



Business Project

www.mr.home.com



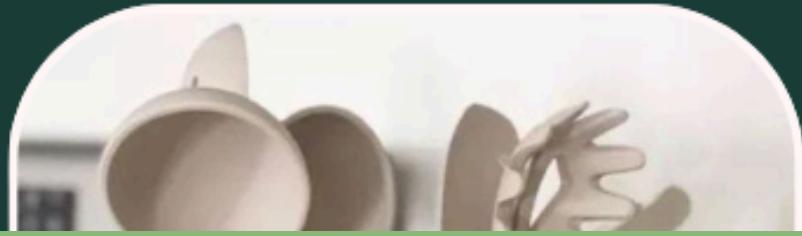
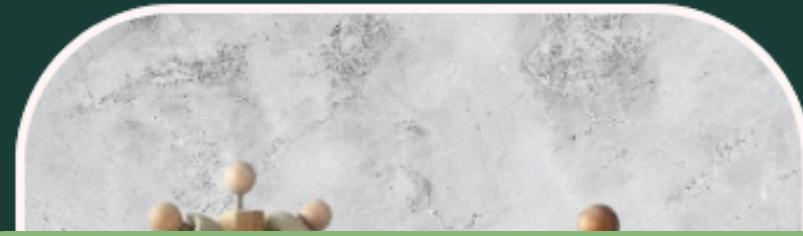
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لشکیلهَ کبیرةً من المنتجات المفزلية



1

About us

We are a team of four passionate digital marketing enthusiasts from diverse academic and professional backgrounds. Brought together by the Digital Egypt Pioneers Initiative(DEPI), we share a common goal: to gain practical experience in digital marketing while building a brand that stands out among high-end retailers





2 Introduction

Hello! Everyone here has an idea of the perfect home, right? On Mr.Home we aim

to turn this idea into reality by providing practical and unique home tools. Today, I'll share with you how we work to achieve this and what our future plans are to expand our impact and increase engagement.



3

SOWT analysis

S



strengths

- affordable product prices
- order inspection before delivery
- return the order if there is a defect

W



weaknesses

- no physical store
- irregular content
- regional shipping only (Alexandria)

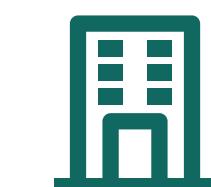
O



opportunities

- expand to platforms like tiktok
- paid ads to increase sales
- create educational content to increase engagement and build trust

T



threats

- high competition
- economic changes
- issues cloud result in customer loss

4

our strategy for facebook page

first month : jan

increase
engagement

M

measurable

Aim to reach:
1-5 comments per post daily.
5-10 likes per post daily.
Shares are not a priority at this stage

S

specific

Increase interactions on page posts by gradually growing the number of likes and comments

A

Achievable :

Posting daily content (images, videos, or simple questions).
Using ideas that encourage engagement, like polls or personal replies.
- Staying active by responding to comments and messages quickly

T

time bound :

Increase engagement within one month by boosting comments with direct questions, refining content based on performance, and evaluating results to update goals if needed.

R

relevant :

This goal will help build strong organic engagement and lay a solid foundation for page growth, which supports future sales strategies

4

our strategy for facebook page

second month :
fab

increase sales

M

measurable

Achieve 25 orders

A

Achievable :

Utilize optimized ad campaigns
to attract potential buyers

R

relevant :

Aligns with the goal of increasing
orders and maximizing profit

T

time bound :

Complete within one month,
aiming for a profit between 3,000
and 3,500 EGP

specific

Boost sales using targeted paid
advertisements

4

our strategy for facebook page

second month :
march

increase
engagement

S

specific

Boost comments and reactions
using engaging posts like daily
questions and challenges

M

measurable

Achieve 10-15 comments and 30
reactions within one month

A

Achievable :

Post 2 times per day, including
direct questions, challenges, or
polls to encourage interaction.

R

relevant :

Higher engagement improves
post reach and helps build an
active community

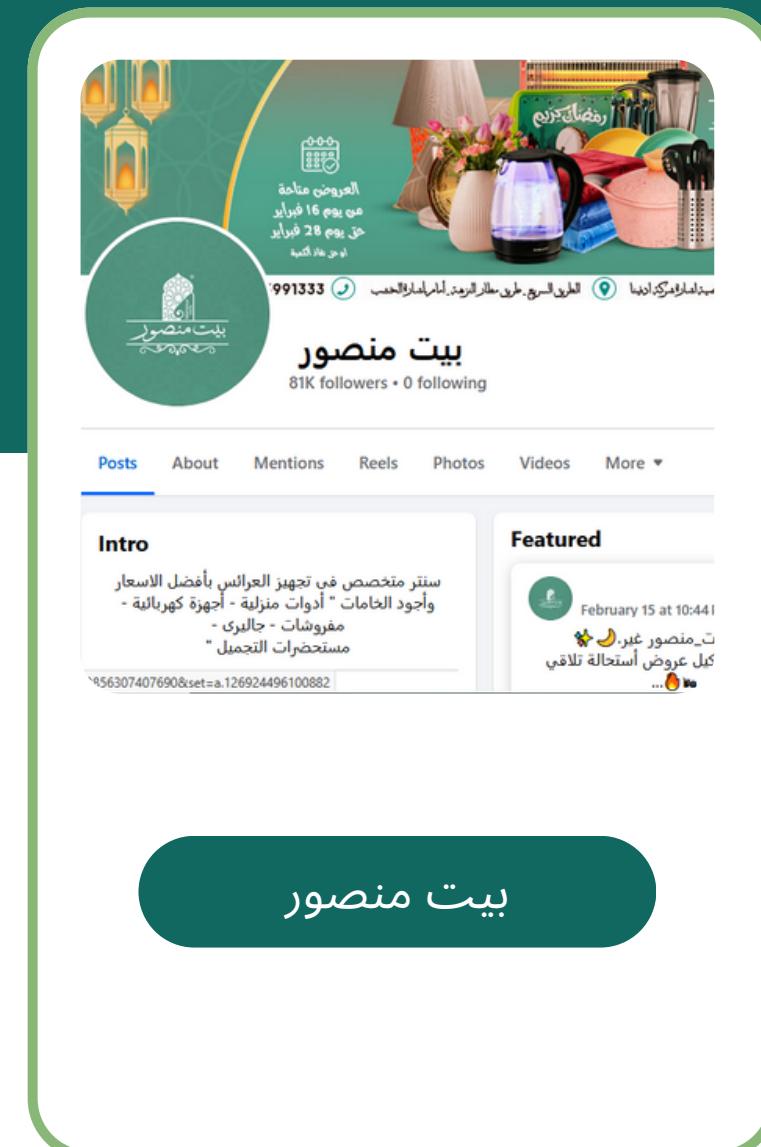
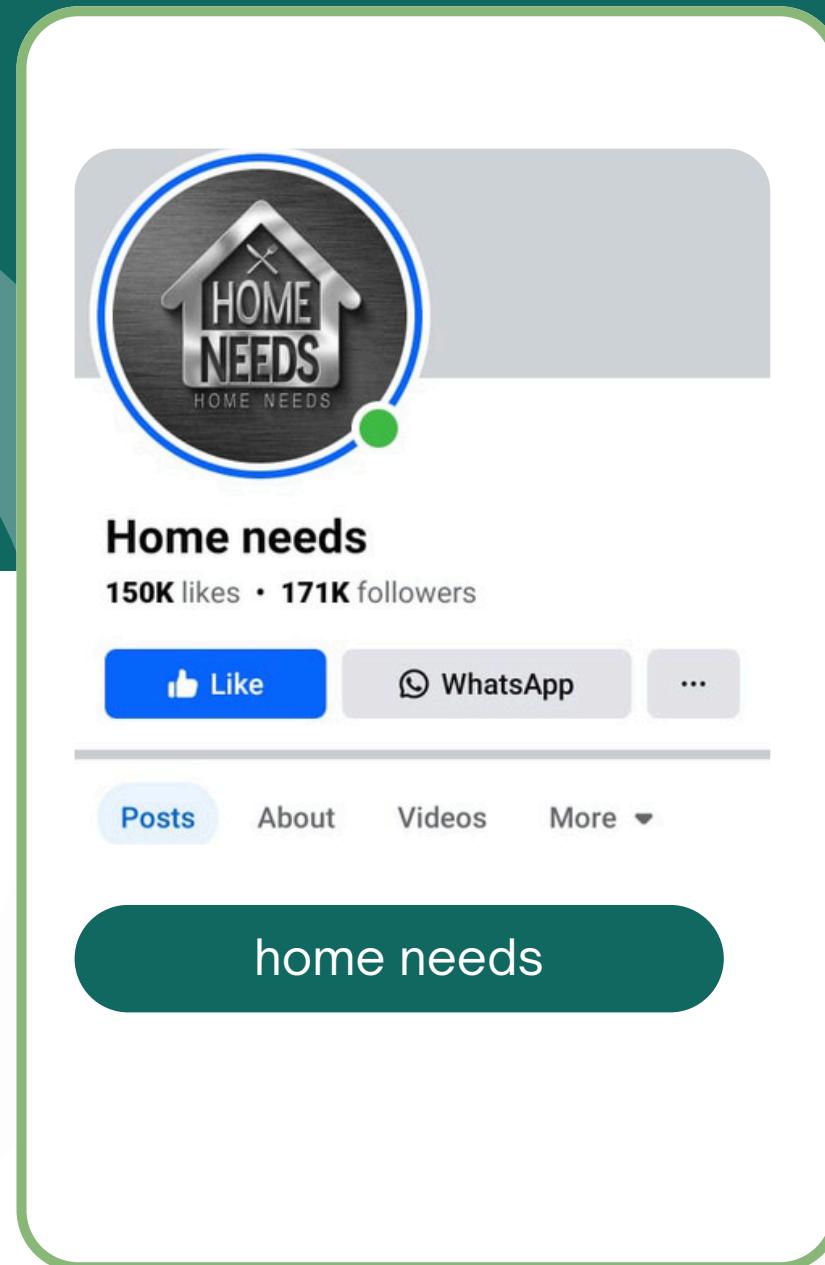
T

time bound :

Implement within one month,
reviewing performance weekly
and adjusting content
accordingly

5

Competitor Analysis



6



SARA MOHAMED

HOUSEWIFE

AGE **26**

EDUCATION **BACHELOR'S**

LOCATION **ALEXANDRIA**

SOCIAL STATUS **MARRIED**

WHY DOES SHE NEED US



- Fast delivery
- Affordable prices
- High-quality products

PAIN POINT

- Difficulty balancing time between housework, personal relaxation, and family care.
- High prices and a wide variety of products.
- Fear of buying low-quality products
- No options that fit her needs

GOALS

- Looking for comfort in daily life
- Buying unique household items at a low cost
- Buying tools that last long and withstand daily use
- Setting up her home in the best way makes her feel happy and satisfied
- She sees buying household tools as an investment to improve her daily life while saving money for other needs

FAVORITE CHANNELS



6



OMNIA AHMED

TEACHER

AGE

40

EDUCATION

BACHELOR'S

LOCATION

ALEXANDRIA

SOCIAL STATUS

MARRIED

WHY DOES SHE NEED US



fast delivery
educational and informative
content
special discounts

PAIN POINT

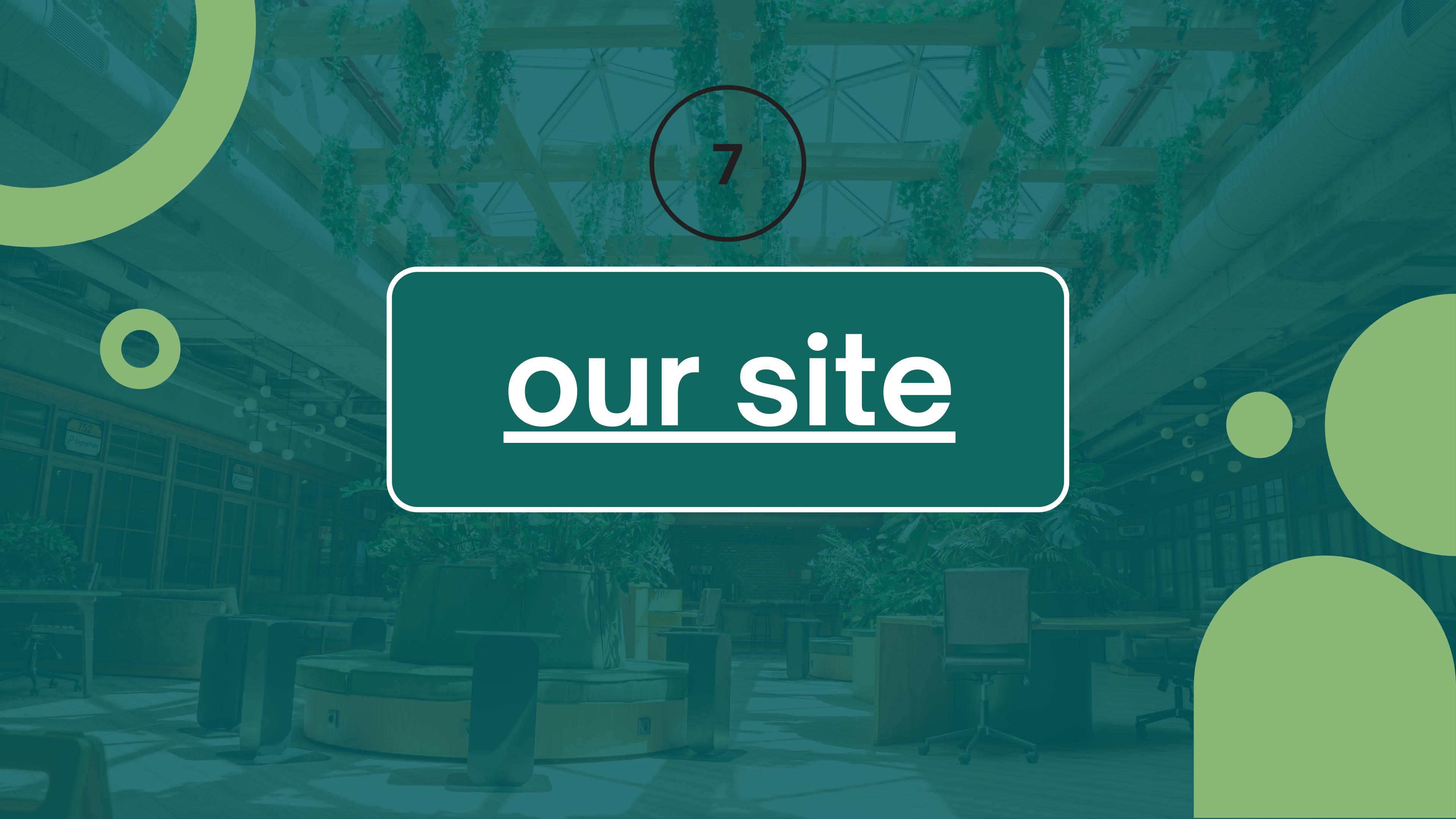
- economic challenges, such as rising prices
- she has a busy schedule and can't go out herself to buy household essentials
- the need for household tools that save time and effort, such as efficient cleaning tools or innovative storage solutions.

GOALS

- She focuses on providing the best life for her children
- Taking care of her physical and mental health
- Maintaining a steady income and saving for the future
- Striving to find a balance between work demands and personal life

FAVORITE CHANNELS





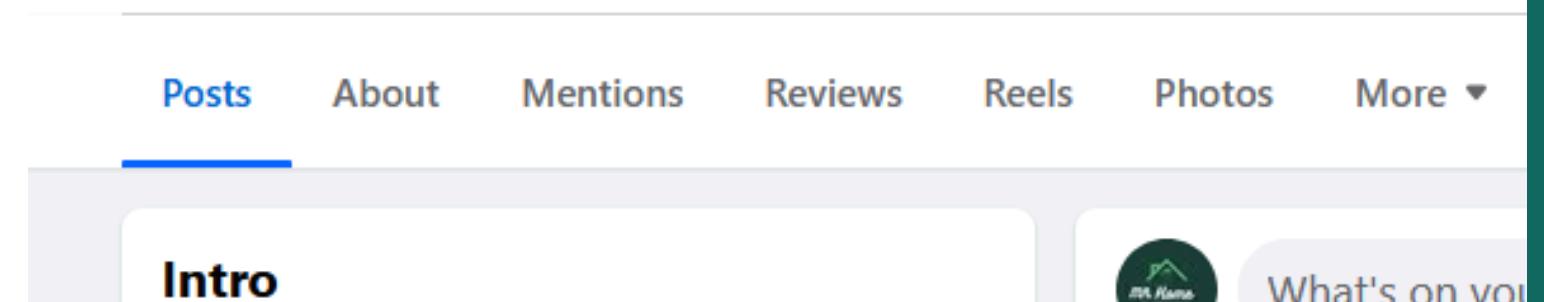
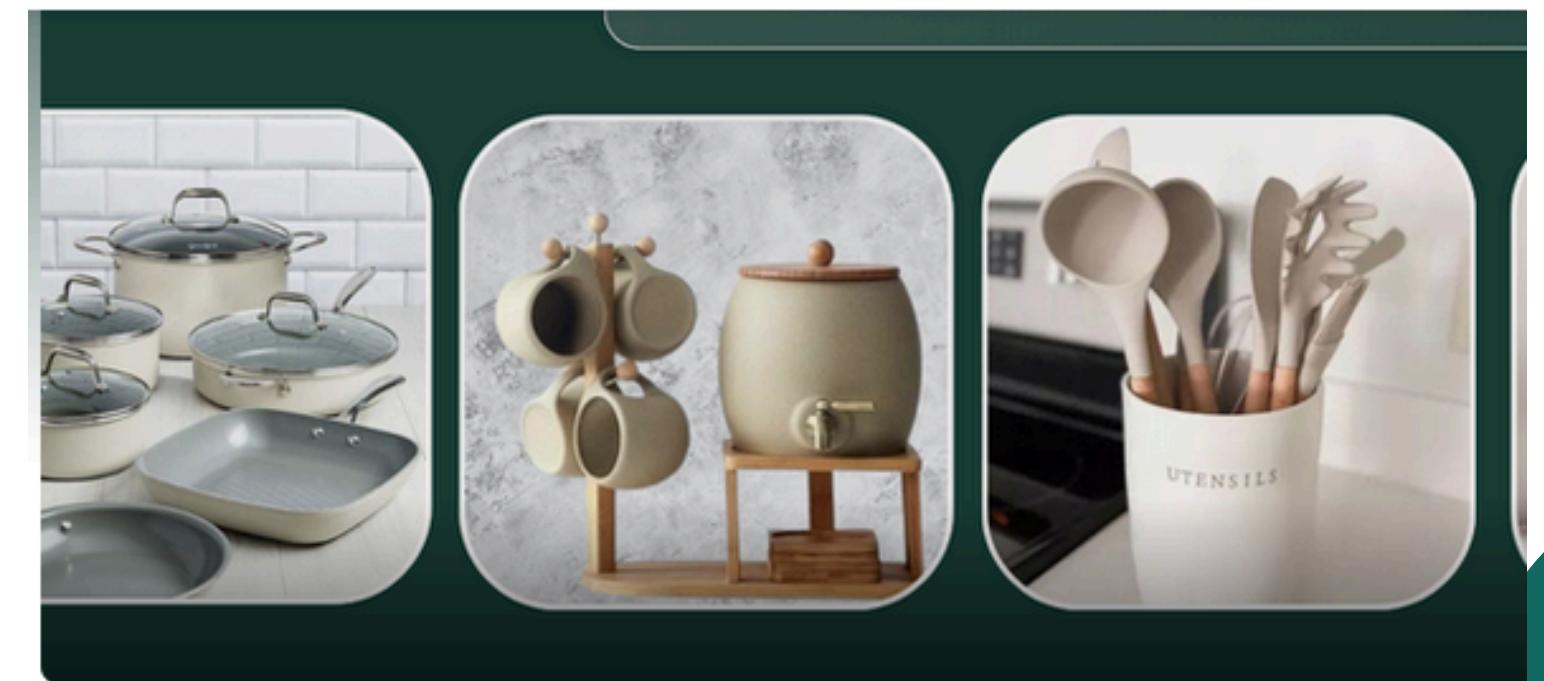
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our site

8

channel 1: Facebook

We chose Facebook for our mr.home page because it's a popular social media platform with a large user base. This means we can reach many people who are interested in home products. Additionally, Facebook allows us to target specific audiences and build a community of followers. We can share product information, run promotions, and provide excellent customer service through our Facebook page



8 segmentation

Demographic Segmentation:

Age group: 18-30 years old.

Gender: Female

social status:

Married and unmarried.

Educational level: University students or graduates (typically middle-level education).

Income: Middle income

Geographic Segmentation:

Location: Alexandria.

Type of housing: Apartment or medium-sized homes

Interests:

Home decoration.

Purchasing stylish and practical home tools.

Looking for deals and discounts.

Values and priorities:

Quality with an affordable price.

Saving time and effort through practical tool

Buying behavior:

Prefer purchasing on demand rather than maintaining stock.

Like checking product reviews and user experiences



facebook Engagement

January

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
test post 5		interactive Q 7		content writing ازاي تحافظي ع المعالق الخشب ”لاطول فترة ممكنتة“ 9	10	collection + CTA
12	offer on feed back		tips and tricks		leave a comment and win 15% discount	18
kitchen kit 20		soft sell post		‘collection’ comment to know more	24	leave a comment and get the give away
home products 26	RAMADAN collection 27	home products 28	two reels 29	ramadan product 30	photos our product 31	

facebook

increase sales

february



SUN	MON	TUE	WED	THU	FRI	SAT
					Special offer "15% off "sp" for the next 24 hours only!"	"ready for ramadan" reel and story 1
Eye-catching products photo with 2 a brief intro	3 ramadan decor	4 ramadan kitchen collection	5 Home Essentials	6 ads post more than 50+ product	7 testimonial	8 Ramadan Lanterns
9 product for children	10 Ramadan Lanterns	11 Home Essentials	12 ads post more than 50+ product	13 cups and mugs product	14 interactive post: "What's the one home tool you can't live without? Share with us!"	15 mini collection
16 glass cups + comment, like and share to win the give away	17 soft sell post	18 soft sell post	19 carousel ads post more than 50+ product	20 carousel ads post more than 50+ product	21 soft sell post	22 Comparison Between Two Products
23 tips post	24 "Why you need this in your kitchen" – strong CTA post	25 First-Time Purchase Discounts	26 soft sell posts	27 count down for ramadan + free delevery for 24h	28 Exceptional Post "Ramdan Kareem"	

facebook

increase sales

march



SUN	MON	TUE	WED	THU	FRI	SAT
						funny meme (About the chaos of cooking on the first 1 fasting day)
don't miss our collection 2 for Ramadan	inspirational Ramadan quote with a creative visual 3	"easy DIY kitchen decorations for Ramadan" reel 4	tips & tricks on product 5	contest on ramadan trend 6	"quick & easy way to set up your Ramadan table" reel 7	use trend on sales 8
Must-have kitchen essentials for Ramadan" (without direct selling) 9	recipe for ramdan in air fryer 10	how to reel+ CTA 11	funny meme (About last-minute iftar preparations) 12	5 simple ideas for your Ramadan table 13	"ready for ead" product reel 14	"ready for ead" product reel 15
trend post for sales 16	engagement post (What's your favorite Ramadan dessert?) 17	Fast way to tidy up your kitchen after baking Eid treats 18	Smart food storage tips to make cooking easier in the last 10 days 19	eid collection + 20 cta	funny meme (about last-minute Eid shopping chaos) 21	soft sell post 22
eid prep ideas – simple home decorations 23	15% discount for 48 hour 24	share your review to win a product 25	"last chance to grab our Eid deals!" (soft sales post) 26	last chance to grab our Eid deals!" (soft sales post) 27	happy Eid 28	29
30	31					

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Some of our content on Facebook.



press



press

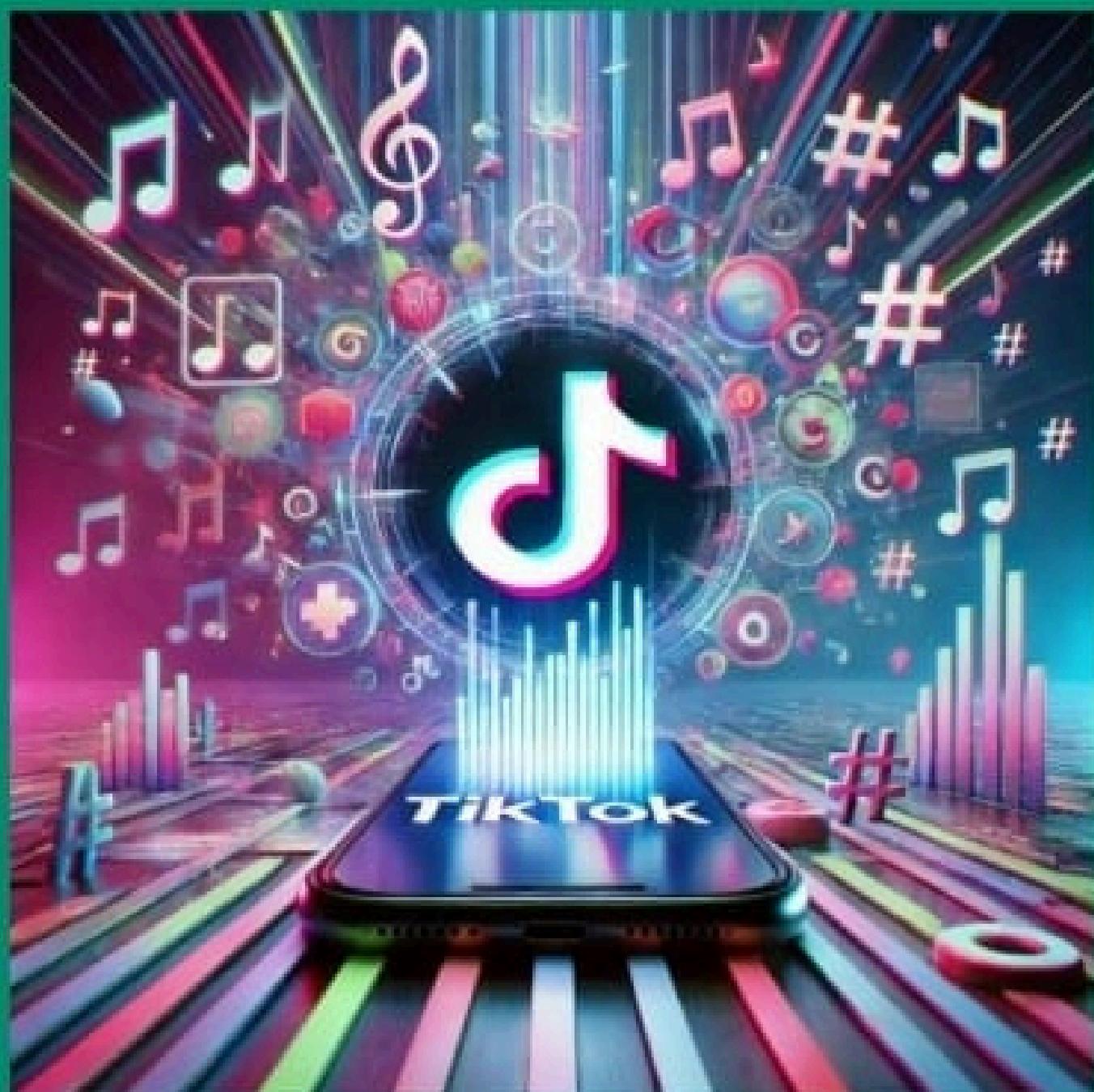


coming soon..

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Channels

We selected TikTok as our primary social media platform for Mr. Home due to its immense popularity and extensive user base, particularly among younger demographics. This allows us to tap into a vast audience with a high potential interest in home goods and lifestyle content. Furthermore, TikTok's powerful algorithms enable precise audience targeting, facilitating the creation of engaging content that resonates with specific consumer segments. We can leverage TikTok's dynamic format to showcase product features creatively, run interactive contests and promotions, and foster a strong community around the Mr. Home brand through user-generated content and direct engagement.



Calendar plan

Week 1

1. Introduce the brand + a video about the benefits. A video that shows the quality of the products, fast delivery, and competitive prices.
2. Show the brand + a video about what's good about it. A video that shows the products are good, delivery is fast, and the prices are cheap.
3. Trendy videos and challenges using popular music with the brand's products in short videos (7-15 seconds).
4. Make fun videos with popular songs and our products. Short videos (7-15 seconds).
5. Videos about the main products. Show how good products like cooking pots and table decorations are.
6. Videos about our best products. Show how good things like pots and table things are.
7. Customer success stories with the products. A real customer talks about how happy they are (30-second video).



Calendar plan

Week 2

1. Create videos based on popular TikTok challenges, using our products.
 2. Compare Our Products Show how our products are better than other products.
 3. Special Offers Make short videos about our special prices.
 4. Helpful Tips Give people ideas on how to use our products or clean their homes.



Calendar plan

Week 3

- Create special offers:** Make videos to advertise end-of-season sales or special product bundles.
- Challenges with prizes:** Start a new challenge and give free products to the winners.
- Best products of the month:** Show the most popular products in a video, with customer reviews.
- Thank you and keep following:** Make a video to thank followers and ask them to keep supporting



Calendar plan

Week 4

1. Introduce the brand + a video about the benefits. A video that shows the quality of the products, fast delivery, and competitive prices.
2. Challenges with prizes: Start a new challenge and give free products to the winners.
3. Trendy videos and challenges using popular music with the brand's products in short videos (7-15 seconds).
4. Best products of the month: Show the most popular products in a video, with customer reviews.
5. Customer success stories with the products. A real customer talks about how happy they are (30-second video).





OUR TEAM

Rowan Ali Hassan

facebook strategy - Segmentation - buyer persona -
content calendar - facebook manager

Ahmed Magdy Ahmed

SOWT analysis - competitors analysis - media
buying - google site

Amr Ashraf Ebrahim

tiktok strategy - tik tok calender - tik tok manager

Ahmed Ashraf Mohamed