

# Part 1

## Project planning

### 1 Idea

- Green bites

Green Bites – Nutritious, delicious meals crafted with nutrition experts, using fresh, organic ingredients. Enjoy easy online ordering, fast delivery, and meal plans for a healthier lifestyle.

- Objectives

Increase Follower Count

Improve Engagement Rate

Boost content reach

- Determine the tools used

Canva

Google drive

Facebook

Instagram

Tik Tok

- Assign team roles and responsibilities

There is no role assignment. We play the same role.

2- We studied the latest strategies.

Such as : content marketing

User-Generated Content (UGC)

Organic content

Reels , and short videos

### 3. Target Market for healthy Bites in Mansoura

Healthy Bites caters to health-conscious individuals in Mansoura who prioritize nutritious and high-quality food. Our key target segments include:

#### Young Professionals & Students

University students and office workers looking for healthy, quick, and affordable meal options.

Individuals interested in balanced diets without compromising convenience.

## Fitness Enthusiasts & Gym-Goers

People actively engaged in fitness, seeking protein-rich, low-calorie, and energy-boosting meals.

Customers from local gyms and wellness centers, looking for post-workout nutrition.

## Families & Health-Conscious Households

Parents and families preferring organic, fresh, and wholesome meals.

Individuals with dietary restrictions (vegan, keto, gluten-free) who need customized meal plans.

## Social Media-Driven Food Lovers

Young adults who enjoy Instagram-worthy, trendy, and innovative food experiences.

Customers influenced by nutrition experts, fitness influencers, and food bloggers.

## Medical & Wellness Community

Individuals with specific dietary needs (e.g., diabetic, heart-friendly meals).