



HEALTHY BITES

Fuel for a Better life

**Nesma Ebrahim Mahmoud
Nada Mohamed Mahmoud
menna Ebrahim Mohamed
Yousef Mohamed hamoda**





About us

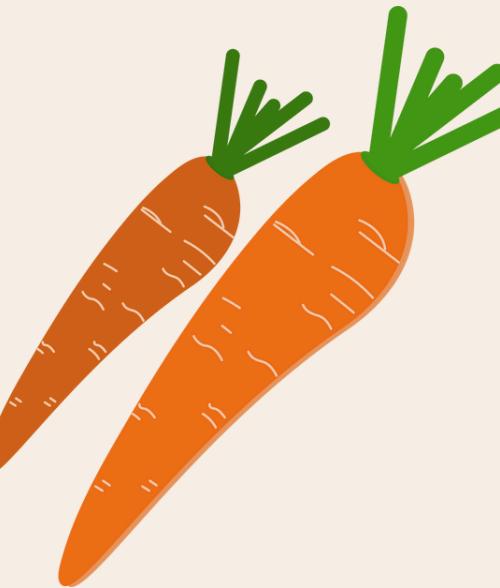
We're not just a food brand – we're your daily dose of health in a hurry.

At Healthy Bites, we turn healthy eating into a lifestyle, not a chore.

Our team of nutrition experts and creative chefs craft meals that are as good for your body as they are for your taste buds.

No guilt, no hassle – just real food, real fast.

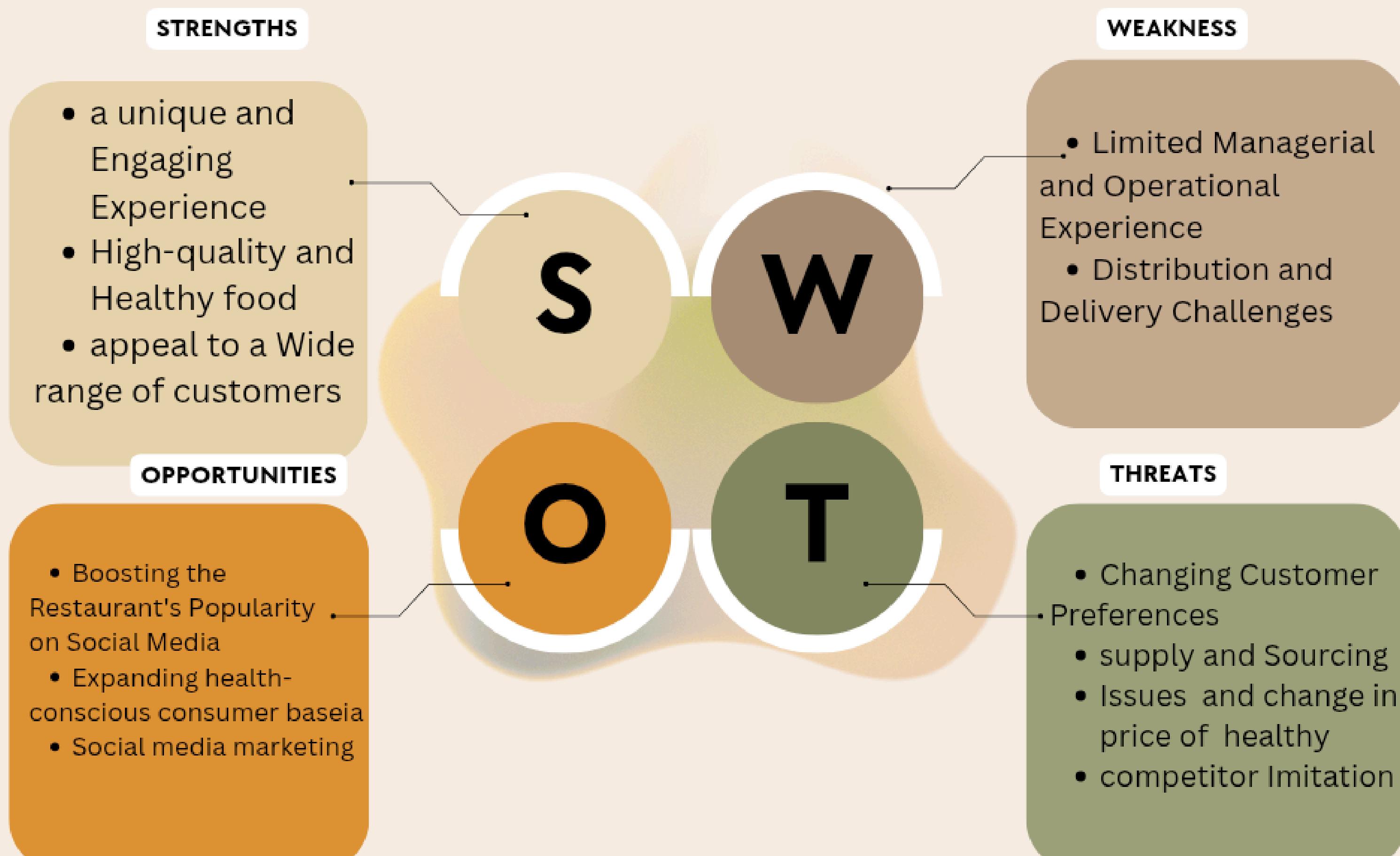
We're not here to follow trends – we're here to build habits that last, one healthy bite at a time.



BUSINESS CANVAS MODEL



SWOT ANALYSIS



Objectives

- 1..gain10k new followers in 6 months via content, influencers ,and ads .**
- 2. Improve Engagement Rate : reach 500 comment & 1000 share per month in 3 months.**
- 3. increase reach: Hit 5ok views per month in 4 months through optimizing posts and ads.**



Salma Ahmad



Ahmad Mohamed



Biography

age: 16
gender: female
Place : mansura
marital status:married/single

Frustrations

Higher price

The quality is poor

Limited variety

unfamiliar ingredients

age: 30
gender: male
Place : mansura
marital status:married/single

Frustrations

Higher price
The quality is poor
Limited variety
unfamiliar ingredients

Goals

Maintaining good health
Build muscle
loosing weight
good social presence
doing sports

Maintaining good health
Good shape
loosing weight
good social presence
doing sports

Unique Selling Point (USP)

Collaborate with experts: Meals prepared in collaboration with certified nutrition experts to create nutritious and delicious meals without deprivation, made with fresh, locally sourced ingredients.

Product

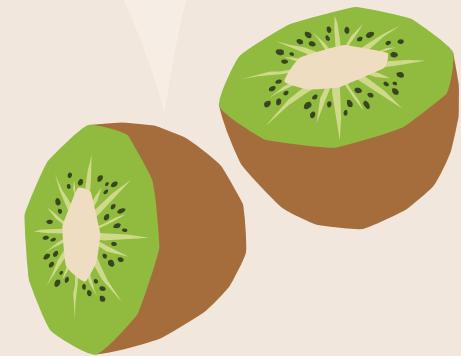
Healthy meals made with fresh, natural ingredients.

Includes vegan, high-protein, and low-carb options

place

Mainly online through app and delivery platforms

Cloud kitchens or small outlets if available.



Price

Mid-range pricing reflecting quality. Offers weekly/monthly plans and first-time discounts.

promotion

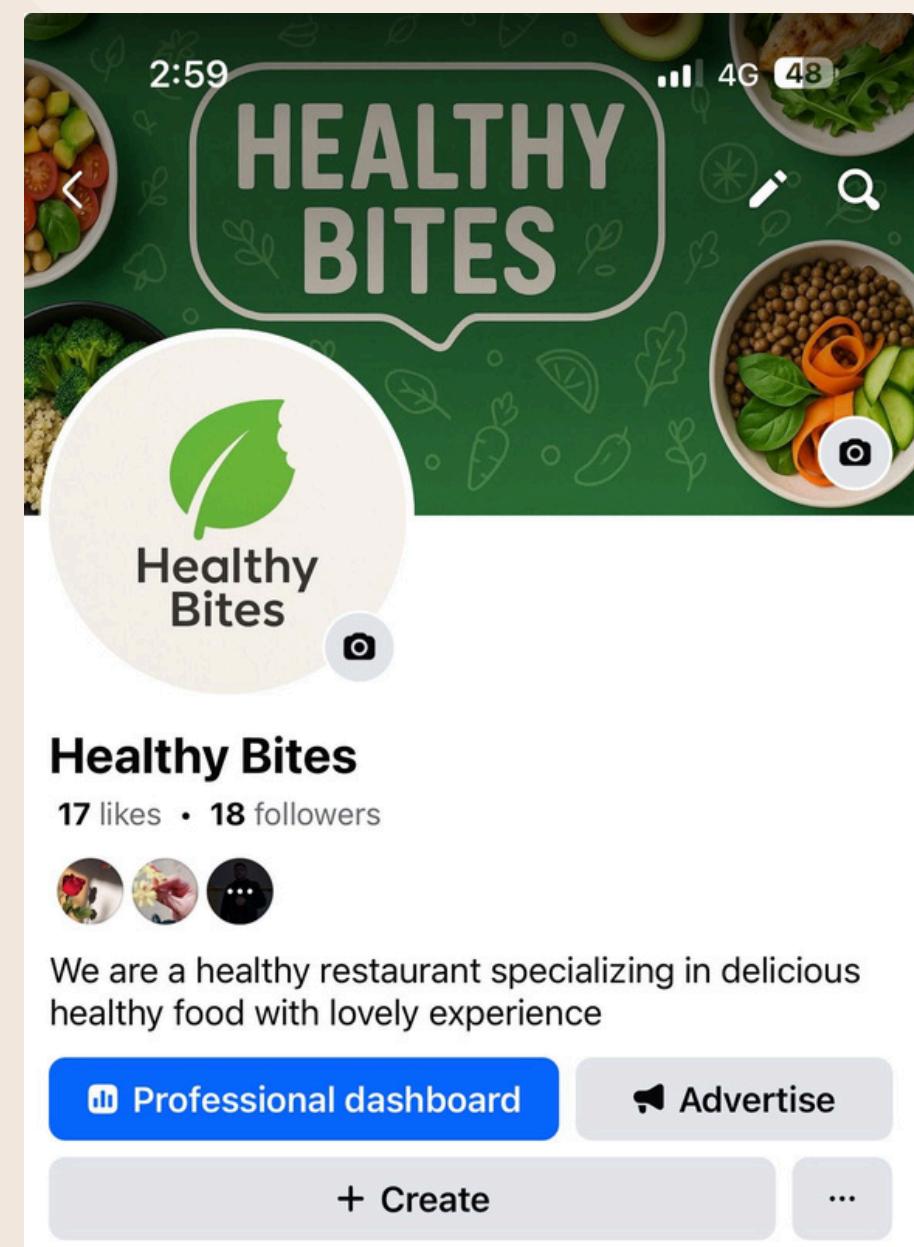
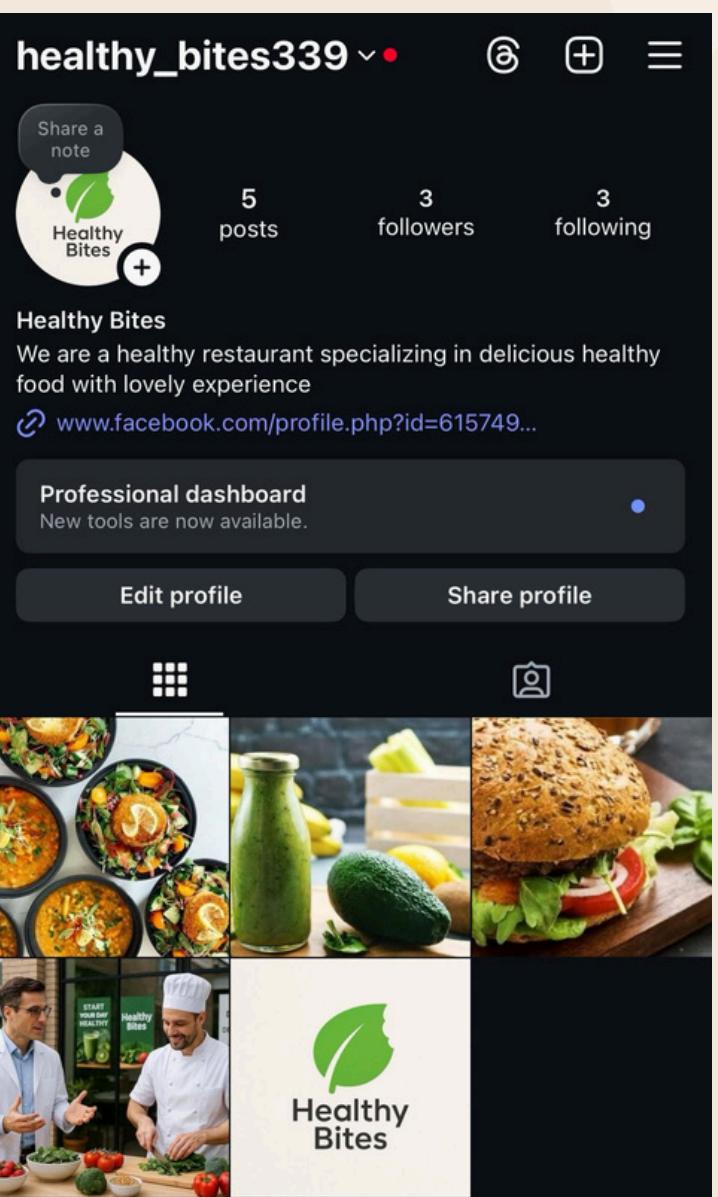
Social media campaigns, gym partnerships, influencer marketing, and educational content



WEEKLY PLANNER

Day	Content type	Post idea	Time	Platform	Visual type	Status	Hashtag	Call to action
Saturday	encouraging	How our meals help customers to lose weight	3:00 PM	Facebook Instagram	Testimonial post	Scheduled	#SuccessStory #HealthyLife	Tag a friend who loves healthy food!
Sunday	recipe	Healthy recipes to try at home	11:00 Am	Facebook Instagram	Recipe video	Planned	#HealthyRecipe#Homemade	Try this recipe and share your results!
Monday	educational	Benefits of eating healthy food	10:00 Am	Instagram Facebook	Infographic	Planned	#HealthyFood #Organic #NutritionTips	Comment your favorite nutrition tip
Tuesday	Food photography	Delicious high protein food	12:30 Pm	Instagram Facebook	High quality photo	Scheduled	#HealthyEating #FreshFood	Like if you'd love to try this dish!
Wednesday	interactive	Which dish should we add next (poll)	5:00 Pm	Instagram stories	Poll on stories	Pending	#VoteNow #HealthyChoice	Vote in our poll and help us decide!
Thursday	Behind the scenes	Day in our kitchen	7:00 Pm	Instagram stories	Short video	planned	#KitchenLife #HealthyCooking	What's your favorite behind-the-scenes moment?
Friday	Promotional	Weekend discount	2:00 Pm	Facebook Instagram	Promotional poster	posted	#HealthyPromo #WeekendOffer	Order now and enjoy our special weekend discount!

Action





Healthy Bites
Posted by Nada Mohammed
23 Apr ·

See more... * "HEALTHY BITES - أكل صحي مش ممل -"

[See insights and ads](#) [Boost post](#)



Ad



Healthy
Bites

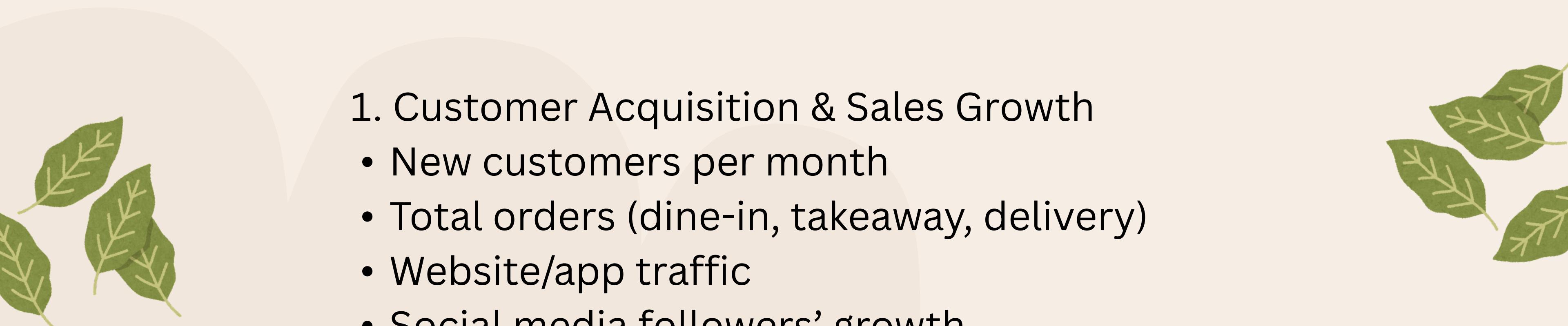
١٥ دقيقة تحدي الطبخ

استمتع بوجبتك من غير شعور بالذنب.
ابدا بالتغيير وادخل تحدي مع مطعمنا حول
وجبتك الغير صحية لوجبه صحية اقل في
السعرات وشاركتنا بالفيديو واستمتع بالتجربة
ومفاجأتنا اللي مش بتخلص

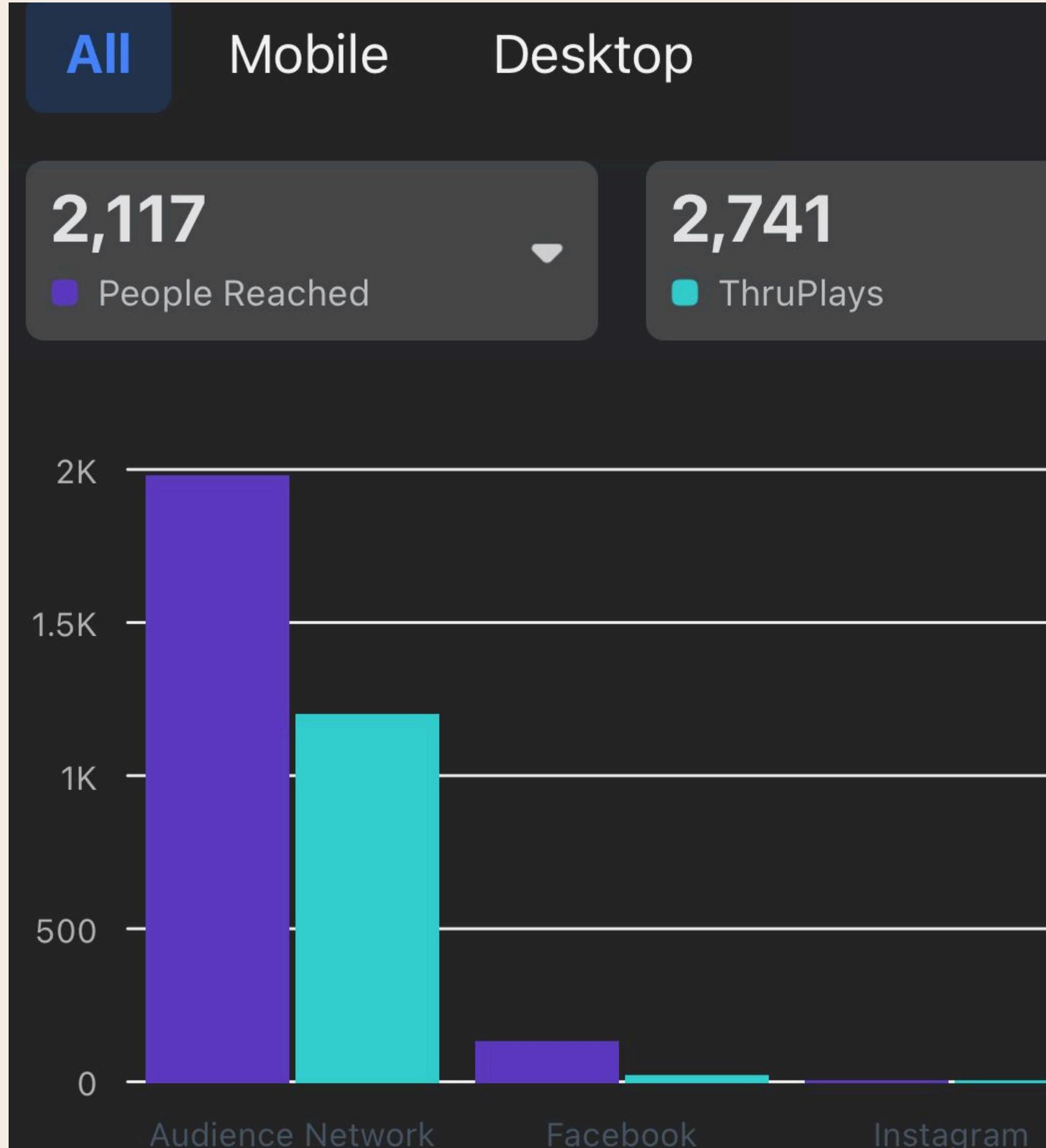
جاهز لطبخ ؟

المخ		تصدير	التقارير	التقسيم	الأعمدة: الأداء	المزيد	A/B اختبار	تعديل	تكرار	إنشاء
إعداد الإسناد	الميزانية	استراتيجية عرض الأسعار	الإجراءات	العرض	الحملة الإعلانية	إيقاف/تشغيل				
النقر خلال 7 يوم	استخدام ميزانية ال...	استخدام استراتيجية...	(+) توصية واحدة	نشطة	healthy bites	<input checked="" type="button"/>				
النقر خلال 7 يوم					النتائج من حملة إعلانية واحدة ⓘ استبعاد العناصر المحذوفة					

KPI

- 
1. Customer Acquisition & Sales Growth
 - New customers per month
 - Total orders (dine-in, takeaway, delivery)
 - Website/app traffic
 - Social media followers' growth

 2. Engagement & Retention
 - Social media engagement rate
 - Returning customers
 - Customer satisfaction score
 - Average order value (AOV)



Reccomendations

- Create engaging and informative content that includes nutrition and fitness tips and customer success stories.
- Use short videos, stories, and live broadcasts.
- Expand influencer collaborations.
- Collaborate with health and fitness influencers to increase reach.
- Offer special discounts and promotional links.
- Reward loyal customers with discounts, free meals, or promotional gifts.
- Offer seasonal meals and special dietary options.

Thank You

Healthy eating is not a diet, it's a lifestyle!

