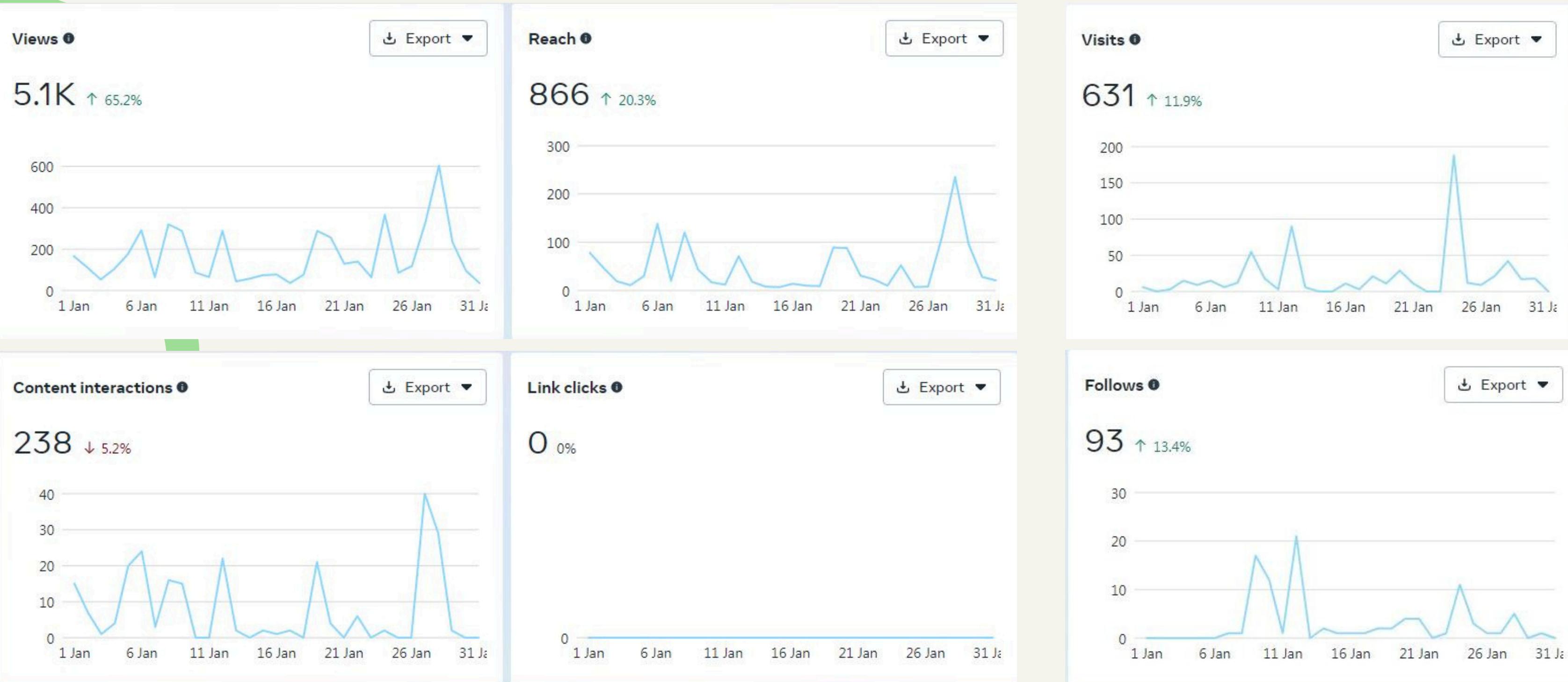
10w Love Reply Hide

EsRaa AhmEd

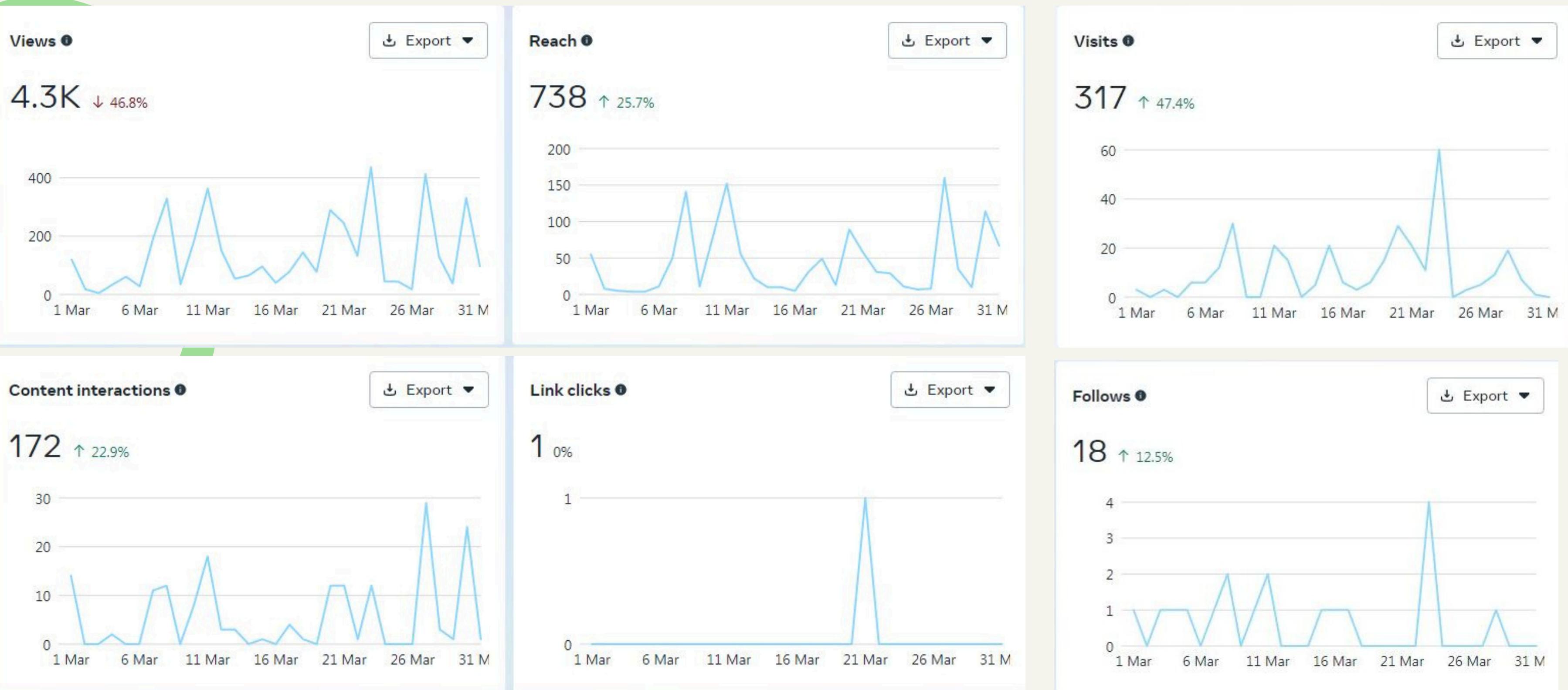
وشكرنا اوبي على الجيفت الكاب كيك تجنن

10w Love Reply Hide

1st month situation:



Current situation:



Recommendations:

I. Branding & Positioning

Adding more slogans for campaign like :
“Sweet moments, made for sharing.”

2. Social Media Strategy

- ◆ Instagram
 - Content ideas:
 - Cake-making process reels (especially custom cakes)
 - Ramadan/Eid countdowns with dessert specials
 - Customer reactions to custom cakes videos
 - Frequency: 3-5 posts per week + daily stories
 - Engagement: Use polls, Q&As, and giveaways in stories (Vote for our next cookie flavor)
- ◆ TikTok
 - Viral content ideas:
 - Cake transformation “before & after” videos
 - Reactions to cake reveals at birthdays/engagements
 - ASMR dessert-making clips
- ◆ Facebook
 - Focus: Community building (Facebook group)
 - Share event photos, tag customers
 - Promote seasonal offers
 - Collaborate with Alexandria food groups and pages like Mon3esh.

Recommendations:

3. Local Marketing

📍 Offline Promotions

- Collaborate with:
 - Wedding/engagement planners
 - Gift shops (include mini dessert samples)
 - Local schools/universities (student discounts)
 - Loyalty Cards: Buy 6 desserts, get 1 free
-

4. Special Campaign Ideas

🌟 Ramadan & Eid

- “Sweet Suhoor” Boxes – bundle of desserts to enjoy at night
- Eid pre-order campaign: Custom with packaging
- Launch a hashtag (#AlexSweetEid)

🎉 Custom Cakes

- Birthday shoutouts: Feature customer birthdays (with permission)
- Highlight customer testimonials after cake deliveries

🧁 Monthly Dessert Drop

- Introduce a “Dessert of the Month” and promote with teaser reels
audience vote for it the week before

Recommendations:

6. Ads & Boosting

- Run Facebook & Instagram ads targeting:
 - Alexandria residents aged 16–55 we will expand the target.
 - Interests: desserts, birthdays, Ramadan, weddings
 - using Custom cake keywords
- Budget: 3000–5000 EGP monthly for each platform.

7. Website or WhatsApp Business

- Improve our website
- Create a WhatsApp business catalog with photos & prices and a group for customer
- Include custom cake order form

The End

