

Meet the K-TECH Team

We are K-TECH, a dedicated team of digital marketing strategists and specialists passionate about connecting G SOUL Appliances with their ideal customers, ensuring a robust online presence for the brand.

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Digital Egypt Pioneers

Initiative

Digital Marketing Plan for G SOUL Appliance Company

This plan outlines strategies to drive digital growth for G SOUL Appliances, a rising Egyptian brand in the built-in kitchen appliance market. This campaign focuses on building awareness, engaging local audiences, and laying the foundation for G SOUL's online growth.



What is G SOUL Appliance Company?

G SOUL Appliances is a kitchen appliance brand based in Alexandria, Egypt.

It specializes in built-in products like cooktops, ovens, hoods, and microwaves.

The brand serves both retail traders and individual customers.

As part of Gaballah for Trading Agencies, G SOUL focuses on delivering modern, high-quality kitchen solutions while expanding its digital presence in the Egyptian market.

Vision

To become a leading Egyptian brand in built-in kitchen appliances, known for combining innovation, reliability, and sleek design.

Mission

To provide quality kitchen appliances while growing our digital presence through engaging content, targeted social media, and direct online communication.

Objectives (SMART)

Specific

Increase brand awareness for G SOUL Appliances in Alexandria.

Measurable

Reach 1000 people and get 1,500 total engagements on Facebook/ Instagram content.

Achievable

We will post 3 times per week using product photos, offers, and educational content to attract local retailers and customers.

Relevant

The goal supports G SOUL's aim to grow visibility and increase sales through digital channels, especially in the local market.

Time-bound

This objective will be achieved within 3 months.

SWOT Analysis

Strengths

- Dual expertise in serving B2B (bulk orders, customization) and B2C (emotional branding, retail appeal)
- Strong multi-platform social media presence enhancing direct customer engagement
- Our brand specializes in built-in appliances offering space-saving solutions
- Established brand trust through warranties and quality certifications

Weaknesses

- High competition from global brands in B2C and local wholesalers in B2B
- Limited R&D budget compared to multinational competitors
- Complex logistics for bulk B2B orders and last-mile B2C delivery

Opportunities

- B2B growth potential through partnerships with real estate developers and interior designers
- Rising B2C demand for wedding registries and smart home appliances
- Export potential to MENA markets leveraging cost-competitive "Made in Egypt" products
- Growing market for sustainable and eco-friendly appliances

Threats

- Economic volatility reducing consumer spending and delaying B2B projects
- Counterfeit products undermining brand credibility in price-sensitive markets
- Disruption from startups offering rental or subscription-based models

Marketing Mix (4Ps)



Product

Built-in appliances (hoods, hobs, ovens) with modern designs and trusted brands.



Price

Flexible pricing with bundle deals, B2B discounts, and upcoming installment options.



Place

Sold via social media and WhatsApp, with plans for an online store and showroom.



Promotion

Social media campaigns, paid ads, and special offers to boost engagement and sales.



Product - Built-in Kitchen Appliances

G Soul specializes in offering a premium selection of built-in appliances, including:

- Hoods
- Hobs
- Ovens

These products come from Wide variety of reliable, trusted brands and feature:

- Modern and space-saving designs
- High-quality and durable appliances
- Multiple brand options to suit different tastes and budgets

To further enhance the offering, G Soul plans to:

- Expand the product range to include built-in microwaves, dishwashers, etc
- Increase Product variety by adding more models, features, and finishes
- Form new partnerships with local and international brands





G Soul offers a wide and flexible price range to suit different customer needs:

- Hoods starting from EGP 5,990
- Hobs starting from EGP 9,990
- Ovens starting from EGP 16,900

Multiple pricing levels to match various budgets and preferences To enhance affordability and value:

- Installment plans and Buy Now, Pay Later (BNPL) options in the pipeline
- Special B2B pricing and bulk discounts for interior designers and real estate developers
- Bundle offers (e.g., hood + hob + oven) at competitive package prices



Place

We sell online through social media platforms like Facebook and Instagram.

Customers can place orders or ask questions via:

- WhatsApp Business
- Facebook Messenger
- Instagram DM

We serve customers in Cairo and Alexandria.

And there's more coming soon:

- We'll launch our online store so customers can order directly.
- We'll expand to more cities across Egypt.
- We'll open a small showroom to display our appliances.



Promotion

1. Social Media Marketing

- Running targeted campaigns on social media.
- Creating interactive posts, stories, and product demos.
- Engaging directly with customers through comments and DMs.

2. Content Marketing

- Educational content (e.g., how to choose the right built-in oven).
- Product comparisons to help customers choose. (e.g., built-in vs. free-standing appliances)
- Customer reviews and before/after stories.
- Targeted posts and videos that explain our products clearly.
- Common questions and answers in simple posts.

3. Paid Advertising

- Sponsored ads across platforms targeting different segments.
- Retargeting ads for interested users.
- A/B testing on ad designs and offers.

4. Promotional tools & tactics

Special Offers & Discount Codes:

- Attract first-time buyers and stay competitive in a crowded market.

Loyalty Programs:

- Reward repeat customers with points, upgrades, or discounts.

Upselling & Bundles:

- Offer product packages or recommend add-ons to increase basket size.

Fast & Safe Delivery + Free Installation:

- Reinforce trust and convenience.

Demographic

- **Age:**
25–45 years
- **Marital Status:**
Engaged, newly married, or young families
- **Income:**
Middle to upper-middle

Behavioral

- **Purchase Timing:**
During marriage prep, home setup, or renovation
- **Loyalty:**
Medium – return if satisfied
- **Benefits Sought:**
Durability, aesthetics, pricing, after-sale service

segmentation
B2C market

Psychographic

- **Lifestyle:**
Home-focused, love cooking & hosting
- **Personality:**
Value-conscious, brand-aware but open-minded
- **Values:**
Long-term investment in home essentials, prefer convenience

Geographic

- **Primary location:**
Alexandria
- **Secondary location:**
Other Egyptian governorates
- **Focus:**
Urban & semi-urban areas needing modern kitchen solutions

Demographic

- **Business Type:**
kitchenware shops, interior designers, contractors
- **Business Model:**
Project-based (for finishing/furnishing)
- **Decision Makers:**
Shop owners, engineers, procurement officers

Behavioral

- **Purchase Behavior:**
Regular/bulk buying based on demand
Some buy as needed
- **Loyalty:**
Medium–high if supplier is dependable
- **Benefits Sought:**
Trade pricing, fast delivery, reliable stock

segmentation B2B market

Psychographic

- **Priorities:**
Reliable supply, consistent quality, profit margins
- **Brand Attitude:**
Focused on quality & availability, not brand names
- **Work Style:**
Prefer responsive, flexible suppliers and smooth processes

Geographic

- **Primary location:**
Alexandria
- **Secondary location:**
Other Egyptian governorates
- **Focus:**
Urban & semi-urban areas with high
kitchenware
demand

Value Proposition

“G SOUL empowers both professionals and everyday buyers to access high-quality, affordable kitchen solutions, delivering reliable products, expert support, and smooth service to help every kitchen function beautifully and efficiently.”

Competitors' Analysis

1.G SOUL

Brand	Posting Frequency	Engagement	Content Type	Designs	Identity	Stories Content
G SOUL	Very low, last post in 2024	Low engagement, around 4 likes per post, no comments or shares.	Mainly educational content explaining product features.	High-quality, clear images with a consistent color palette.	Unified branding with consistent colors and fonts.	Limited stories, mainly informative and educational.

2.Direct Competitors

Brand	Posting Frequency	Engagement	Content Type	Designs	Identity	Stories Content
Kitchen Line	Irregular project-based posts.	Limited engagement (low likes/comments)	Project showcases with occasional offers, but lacks clear targeting or consistent messaging.	Clean project photos with neutral styling, lacks commercial design elements.	Consistent logo placement, unified color palette, but lacks recognizable visual style.	Rare story usage, mainly for project updates.
Purity Kitchen	Irregular posting with long gaps between content clusters.	Low to moderate engagement on reels and posts	Promotional reels and video posts highlighting kitchen design and product offers.	Clean and polished visuals in reels, branded layouts.	Focus on premium quality, design expertise.	Stories present but not frequent; mostly product highlights and occasional offers.
Al-ryada Store	Frequent and video-focused	Moderate engagement via reels and comments	Promotional content on built-in products, offers, and kitchen devices.	Professional product images and reels, clean layout with clear messaging.	Strong brand voice, “Built-in pioneers in Egypt”, consistent tone.	Active stories with deals and short video snippets.

3.indirect Competitors

Brand	Posting Frequency	Engagement	Content Type	Designs	Identity	Stories Content
Raya Shop	Frequent promos & product updates	Minimal interaction or response from audience.	Promotional posts on household electronics and appliances, strong campaigns and discount updates.	Clean product visuals, promotional banners with clear discount messaging.	Retail electronics leader in Egypt, strong online shopping identity.	Active stories highlighting ongoing deals like installment offers with low interest.
B.TECH	Frequent and consistent	High engagement across posts	Promotional, seasonal offers, and product-focused .	Professional product photos, well-lit and detailed.	Strong brand presence with cohesive visual identity.	Engaging stories for promotions and product features.

Thank you
K-Tech & G SOUL