

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.

f The Dessert Spot



The Dessert Spot

Our Agenda

- Objectives & smart goals
- Audience
- Competitive analysis
- Our analysis
- Content type
- Target
- Buyer personas
- Platforms
- Content calendar



SMART Goals:

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

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

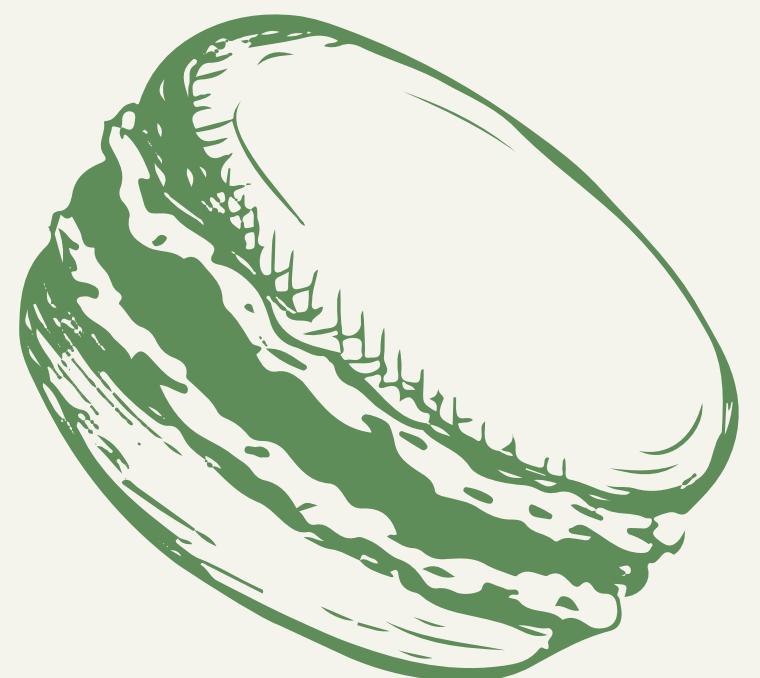
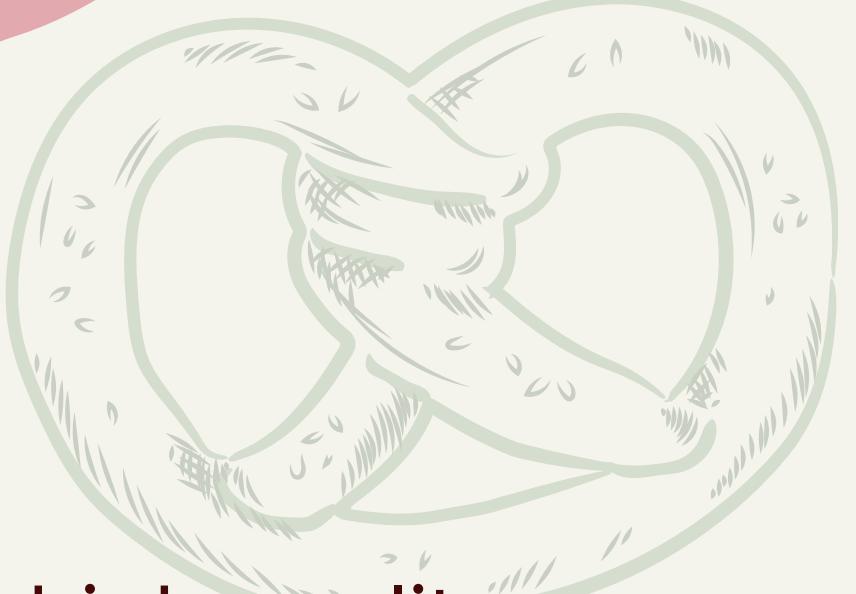
- **Post frequency** : publish 6-7 high quality stories per week and 3-4 posts including photos , videos and reels.
- **Video views** : Achieve 15000 views per reel or tiktok within 7 days of posting.
- **User-generated content** : Encourage customers to share 15-20 tagged photos of your desserts within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



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 wanting 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 people look to buy convenient dessert.
- They often buy desserts as snacks or dessert for team celebration.

Behavior:

- Use platforms 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

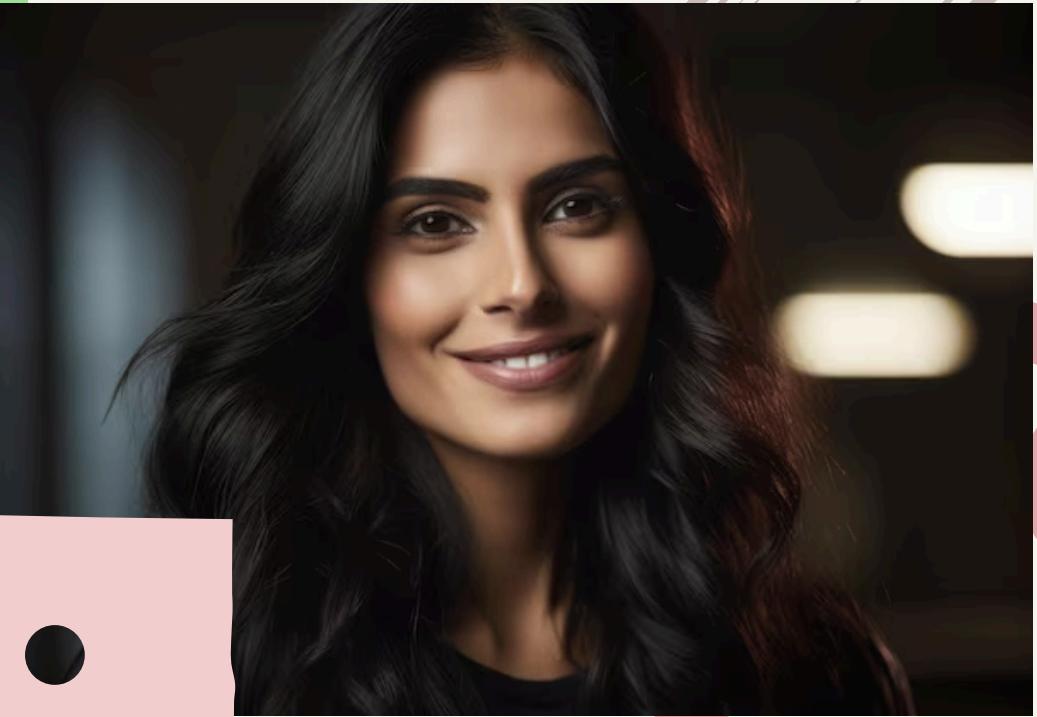
Buyer behaviour: Online Ordering & Delivery:

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

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

SANDY

Challenges: Finding high quality, unique desserts:

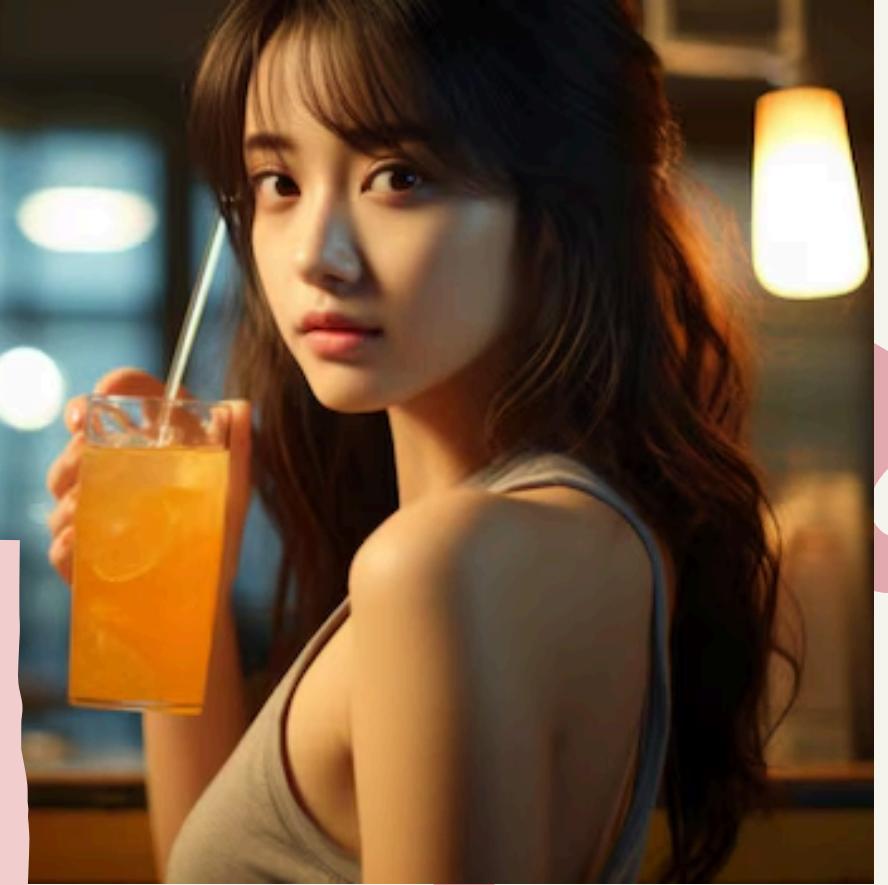
Sandy seeks to provide her followers with the best quality of desserts she may struggle to find bakeries with best quality that stand out from the crowd.

Used platforms:
Facebook
Instagram

25 years old. a food blogger who likes to post about the food places with high quality to give her followers the best quality.

Buyer behaviour: Visual Appeal:

Sandy looks for desserts that are not only tasty but also look great and are perfect for sharing on social media.



Buyer persona

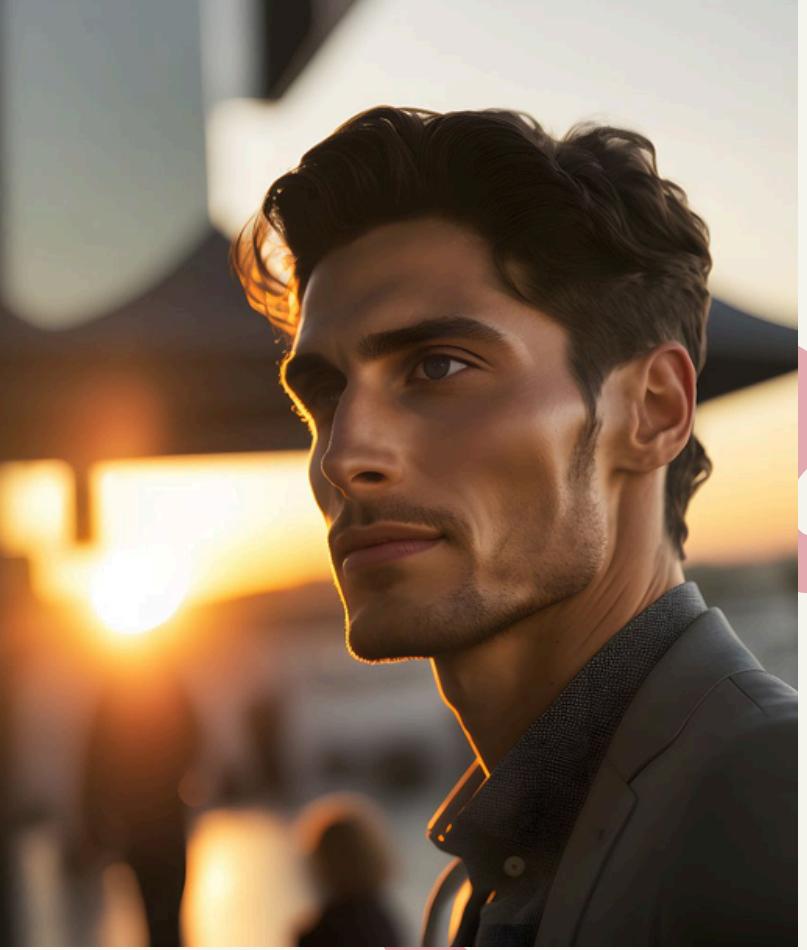
HESHAM

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

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.

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



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:

#likes: 27k on facebook

-About: good about



-Posting: regularly

-#of posts: more than 15 in month.

-Paid posts: not clear

-Types of content: Reels- video- album

-Tone of voice: Friendly-funny-playful- humorous - passionate- nostalgia-cheerful

-CTA: no

-Moderation: weak

-Content: short and good

-Profile photo: good, Cover not perfect choice.

-Strength: -good existence on social media platforms-high organic reach-many channels-good reputation-many items and matching with trends.-good numbers of followers/likes/ reach-existence online and have franchise offline.-good creatives like reels, videos and designs.

-Weakness: -moderation-bad reviews-website is not friendly using-high prices-much time for order



Competitive analysis

2-Mouilles:

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

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

-**About:** no

-**Posting:** not regularly

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

-**Paid posts:** no

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

-**Tone of voice:** as previous

-**CTA:** no

-**Content:** good short caption

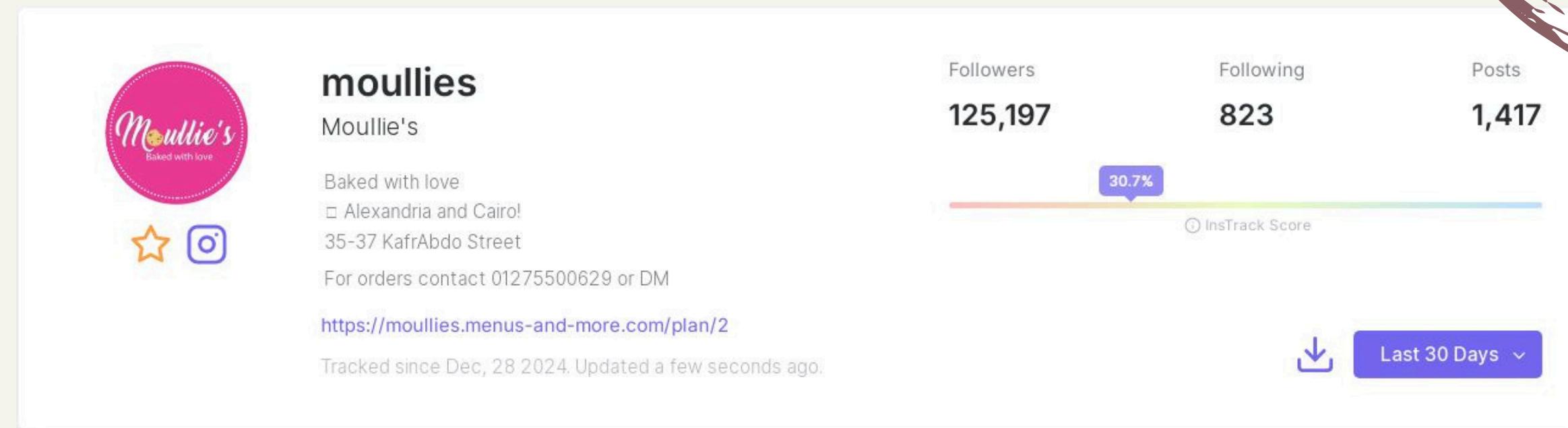
-**Profile:** good Cover : not

Strength:-good designs, Reels with high quality.-have offline shop in Kafr abdo and online shop.-many items in menu and trending.-customized backed items for special moments and party.

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

-small offline shop

-prices is high.



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

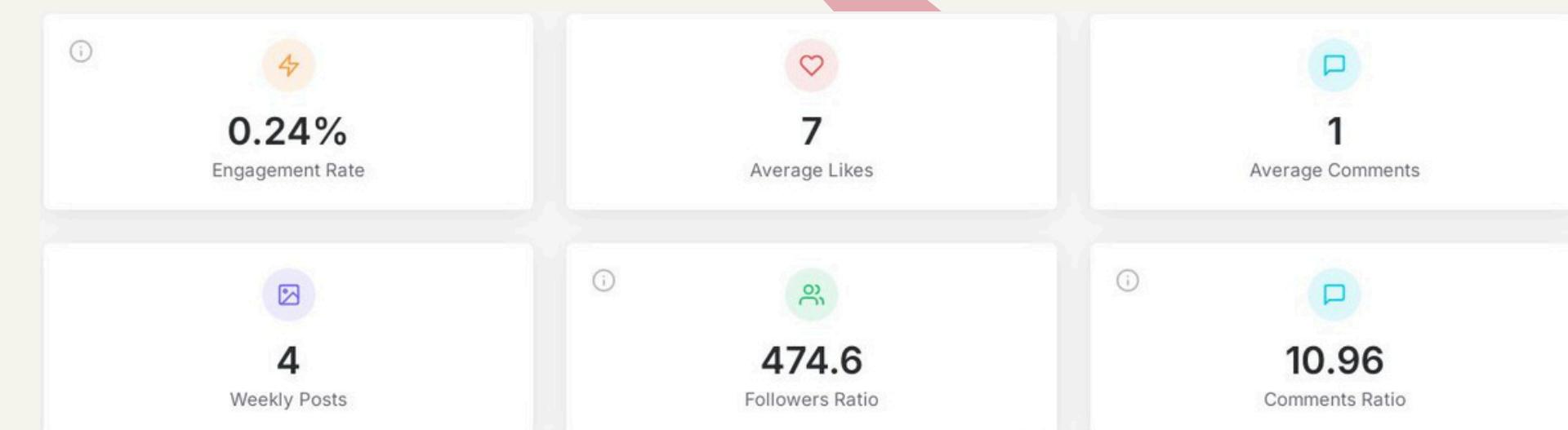
-**Photo and cover:** not good

-**Designs:** not good enough

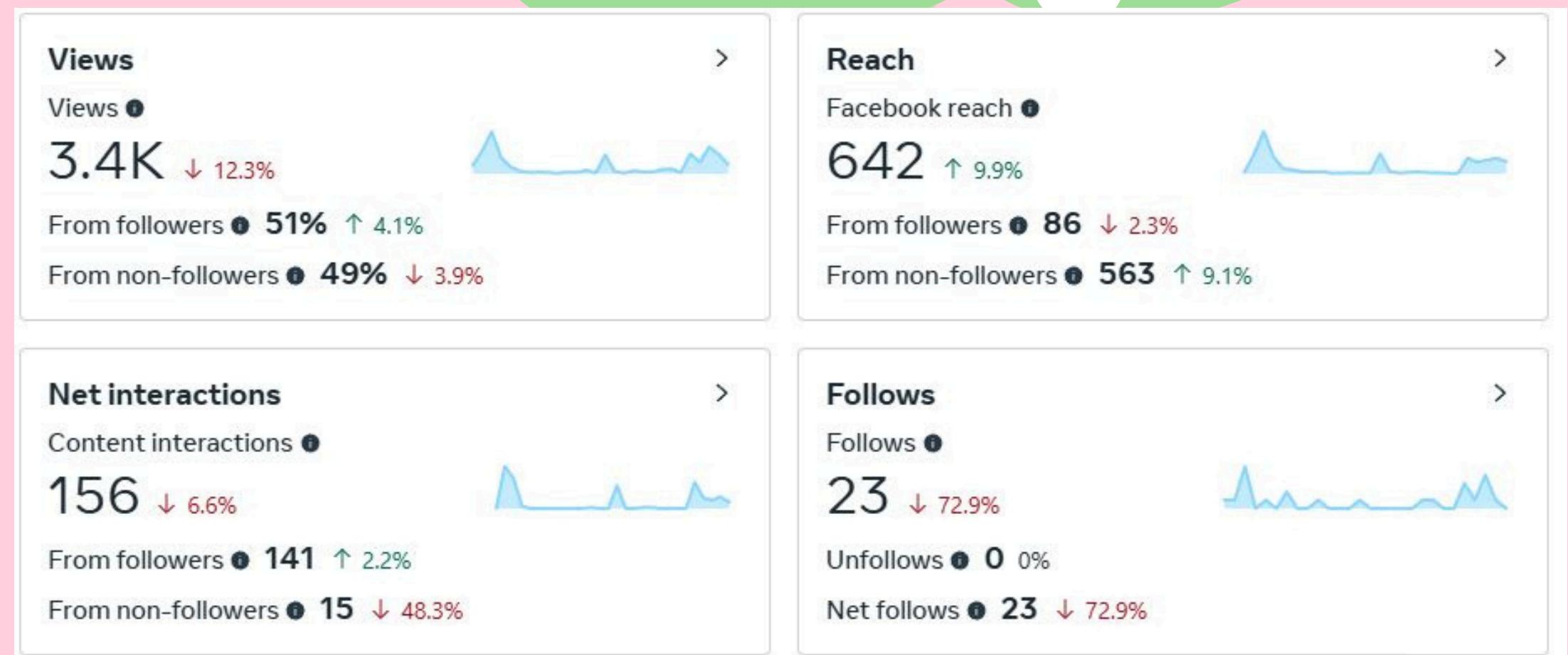
-**Strength:** Good Reels and videos

-**Online and offline existence:** -participate in bazaar and events-good reputation-influencers and bloggers reviews

-**Weakness:** -quality of Designs not good



Our analysis



Recent content

[See all content](#)

No matter the occasion or your taste...
23 February 00:23
0 3
0 0

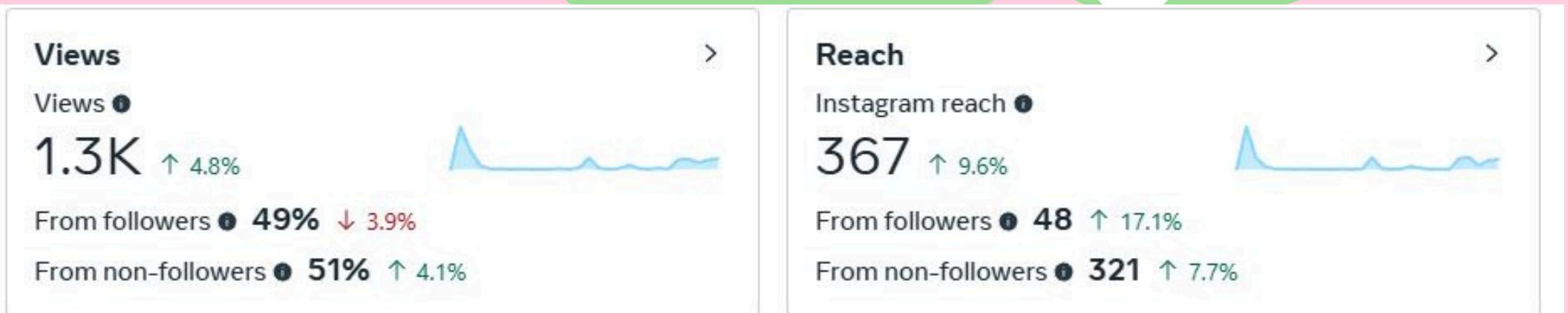
لو عايزه براونيز لذيذة، هقولك على نصائح...
22 February 02:00
30 5
0 1

Chocolate lover? Enjoy our new Doubl...
21 February 04:00
116 7
0 3

دي أهم النصائح والتربيات لشان تعمل كوكيز طري...
20 February 02:00
61 6
0 1

Do you know the eclairs origin countr...
19 February 12:00
120 10
0 2

Our analysis



Recent content

[See all content](#)

"Pure joy in every bite!
Order your..."

23 February 00:46

13 views, 6 likes, 2 shares

Trips
Tricks

لو عايزه براونيز لذيذة،
هقولك على نصائح

22 February 02:00

62 views, 4 likes, 1 share

Chocolate lover?
Enjoy our new Doubt...

21 February 04:00

67 views, 4 likes, 2 shares

Trips
Tricks

DID YOU CHECK OUR TIPS AND TRICKS YET?

20 February 03:28

0 views, 0 likes, 0 shares

Trips
Tricks

ي أهم النصائح والトリيات
لشان تعملي كوكيز طري.

20 February 02:00

21 views, 5 likes, 0 shares

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 cookies- Cinnabon -customized cake**
- 5-good quality with good prices**
- 6-Quality of ingredients which enhance taste**
- 7-participate in bazaar and events.**

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.**

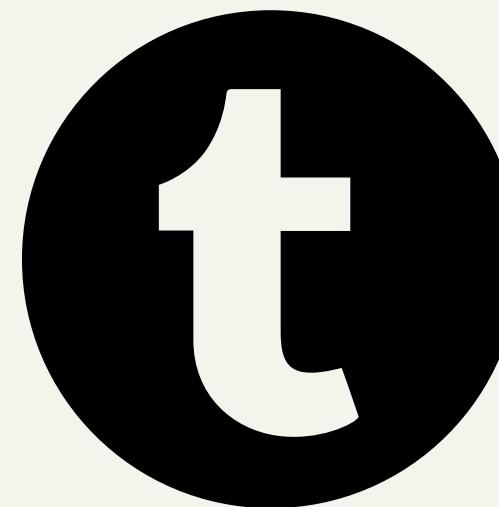
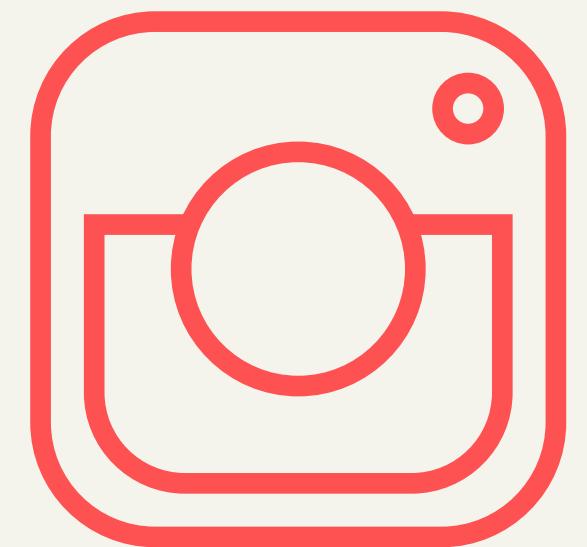
Opportunities

- 1-Growing E-Commerce Trend:** Increased internet usage and preference for online shopping in Egypt can benefit the business.
- 2-Seasonal Promotions:** Capitalizing on local holidays, Ramadan, and wedding seasons to boost sales.
- 3-Introducing unique or healthier options (e.g., sugar-free, keto)** can attract niche audiences.
- 4-Partnerships:** Collaborating with event planners, cafes, or influencers for cross-promotions.
- 5-High Demand:** Alexandria has a diverse food culture, and desserts are always in demand, especially for celebrations and special occasions.
- 6-Social Media Reach:** The ability to promote visually appealing desserts on platforms like Instagram and Facebook can drive engagement and sales.
- 7-Lower Overheads:** Operating online reduces costs associated with physical store rental and utilities
- 8-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



Content

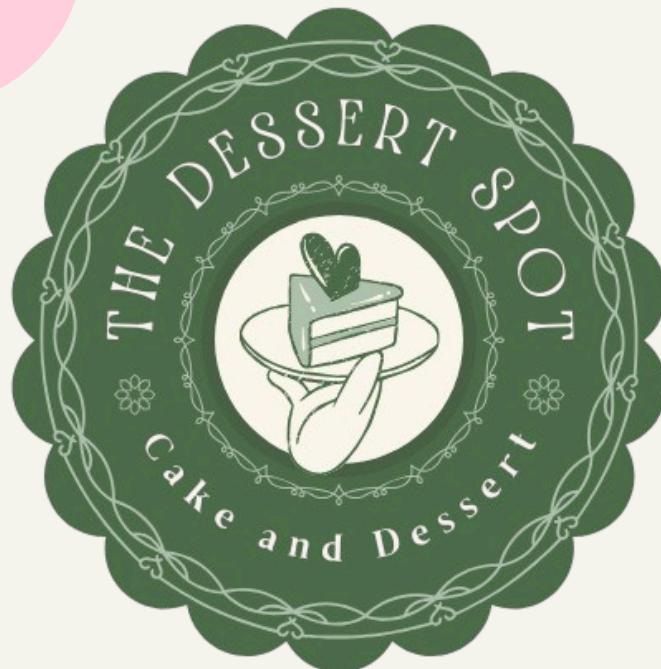
- Content types:
- UGC- user-generated content
- Reels -Videos
- social media posts
- GIF
- CAROSAL
- STORIES
- INTERACTIVE CONTENT
- CASE STUDIES
- MEMES
- REVIEWS

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



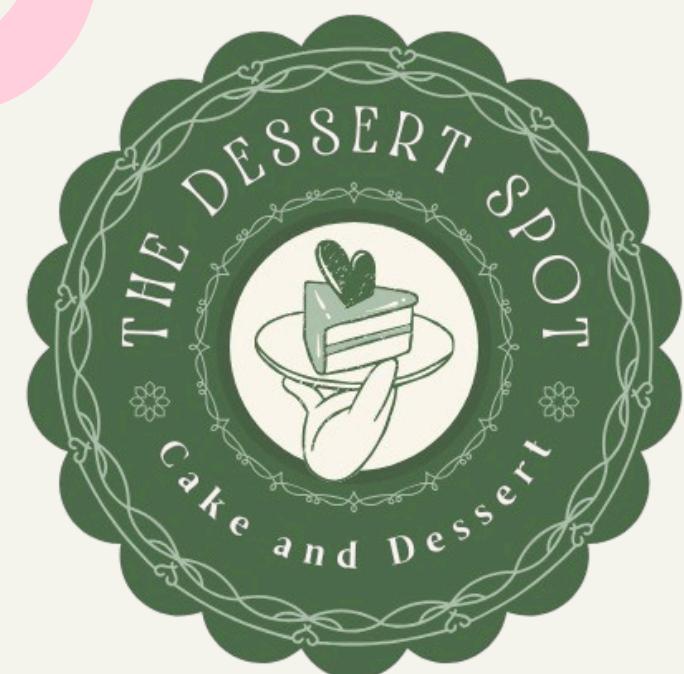
Date	Post	Story
1 January	New Year Offer on Special Cakes	Daily Story: Offers/Interactive Content
3 January	Video: Preparing Delicious Cakes	Daily Story: Offers/Interactive Content
5 January	Customer Reviews (Photos & Feedback)	Daily Story: Offers/Interactive Content
7 January	National Dessert Week Discount/Freebie	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



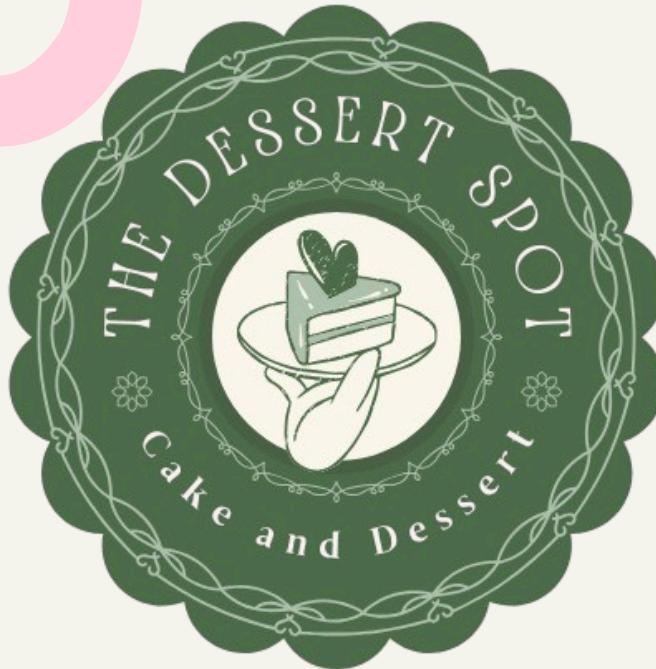
Date	Post 1	Story
1 February	Valentine's Day Offer: Special Cakes	Daily Story: Offers/Interactive Content
3 February	Reviews & Photos from Last Valentine's Day	Daily Story: Offers/Interactive Content
5 February	Video: Preparing Valentine's Day Desserts	Daily Story: Offers/Interactive Content
7 February	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 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



Content calendar

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! 😊

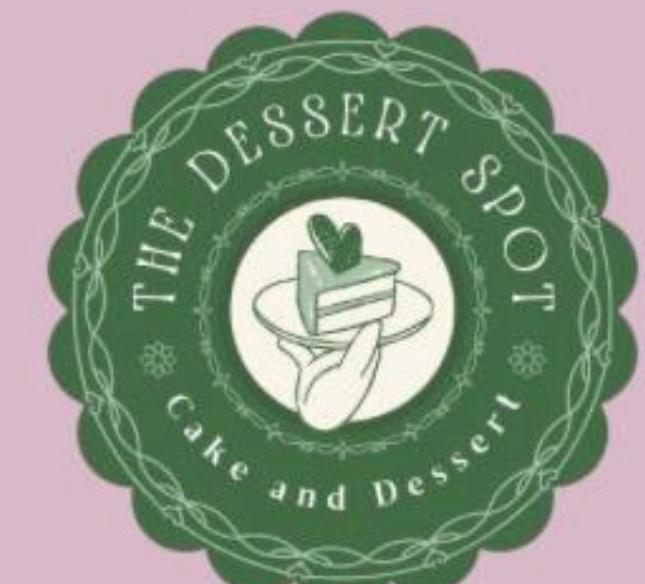
DM US
01017139022

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



The End



Our Group

- Rana Ahmed
- Toka Ahmed
- Hana Ahmed
- Joy Mina
- Marwa Omar