Digital Egypt Pioneers

Younes Marketing Plan

Overview

- Business Brief
- Situation Analysis
- Objectives
- Business Strategy
- TACTICS
- ACTIONS
- CONTROL
- Canvas Model
- Recommendations
- Our Team

Business Brief

Younes Men’s Store is an online shop that helps men show their unique style with trendy and high-quality clothing.

We focus on making shopping easy, and affordable, and giving great customer service.

Our collection offers something for every man, whether for casual days or special events.

Our vision is to be the number one online place for men’s fashion, inspiring men to feel confident and stylish.

Branding

Color Guidelines

1 #ADB2B5

2 #063DFF

3 #5B7EFA

4 #9FB2F5

Logo

YOUNES
FASHION

Font Style

CAIRO

SOSTAC Model

- SITUATIONAL
- CONTROL
- ACTIONS

- OBJECTIVES
- STRATEGY
- TACTICS

Situational Analysis

Internal ANALYSIS

Feature	Advantage	Benefit
Product diversity	Ease of choice,finding ur exact need	Time saving effortless purchase
Competitive price	Affordable wallet friendly	Money saving
Delivery	All governorates	Easy purchase experience
Social media	Good coverage	Good engagement, reputation building reaching to advocacy

Resources

Manpower resources	Technological resource	Financial resources	Marketing resourcse
Self-emloyed team of 5 members Work flow is devided into: • Content creation • Video editing • Moderator and customer service • Affiliate site and stock follow up • Campaign follow up and analysis	• **Website**: easy order • **FB page**: Younes online store • **TIKTOK** • **IG**	**Budget:** Available budget for test campaign Payment **System:** Secure and easy payment system with refund policy to enhance customer trust (cash on delivery payment)	**Brand identity:** Friendly easy lovely brand name that matches with our to go online destination **Marketing channels:** Social media platforms that ensure easy reach and engagement attractive content

Customer Analysis

Who

Age from 20-50
(males, females)

What

Men's clothes

Why

This age group is active online, especially on social media
Willing to spend on high-quality and trendy clothing

When

All year specially in seasons like feasts and end of season sale

Where

Online shopping
(FB, IG &TIKTOK)

Competitive Analysis

COMPETITOR 1

TIMON
STORE

- **ABOUT**

22K Followers
Started in Sep.2021
Deals with the same affiliate.
Use informal tone talking to customers.
Have high engagement rate.

- **WEAKNESSES**

No identity,
Depends on the original photos from the affiliate.
No special designs.
Reply to comments privately only.
Low organic content no.

- **STREGNTHES**

The page depends on ads, almost all posts,
high engagement rate,
wide variety of products.

- **COMMENTS**

It doesn't have Instagram or TikTok which is a weak point we can play on.

Price of shirt 270 L.E

COMPETITOR 2

M&H
ONLINE STOREE

ABOUT

1.8K Followers
Started in March.2022
Deals with the same affiliate.
Use informal tone talking to customers.

WEAKNESSES

No brand identity,
No regular posting,
Low engagement rate.

STREGNTHES

Has a wide variety of prouducts,
Has real photos and videos for the products.
Their reels reach 1K.

COMMENTS

Doesn't have profisional profile picture and cover photo,
Has only facebook page.

Price of shirt 320 L.E

COMPETITOR 3

ABOUT

10K Followers
Started in Sep.2018
Deals with the same affiliate.
Use informal tone talking to customers.
Have medium engagement rate.

WEAKNESSES

No brand identity,
No about or bio or information about the brand.

STREGNTHES

Variety in content and products,
Has many real video for the products which build trust with the customer,

COMMENTS

No special designs for the page.
Doesn't have different social media platforms.

Price of shirt 270 L.E

SWOT ANALYSIS

STRENGTHS

- Strong branding and visual identity.
- Responsive customer support.
- Affordable price.
- Fast market adaptability to trends.
- Post regularly and depending on organic content.

WEAKNESSES

- Lack of control over inventory management.
- Difficulty in communication with the shipping responsible
- Inability to control clothing quality.

OPPORTUNITIES

- Launching Flash Sales.
- Implementing Loyalty Programs.
- Ty to leveraging User-Generated Content.
- Expanding Affiliate Network.
- Expanding Product Range.

THREATS

- Changing Affiliate Commission Models.
- Risk of Affiliate Product Mismatch.
- Limited size options affect sales.

Objectives

Sell

Sell about 50 pieces from the period in the month

Serve

Improve customer satisfaction ratings by 30%.

Speak

Increase page followers from 14k to 15k in a month

Save

Reduce Customer Acquisition Cost from 9 LE TO 7 LE during campaign

Business Strategy

Segmentation

SEGMENT 1

- **Age 20-30**

Young men who want trendy and casual wear (hoodies, t-shirts, sweatshirts).

SEGMENT 2

- **Age 30-40**

Men who seek stylish yet comfortable outfits for work and leisure (formal shirts and casual wear).

SEGMENT 3

- **Age 40-50**

Professionals needing a blend of formal and casual wear (formal shirts for work and home wear for daily comfort)

Target Audience

Geographic

All Egypt

Demographic

Age: 20-30, 30-40, 40-50 years.
Gender: Male, Female
Income: Middle to high-income earners.
Occupation: Students, working professionals, executives.

Psychographic

Interests and lifestyle: Men who value fashion, comfort, and functionality.
Personality Stylish, modern, and professional.

Behavioral

Fashion interest: Men who are conscious about their style and appearance.
Buying purpose: Casual wear for everyday use (hoodies, t-shirts, sweatshirts) or formal wear (shirts) for work or special occasions.

Positioning

Style for All: Premium Looks, Without the Premium Price.

Younes is a stylish destination where affordability meets quality.

We offer the latest trends to make stylish, unique, and durable clothes without compromising quality.

We aim to ensure our customer advocacy by fighting against overpriced trends with an exceptional online purchase experience and discovering the timeless style that respects their wallet.

Buyer Persona

Persona 1

Age: 25
Location: Egypt
Interests: Work out in a gym or club, social media,, and online shopping.
Language: Arabic
Gender: Male
Education: Bachelor's degree
Social status: Single
Income: 8000
Occupation: Gym and fitness coach
Websites : FB ,IG, TikTok
Obstacles hinder buying: Worries about finding the size, and the quality of the product material.
Motives to buy: Time-saving way, good offers, oversize availability
Online behavior: Active
Goals that may achieved: Good value for money, Stay trendy.
Name: Rami

Persona 2

Age: 34
Location: Egypt
Interests: Watching TV shows, football, sports programs, social media reels
Language: Arabic
Gender: Male
Education: Bachelor's degree
Social status: Married
Income: 12000
Occupation: Lawyer
Websites : FB , tiktok
Obstacles hinder buying: Worries about finding quality, and trustability issues.
Motives to buy: Time-saving way, good offers
Online behavior: Active
Goals that may achieved: Good value for money, no need to go to the store so time-saving
Name: Hassan

Persona 3

Age: 43
Location: Egypt, Cairo
Interests: Social media, online shopping
Language: Arabic
Gender: Female
Education: Bachelor's degree
Social status: Married
Income: 7000 pocket money
Occupation: Accountant
Websites: IG,TIKTOK,FB
Obstacles hinder buying: Quality of the product
Delivery issues & complicated return processes
Motives to buy: Good offers and stylish designs
Online behavior: Active
Goals that may achieved: Buying a valuable gift for her partner
Easy shopping experience
Name: Mai

Competitive Advantage

- Follow up and order tracking till delivery
- Customer feedback and return availability at the same time of delivery

TACTICS

4PS: Product,Price,place,promotion

Start

01 | Product

Men's Wear

02 | Price

Affordable prices range 200 : 500 EGP

03 | Place

(online) All Egypt

04 | promotion

Online and social media marketing (face book & instagram) campaign

Marketing Channels

Tone of voice

Friendly

- **Simple Language:** Using easy-to-understand words and phrases
- **Positivity:** Focusing on positive aspects and expressing optimism.
- **Warmth and Respect:** Communicating with kindness and respect, showing empathy.
- · **Active Listening:** Demonstrating interest in others' opinions and responding thoughtfully.

ACTIONS

Items	Who	When	How Many	Objective
Facebook page, Insagram page, Tiktok account	Mohamed Hossam	Mar-23		Selling products to reach a wider audience, boost brand awareness, engage with customers, and increase sales through targeted ads.
Mantra	Mona Yasser	1 octoder	Be elegant and feel confident	Convey the brand's message briefly and memorably, reinforcing its identity and distinguishing it from competitors.
Content write	Team	25 Sep. to 15 Oct.	24	to increase organic reach
Content design	Team	25 Sep. to 15 Oct	18	to increase organic reach

Items	Who	When	How Many	Objective
Viedo content	Alaa Muhammad	25 Sep. to 15 Oct.	28	to increase organic reach
Face book compaign	Team	3 Oct./6 Oct./12 Oct.	3 ads compaign	To set up a Facebook ad campaign to reach the target audience and achieve the specified goals.
Massage reply	Team	7 Oct. to 15 Oct.	97	To build trust, improve satisfaction, and resolve issues quickly, which can boost sales and enhance brand reputation.
Instant reply	Tarke Sayed . Mohamed Hossam	7 Oct. to 15 Oct.	4	
Posting	Mohamed Hossam, Tarek Sayed	25 Sep. - 15 Oct.	24	To gain organic reach
Checking stocks and availability	Mohamed Hossam, Alaa Muhammad, Tarek Sayed	12 Oct. to 15 Oct.	Every order	To make sure that we can set the customer orders

Control

What can be measured?"	"How do you measure?"	1st Campaign	2nd Campaign	3rd Campaigm
Sell Objective	Record the number of selling items during the campaign	0	0	67
Serve Objective	Ask the customer about the service and how far they satisfy for our serves	no reply	no reply.	8 satisfaction reply
Speak Objective	Record the engagement rate	10604	2889	7149
Save Objective	Customer Acquisition Cost	-	-	reduced by 2 LE (from 9 to 7 LE)

Canvas Model

Key Partners

- Affiliates: Collaborate with ENGEZNY to drive traffic and sales.
- Payment Processors: Cash on delivery
- Delivery Services: Efficient logistics for timely delivery.

Key Activities

- Marketing and Promotion: Digital campaigns, social media presence.
- Order Fulfillment: Processing and shipping orders.
- Customer Service: Handling inquiries and returns.

Key Resources

- Team: Skilled staff in customer service, marketing.
- Budget

Value Propositions

- Affordable fashion for middle-class men.
- High-quality, stylish clothing without the premium price tag.
- Transparency in pricing and sourcing.
- Follow up

Customer Relationships

- Personalized Shopping Experience: Recommendations, styling tips.
- Excellent Customer Support: Responsive and helpful.
- Community Building: Engaging content
- Advocacy: well reputation

Channels

- Online page Store: Primary sales channel.
- Affiliate Website (ENGEZNY): Drive traffic and sales through collaborations.
- Social Media: Marketing and customer engagement.

Customer Segments

- Middle-class looking for stylish, affordable clothing.
- Budget-conscious fashion enthusiasts.
- Repeat customers who value quality and affordability.

Cost Structure

- Marketing Expenses: Campaigns.

Competitors

- Timon 22K Followers
- AK Store 10K followers
- M&H 1.6K Followers

Revenue Streams

- Sales of Men's Clothing: Main source of income.
- Affiliate Partnerships: Revenue through ENGEZNY collaborations.

Facebook Designs !

New
Younes
ORDER NOW

AUTUMN
COLLECTION
NEW

NEW
SHOP NOW

YOUNES
عرض الصحاب ولفترة محدودة
اشتري 4 قطع بسعر
999 L.E
For All Item
اطلب الآن

Younes
BE ELEGANT
Shop Now

Mohamed Hossam
اه وصلوا كلهم تحفة جداااا بجد
انا خدت ٣ و كنت واخدة ٢ قبلهم و كلهم
حلوين اووي ومقاساتهم مظبوطة

CAF SUPER CUP
MATCH DAY
SHIRT
T-SHIRT
اشتري قميص + تيشيرت
واحصل على الشحن مجاني

ORDER NOW
كينج الشتاء وصل
Younes

New collection
Feel confident..Be elegant

New collection
discover our new products

Winter
COLLECTION
SHOP NOW

عروض الشتاء
Younes
اطلب
دلوقتى

Younes Men's Store
٨ أكتوبر
جاهز تسبق الترند الشتاء دا؟
سويتشيرت البيسبول هو الورقة الكس... عرض المزيد
إرسال هدية
Allaa Abd El Aleem و٢
مشاركتان
٣ ي
الحق عروض نهاية الصيف!
قميص اكسفورد مقلم GANT... عرض المزيد
New
ORDER NOW
إرسال هدية
Allaa Abd El Aleem و٣
٢ ي
مايز تلبس حاجة فعلاً تفرق في ستايلك وتديك طلة مميزة، يبقى قمصان Younes هي الحل!
أربع ألوان هادية وشيك: الوردي، الأخ... عرض المزيد
BE ELEGANT
Shop Now
إرسال هدية
١ أكتوبر
3 علامات لو لاقيتهم وانت بتشتري القميص الجوخ الكاروهات اوعى تشتريه..
عرض المزيد
AUTUMN COLLECTION
إرسال هدية
Allaa Abd El Aleem و٨
٧ أكتوبر
العرض دا للناس الي بتستني عروض نهاية وبتشتري الصيفي بأسعار الSALE
عرض المزيد
عرض الصحاب ولفترة محدودة
اشتري 4 قطع بسعر
999 L.E
For All Item
اطلب الآن
إرسال هدية
Allaa Abd El Aleem و٢
٩ تعليقات
٢ أكتوبر
#احسبها_صح وإستعد للشتاء بشياكة!
عشان أكتوبر شهر العظماء والانتصارا... عرض المزيد
الشحن ببلاش
SPECIAL OFFER
SHOP NOW
COLLECTION
واتساب
التواصل مع Younes Men's Store
Allaa Abd El Aleem و٥٦
٤٠ تعليقًا ٢٦ مشاركة
٢٦ سبتمبر
شكرا من هنا لبكرة
نحن دائما سعداء بسماع تجاربكم بمن... عرض المزيد
Product Review
Rate
٤ مشاركات

Reviews From customer

★★★★★

★★★★★

★★★★★

★★★★★

Campaigns Performance

July. Ad

Messages

Impressions

19,979

Reach

17,170

Messages

159

Orders Orders

13

Gender Demographic

Male 90%

Female 10%

Age Demographic

Age 18-24 62%

Age 25-34 24%

Age 35-44 9%

Age 45+ 5%

Campaigns Performance

Post Engagement
Off • Engagement

Edit | Duplicate

Results View performance

30 days | **Maximum** | Today

1,323	EGP0.19	EGP250.67
Post engagements	Cost per Post engagement	Amount spent

49.33 ج.م remaining — lifetime budget 300.00 ج.م

10,604	14,317
Reach	Impressions
0.00	1.35
Purchase ROAS (return on ad spend)	Frequency
1,417	EGP13.93
Unique clicks (all)	CPC (cost per link click)

4-6 Oct. Ad

Engagement

Impressions
14,317

Reach
10,604

Post engagement
1323

Gender Demographic

Male 85%

Female 15%

Age Demographic

Age 18-24 35%

Age 25-34 38%

Age 35-44 26%

Age 45+ 1%

Messages
Off • Engagement

Edit | Duplicate

Results

View performance

30 days | Maximum | Today

39	EGP4.78	EGP186.61
Messaging conversations started	Cost per Messaging conversation started	Amount spent

513.39 ج.م remaining — lifetime budget 700.00 ج.م

2,899 Reach	3,388 Impressions
0.00 Purchase ROAS (return on ad spend)	1.17 Frequency
160 Unique clicks (all)	EGP5.33 CPC (cost per link click)

Younes Men's Store
٣ أكتوبر ·

#احسبها_صح وإستعد للشتاء بشياكة! 🎯😎

عشان أكتوبر شهر العظماء والانتصارا... عرض المزيد

واتساب
التواصل مع Younes Men's Store
واتساب

Allaa Abd El Aleem و٥٦ ٤٠ تعليقًا ٢٦ مشاركة

6-8 Oct.

Messages

Impressions
3,388

Reach
2,899

Messages
39

Orders
0

American eagle 12-October
Not delivering • Engagement

Edit | Duplicate

Results View performance

30 days | **Maximum** | Today

97	EGP4.54	EGP439.92
Messaging conversations started	Cost per Messaging conversation started	Amount spent

60.08 ج.م remaining — lifetime budget 500.00 ج.م

7,150 Reach	**9,623** Impressions
0.00 Purchase ROAS (return on ad spend)	**1.35** Frequency
547 Unique clicks (all)	**EGP3.64** CPC (cost per link click)

Younes Men's Store
Apr 11 ·

الحق عروض آخر الموسم مع يونس وبس 😉❤️... See more

Messenger
Contact Younes Men's Store
Send message

12-16 Oct. Ad

Messages

Impressions
9,620

Reach
7,149

Messages
97

Orders
23

Audience Insights

Gender Demographic

Male 82%

Female 18%

Age Demographic

Age 18-24 32%

Age 25-34 30%

Age 35-44 20%

Age 45+ 18%

Cost Analysis

Ad budget

440 L.E

Total orders

20753 I.E

Commission

2313 L.E

Ad Spent Total

1000 L.E

Campaign A	Campaign B	Campaign C
250	186	440

Orders and deliveries

No. of orders	Done
67	63

Commission

2313 L.E

Month	October (Metador)		
Start date	10/12/2024	10/5/2024	10/4/2024
End date	19/16/2024	10/9/2024	10/6/2024
Duration	4 days	5 days	3 days
Campaign name	قميص اكسفورد	سويتشيرتات شتوي	
Amount spent (EGP)	440	186.61	250.67
Ad set budget	440	700	300
Ad set budget type	Lifetime	Lifetime	Lifetime
Impressions	9620	3388	14317
CPM (cost per 1,000 impressions) (EGP)	45.73	55.08	17.51
Reach	7149	2899	10604
Frequency	1.35	1.17	1.35
CTR (all)	9.90%	6.61%	13.59
Link clicks	121	35	18
CPC (all) (EGP)	0.46%	0.83%	0.13%
Results	96	39	1323
Result indicator	Messeges conversation	Messeges conversation	Post engagemen
Cost per results	4.58	4.78	0.16
Sales	20753	0	
Commission	2313		
Purchase ROAS (return on ad spend)	47.16590909	0	
Orders No.	23	0	

Deliveries

التاريخ	الاسم	كود الطلب	المحافظه	الاجمالي	العموله	حاله الشحن
2024-09-29	نور الدين احمد	MMV2399572	القاهرة	1055	90	Done
2024-10-03	نور الدين احمد	JTM2406839	القاهرة	305	30	Delivered
2024-10-12	احمد بهجت	YXS2424641	القليوبية	1055	0	Canceled
2024-10-12	احمد عياد	AHQ2425039	الإسكندرية	3000	300	Delivered
2024-10-12	شريف محمود	HPS2425102	القاهرة	585	90	In Delivery
2024-10-12	ايمن السعيد	HGQ2425533	الغربية	1585	120	Delivered
2024-10-12	محمود منصور	OGS2425622	الغربية	585	90	Delivered
2024-10-13	اشرف حسني	VHP2426434	القاهرة	1525	150	Delivered
2024-10-13	عبد الرقيب	YXO2426736	القاهرة	585	90	Delivered
2024-10-13	نورهان علي مطاوع	MIQ2426853	قنا	330	55	Delivered
2024-10-13	حسام ابو بكر صديق	LVI2427135	القاهرة	1531	141	In Delivery
2024-10-14	وائل حسن	EBW2427342	القاهرة	345	65	Delivered
2024-10-14	يوسف محمد	OOL2427646	سوهاج	830	115	In Delivery
2024-10-14	شهد اسامة	QIG2427656	الشرقية	330	55	Delivered
2024-10-14	يوسف محمد	PUV2427876	القاهرة	1355	180	Packing
2024-10-14	مصطفي محمد	YBL2428773	القاهرة	1555	180	Waiting Confirm
2024-10-14	رمضان صالح محمود	LQH2428886	الشرقية	585	90	In Delivery
2024-10-14	مصطفي محمد	REG2428970	القاهرة	1282	122	In Delivery
2024-10-15	اسلام ربيع	UDX2429241	البحيرة	330	55	Confirmed
2024-10-15	حازم محمد فكري	PQR2430383	القاهرة	585	90	Confirmed
2024-10-15	عمرو صلاح قطب	VJB2430636	الإسكندرية	585	90	Confirm By Aff
2024-10-15	هاني وليم	KWI2430648	سوهاج	830	115	Pending
	محمد علام		طنطا	1355	180	

Recommendation& Action Plan

What Worked

- Messages Campaign.
- Photo creative with simple design and only one product.

What Didn’t Work

- Engagement Ad because of the low budget.
- Using a creative with too many details and photos, miss match of the target audience.

Next Steps

- Invest all the budget on sales campaigns.
- Depend on competitor analysis to choose the winner affiliate product and work on it.
- Experiment with different ad formats in Display Ads.

OUR TEAM

Mona Yasser

Mohamed Hossam

Alaa Mohamad

Tarek Yosef

Yasmine Fathy

Contact us

Do you have any questions?

Younes Men's Store

THANK YOU