



هيئة الاتصالات
وتقنيه لمجتمع المعلومات



مشروع التخرج لمسار (Digital Marketing Specialist)



ENGZ HUB

TRUST YOUR DREAM وانجز

WWW.ENGZ.COM

Group (A)

MEET THE ENGZ TEAM



ASMAA NASR
Graphic Designer



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Team Leader



MARWA HAMDY
Executive Engineer at KCCEC
Engineering & General Contracting
Company



MARIAM MOHEB
Digital Marketing Manager and a Pharmacist



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Library Systems Specialist
and Digital Transformation



HALA EL ZOMOR
Digital support team leader

PROJECT STEPS

- 1 **PROJECT IDEA** فكرة المشروع
- 2 **MARKET & TARGET AUDIENCE ANALYSIS** تحليل السوق والجمهور المستهدف
- 3 **DIGITAL MARKETING STRATEGY** استراتيجية التسويق الرقمي
- 4 **CONTENT CREATION** إنشاء المحتوى
- 5 **CAMPAIN MANAGEMENT** إدارة الحملة
- 6 **DATA ANALYSIS & PERFORMANCE MEASUREMENT** تحليل البيانات وقياس الأداء
- 7 **RECOMMENDATIONS & IMPROVEMENTS** التوصيات والتحسينات

PROJECT IDEA

فكرة المشروع

A **Digital Hub** and **Drop Services** platform where different business providers meet, a complete business alliance where digital and manufacturers gather in full harmony.

Our Vision: To be Egypt's leading platform that provides everything entrepreneurs need, from digital resources to physical manufacturing services, turning challenges into opportunities and empowering them to succeed.

أن تكون المنصة الأولى في مصر التي توفر كل ما يحتاجه رواد الأعمال، من موارد رقمية إلى خدمات تصنيعية فعلية، لتحويل التحديات إلى فرص وتمكينهم من النجاح.



MARKETING OBJECTIVES: الأهداف التسويقية

1. Brand Awareness الوعي بالعلامة التجارية

Establish ENGZ as the go-to platform for startups and struggling businesses in Egypt.

2. User Acquisition اكتساب المستخدمين

Attract 5,000+ registered users (startups and service providers) within the first 6 months.

3. Engagement التفاعل

Achieve a 20% engagement rate on social media and email campaigns.

4. Conversion التحويل

Convert 10% of website visitors into registered users.

5. Retention الاحتفاظ بالمستخدمين والربحية

Maintain a 30% retention rate for active users after 3 months.

MARKET & TARGET AUDIENCE ANALYSIS

تحليل السوق والجمهور المستهدف



MARKET SIZE

- Size of SMEs **12 MILLION SMEs** The report highlighted that the Egyptian market hosts over 12 million SMEs, employing more than **47 million people and constituting 98% of the country's private sector.**

حجم المشروعات الصغيرة والمتوسطة: 12 مليون مشروع صغير ومتوسط أشار التقرير إلى أن السوق المصري يضم أكثر من 12 مليون مشروع صغير ومتوسط، يعمل بها أكثر من 47 مليون شخص، مما يشكل 98% من القطاع الخاص في البلاد

- Over **41,000** companies were established in Egypt from May **2023 to 2024**.
أكثر من **41,000** شركة تم تأسيسها في مصر من **مايو 2023 إلى مايو 2024**
- Data from the Central Agency for Public Mobilization and Statistics revealed the development in the number of companies established in Egypt over a year, from May 2023 to last May. The total number of companies established reached approximately **41,208**.



47 million people constituting 98%

TARGET AUDIENCE ANALYSIS



تحليل الجمهور المستهدف

ENGG HUB

Demographics العوامل الديموغرافية

Age: 25–45 years old

Gender: Male and female

Income Level: Moderate to high (startup founders or managers with some budget for growth)

Education Level: Bachelor's degree or higher (likely in business, engineering, or technology)

Occupation: Startup founders, co-founders, or mid-level managers in small to mid-scale businesses

Location: Egypt (Cairo, Alexandria, Giza, etc.)

Psychographics

Values: Innovation, growth, efficiency, and sustainability

Interests: Entrepreneurship, digital transformation, marketing trends, and business growth

Personality Traits: Ambitious, resource-constrained, tech-savvy, and open to new ideas

Lifestyle: Busy professionals juggling multiple roles in their startups



رواد مصر الرقمية

TARGET AUDIENCE ANALYSIS



تحليل الجمهور المستهدف

► Behavioral Information العوامل السلوكية

► Pain Points: (●)

- Lack of digital marketing expertise
- Limited budgets for marketing and sales
- Difficulty sourcing raw materials
- Struggling to scale or sustain their business
- Lack of access to professional consulting services

► Goals: (🎯)

- Increase brand visibility and sales
- Streamline operations and reduce costs
- Access reliable raw materials and services
- Gain expert advice to overcome business challenges

ENGZ CUSTOMER PERSONA

شخصية العميل

1



KAREEM ATEF
BUSINESS OWNER

Archetype

The Aspiring Entrepreneur

Income	50,000 EGP
Education	MBA Holder
Location	Cairo, Egypt

Pain Points:

- Struggles with finding reliable manufacturers and digital resources
- Lacks knowledge in scaling and marketing
- Faces budget constraints and operational challenges
- Trust issues with existing service providers

Needs & Motivations:

- A one-stop platform for both digital & physical business solutions
- Affordable, transparent, and trustworthy services
- Community and mentorship for sustainable success
- Access to scalable resources to grow their business

CUSTOMER 2 (PROVIDER) مقدم الخدمة

Service Provider

- Profile: Skilled professional offering business solutions (Age 30–50)
- Challenges: Finding clients, standing out in a competitive market
- Needs: A platform to connect with businesses, credibility, and steady demand

Manufacturer

- Profile: Small to mid-scale production facility owner (Age 35–55)
- Challenges: Reaching potential buyers, logistics, production efficiency
- Needs: A trusted marketplace to showcase services, streamlined operations

2



AHMED
BUSINESS CONSULTANT

ENGZ'S COMPETITOR ANALYSIS

تحليل المنافسين



1. Industry Landscape
2. Key Competitors
3. Strengths & Weaknesses
4. Opportunity & Positioning

TOP COMPETITORS

Catalant
Mentor Platform
Startup Grind
MSME
Sourcing HKTDC

COMPETITOR ANALYSIS

1. MSME PLATFORM



It is Egypt's first interactive digital hub, connecting entrepreneurs with certified service providers to help start and grow their businesses. As part of the Enterprise Development Agency, it supports Egypt's national SME financing initiative.

Their Mission

Empower entrepreneurs by providing expert guidance in business setup, training, funding, advisory support, and marketing.

Their Vision:

Contribute to Egypt Vision 2030 by fostering a diverse and competitive economy driven by innovation and knowledge.

Target Audience:

Small and medium enterprise owners, emerging entrepreneurs, local communities.

MSME USP

We offer trusted resources and tailored solutions to support businesses at every stage—helping turn ideas into successful ventures.

<https://www.msme.eg/>

S TRENGTHS

Comprehensive Support,
Extensive Network
Educational Resources

W EAKNESSES

Lack of Awareness
Access Challenges
Limited Resources.

O PPORTUNITIES

Financial Support & Credit Access
Government Schemes & Subsidies
Market Expansion & Digital Transformation
Export Opportunities
Support for Women & Rural Entrepreneurs

T HREATS

Facilitated Access to Finance,
Skills Development
Supply Chain Disruptions
Regulatory & Compliance Burdens

COMPETITOR ANALYSIS

MENTORING PLATFORM Mentoring Platform

The 1st mentoring platform in the Middle East that helps individuals and companies reach their professional growth. Mentoring platform that provides expertise for both companies and individuals, through mentoring services focused on Practical Mentoring on Business with our mentors from multiple Business categories.

Their Mission

Empower entrepreneurs by providing expert guidance in business setup, training, funding, advisory support, and marketing.

Their Vision:

Contribute to Egypt Vision 2030 by fostering a diverse and competitive economy driven by innovation and knowledge.

Target Audience:

Young professionals & career changers, Entrepreneurs & startup founders, Corporations & HR departments, Universities & educational institutions

USP

first-mover advantage
Tailored for the Middle East
Comprehensive mentoring solutions

<https://mentoringplatform.info/>

S STRENGTHS

Personalized Mentoring
Enterprise Solutions
Flexible Sessions,
Integration with Professional Networks

W EAKNESSES

Challenges in Acquiring New Users
Mentorship Quality
and Expectation Alignment
Low Engagement and Retention Rates
Dependence on Technology
Need for a Sustainable Business Model

O PPORTUNITIES

Professional & Career Growth
Business & Entrepreneurship Support
Corporate Training & Leadership Development
Digital & AI-Powered Mentoring
Networking & Industry Connections

T HREATS

Lack of Engagement & Retention
Monetization Challenges
Privacy & Data Security Risks
Trust & Credibility Issues



COMPETITOR ANALYSIS

01. CATALANT

is a business platform that connects companies with independent experts and consultants to help them achieve their strategic goals. The platform primarily focuses on companies that require flexible solutions and expertise to support their strategies and projects.

<https://catalant.com/>

A STRENGTHS

Wide Network of Experts, Integrated Technical Platform, Focus on Strategic Work, Flexible Business Model, Enhanced Productivity

B WEAKNESSES

High Costs for Small Businesses, High Market Competitiveness, Dependence on Technology, Limited International Expansion

C BENEFITS

Flexible and Tailored Solutions, Project Management Tools Integration with Teams, Speed and Ease.

D TARGET AUDIENCE

Large and Medium-Sized Companies, Companies Needing Short-Term Consulting, Companies Facing Resource Challenges, Various Industries

E USP

The platform's focus on tailored solutions for large enterprises provides it with a competitive advantage. Located in Boston

WORLD WIDE COMPETITOR

02. STARTUP GRIND

is a global community dedicated to supporting early-stage companies, founders, and entrepreneurs. Established in 2010, it has expanded to over 600 cities across 125 countries, connecting more than 2 million entrepreneurs worldwide.

<https://about.startupgrind.com/>

A STRENGTHS

Extensive Network, Diverse Events, Rich Educational Content.

B WEAKNESSES

Expansion Challenges, Volunteer Dependence.

C BENEFITS

Education and Mentorship, Networking Opportunities.

D TARGET AUDIENCE

Founders and Innovators, Investors, Industry Professionals

E USP

Startup Grind is a robust platform for supporting and developing startups, offering educational resources, networking opportunities, and community support. While it faces challenges in expanding to certain markets and maintaining consistency across chapters, its global presence and commitment to fostering entrepreneurship make it a valuable resource for founders and investors alike. Located in California

DIGITAL MARKETING STRATEGY

استراتيجية التسويق الرقمي

Marketing Objectives (SMART Goals)

- Brand Awareness:** Establish **ENGZ** as the go-to platform for startups and struggling businesses in Egypt.
- User Acquisition:** Attract **5,000+ registered users** (startups and service providers) within the first 6 months.
- Engagement:** Achieve a **20% engagement rate** on social media and email campaigns.
- Conversion:** Convert **10% of website visitors** into registered users.
- Retention:** Maintain a **30%** retention rate for active users after **3 months**.

Marketing Strategies & Channels

- Awareness & Brand Positioning

Social Media Ads: Leverage **Facebook**, **Instagram**, and **LinkedIn** to target entrepreneurs and small businesses.

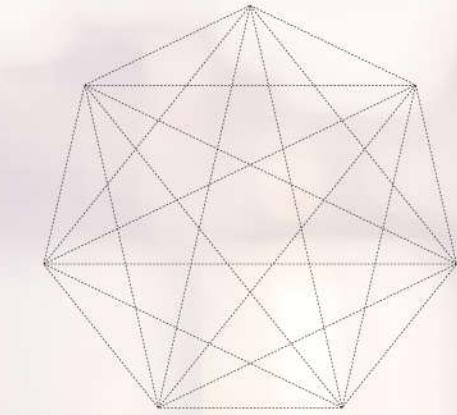
Google Ads & SEO: Focus on high-intent keywords like “**business tools Egypt**” and “**manufacturing services for startups**.”

- User Acquisition & Growth

Referral Program: Offer rewards for users who refer others to the platform.

Free Consultation: Provide free business consultations to attract new users.

Webinars & Partnerships: Host webinars with industry experts to showcase ENGZ's value.



- **Engagement & Community Building Success Stories:** المشاركة

Share video testimonials and case studies of successful startups.

- **LinkedIn & Facebook Groups:**

Create dedicated groups for Egyptian entrepreneurs to network and share insights.

- **Interactive Q&A Sessions:**

Host monthly sessions with mentors and industry leaders.

- **Retention & Monetization AI-Driven Recommendations:** الاحتفاظ

Use AI to suggest personalized resources and services.

- **Loyalty Programs:**

Reward active users with premium features or discounts.

- **Email Automation:**

Send targeted emails to re-engage inactive users and promote new features.



2. Search Engine Marketing (SEM):

- **Google Ads:**



Target keywords like “startup support Egypt” and “manufacturing services for entrepreneurs.”

3. Content Marketing:



- **Blogs:** Publish articles on startup challenges, success stories, and ENGZ's solutions.
- **Videos:** Create short, engaging videos (e.g., “How ENGZ Works” and user testimonials).

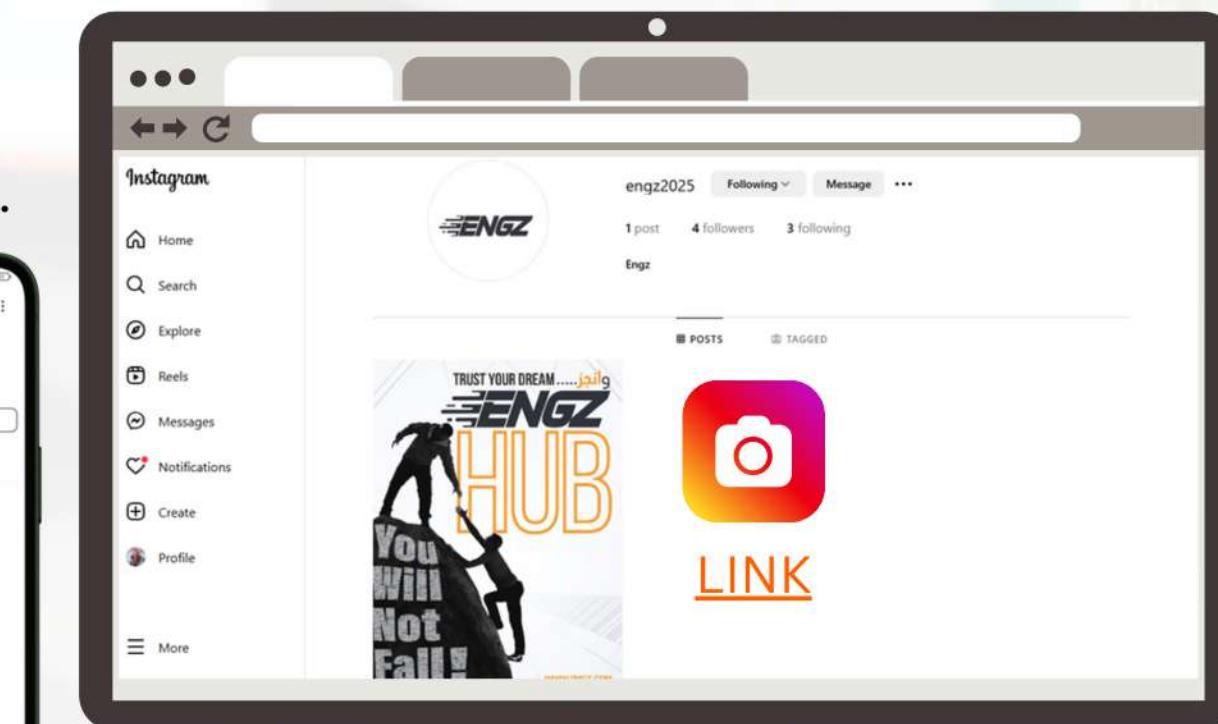
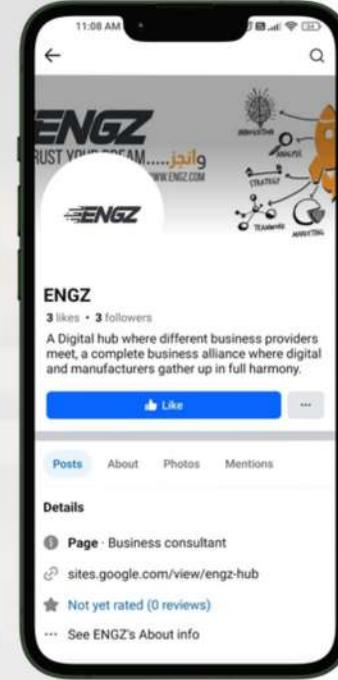
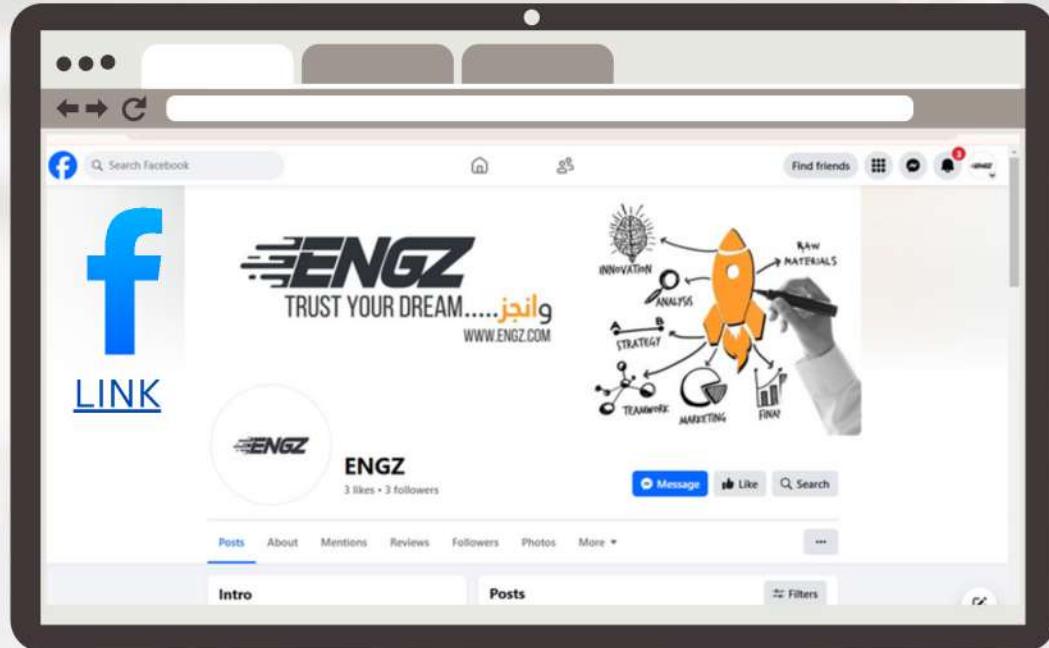
4. Email Marketing:



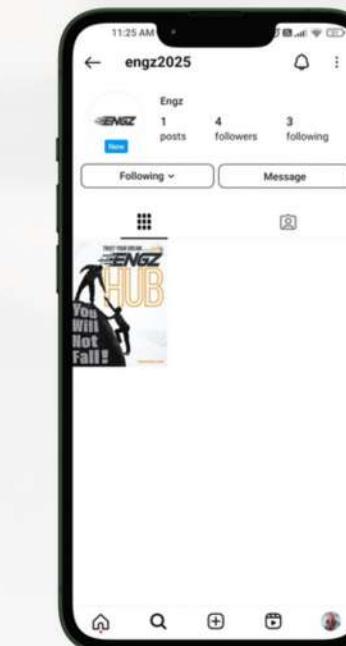
- Build an email list and send newsletters with updates, tips, and success stories.

• Marketing Channels

1. Social Media: Facebook: For broad reach and targeted ads.

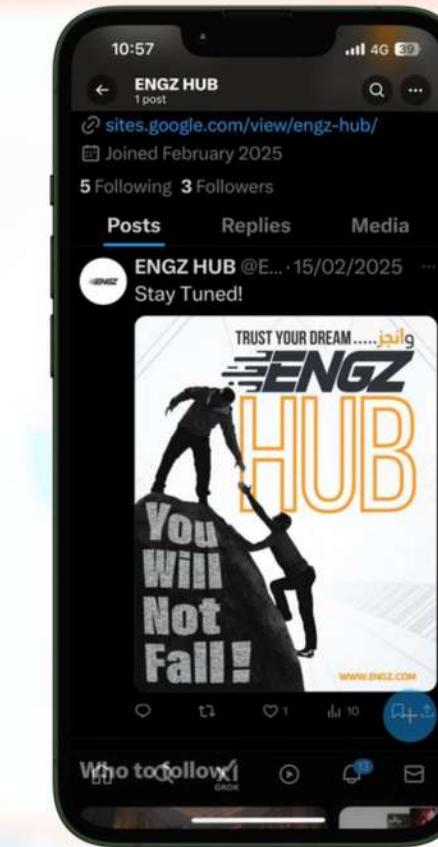
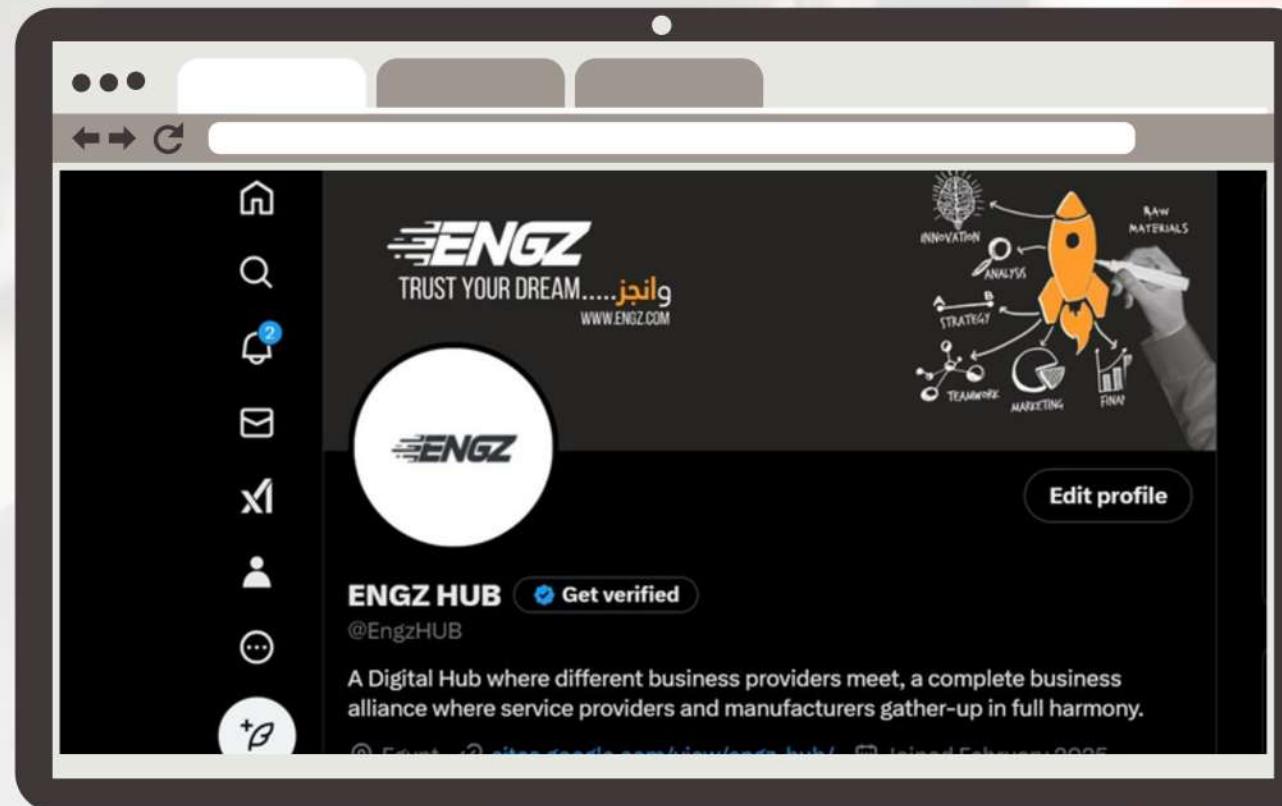


Instagram: For visual storytelling and influencer partnerships.

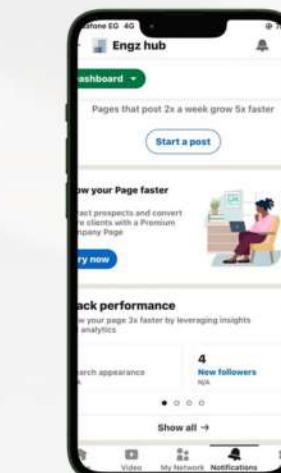




To target the Gulf Region for the long-term goal.

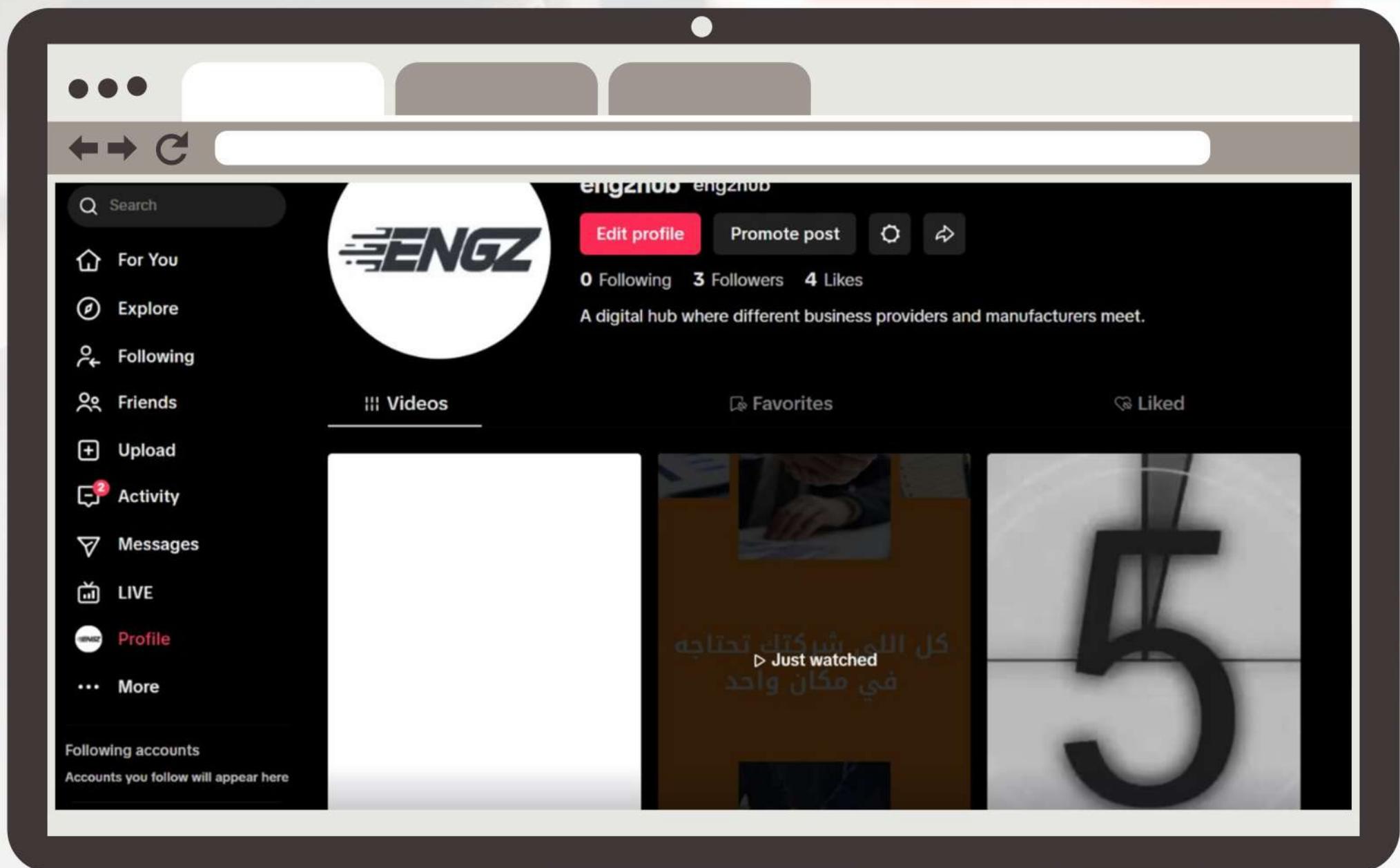


LinkedIn: For B2B outreach and professional networking.





TikTok: for fast spreading



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CONTENT CREATION

المحتوى

ENGZ HUB



Phase 1: (posts) Teaser & Pre-Launch (Building Curiosity)

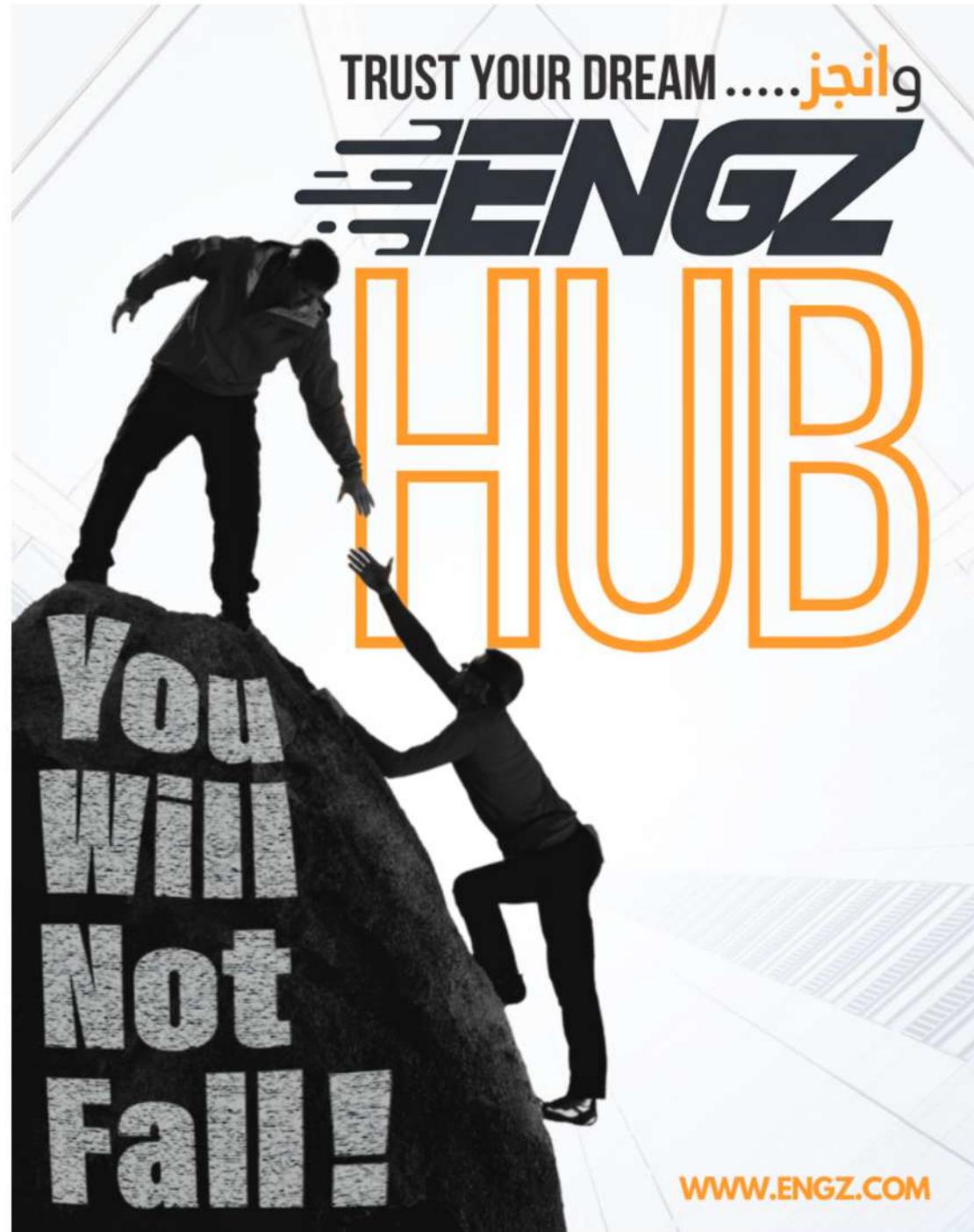


CONTENT CREATION

المحتوى



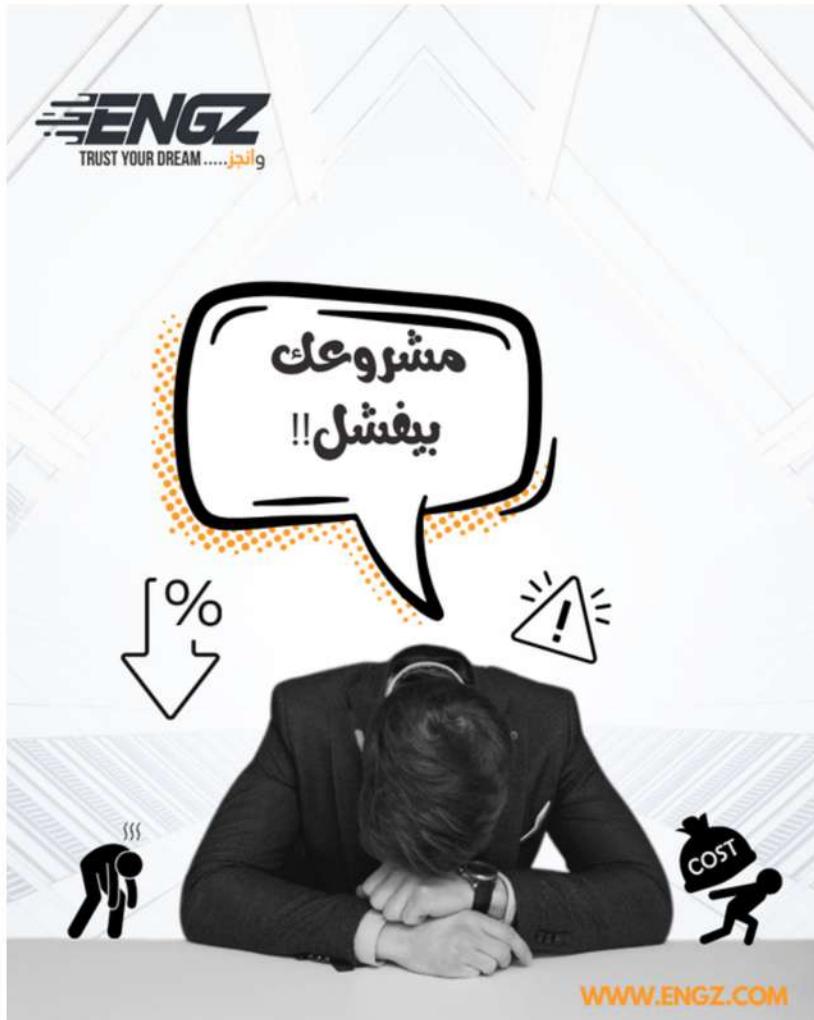
Phase 1: Teaser & Pre-Launch (Building Curiosity)



CONTENT

المحتوى

ENGZ HUB



Carousel Post: Educate and engage entrepreneurs by showcasing how ENGZ helps them overcome business challenges.



المحتوى CONTENT

Informative Posts:



وانجز... TRUST YOUR DREAM

الفرصة لسه موجودة... مع ENGZ، هترجع تنجح تاني!
مشروعك مش ماشي زي ما كنت متوقع؟
إحنا في ENGZ موجودين علشان نرجعلك طريقك للنجاح!
خدماتنا هتساعدك تتخطى أي عقبة:
إعادة بناء خطة عمل جديدة
الوصول لشركاء وموردين معتمدين
استراتيجيات تسويق مبتكرة تجذب
عملاء جدد
ابداً من جديد مع ENGZ، وكل شيء ممكن!

الفشل مش النهاية، هو بس بداية حكاية جديدة!

هل مشروعك توقف فجأة؟
هل شايف إنك مش قادر تبدأ تاني؟
في ENGZ بنساعدك تكتب الحكاية الجديدة لم مشروعك!

هنساعدك تكتب قصة نجاح جديدة :
وتعيد كتابة خطة العمل والبدء بخطوات جديدة!

إيجاد الشركاء والموردين المناسبين
ليك في كل فصل!

[Visit Our Website
www.Engz.com](http://www.Engz.com)

وانجز... TRUST YOUR DREAM

خليك فريد، وخلی مشروعك ممیز... مع ENGZ ه تكون النجم!

مشروعك مش زی أي مشروع تاني؟

خلينا نخلیه فريد ويكون ليه تأثیر غير تقليدي!

في ENGZ، بنساعدك تبرز وسط الجميع: إبداع جدید يعكس تمیزک!

شرکات مبتكرة وطرق تسويق بتلفت الأنظار!

استراتیجیات تزيد من تمیزک وتفوقک على المنافسين!

ابداً تمیزک مع ENGZ الآن، وحط مشروعك على المسار الصحيح!

Visit Our Website
www.Engz.com

مشروعك مخلصش... ده وقت عودتك أقوى!

مفیش مشكلة! الفشل مش النهاية، ده مجرد خطوة جديدة في طريقك للنجاح!

إحنا في ENGZ موجودين عشان نرجع لك الطريق الصح!

نعيدك تخطيط مشروعك وتوجيهك
صح
نوصل لك الموردين والشركاء
المناسبین
نساعدك في تسويق ذكي يجذب
عملاء أكثر
نقدم لك استراتیجیات أیدیة للنجاح
الفرصة لسه موجودة قدامک... ابدأ
من جديد وأنت واثق!



إبعتننا دلوقتي واحصل على استشارة مجانية

engz2025@gmail.com

www.ENGZ.com



CONTENT المحتوى

ENGZ HUB

Informative Posts:



وانجز...

كيف تبدأ؟

- 1- سجل في منصة "انجز".
- 2- اختر الخدمة التي تحتاجها.
- 3- تواصل مع الخبراء وابداً مشروعك فوراً!

+20102546987
www.ENGZ.com
engz2025@gmail.com



وانجز...

لماذا تختار "انجز"؟

- سهولة الوصول
- خبراء معتمدون
- خدمات متنوعة
- تواصل مباشر

Register
www.Engz.com



وانجز... TRUST YOUR DREAM

- النجاح مش مستحيل... بس تحتاج حد يساعدك!
- و عندك مشروع ناشئ أو فكرة بيزنس وبتواجده مشاكل في التنفيذ, Engz هو الحل!
- تحتاج مصمم محترف؟ عندنا!
- عاوز مطور يعمل لك وييسايت احترافي؟ موجود!
- التسويق عامل لك صداع؟ سيبها على خيراتنا!
- Engz بتجمع لك أفضل المحترفين في مكان واحد عشان تساعدك تحول فكرتك مشروع ناجح بسرعة وكفاءة!

عندي عيش وقتك في البحث... ابدأ نجاحك مع Engz دلوقتي!

Visit Our Website
www.Engz.com



وانجز... TRUST YOUR DREAM

كيف تبدأ؟

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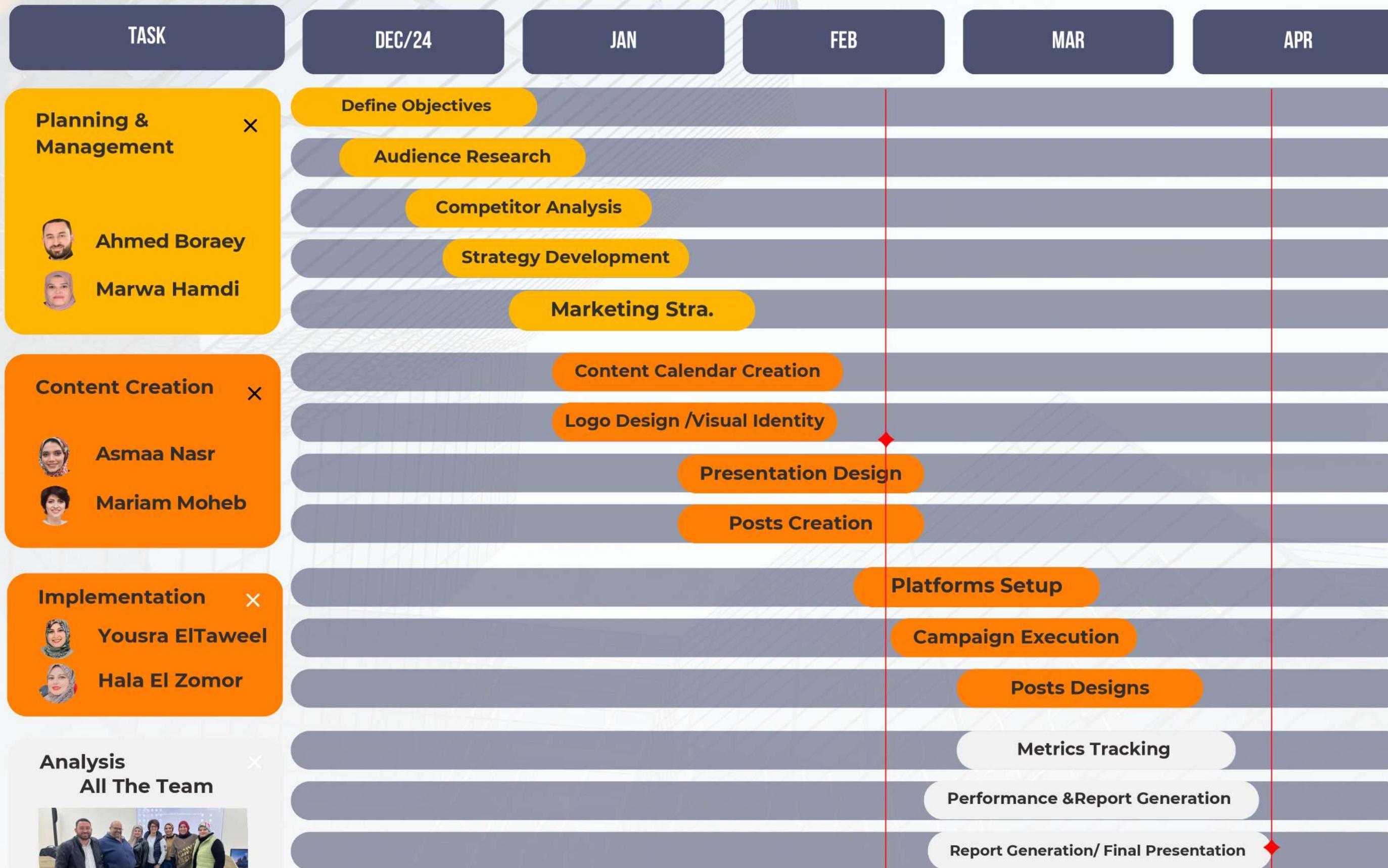
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engz2025@gmail.com



رواد مصر الرقمية

ENGZ GANTT CHART

DEC 2024/APR 2025



24 Feb

11 Apr

SOCIAL MEDIA MARKETING PLAN



رواد مصر الرقمية

DATA ANALYSIS & PERFORMANCE MEASUREMENT

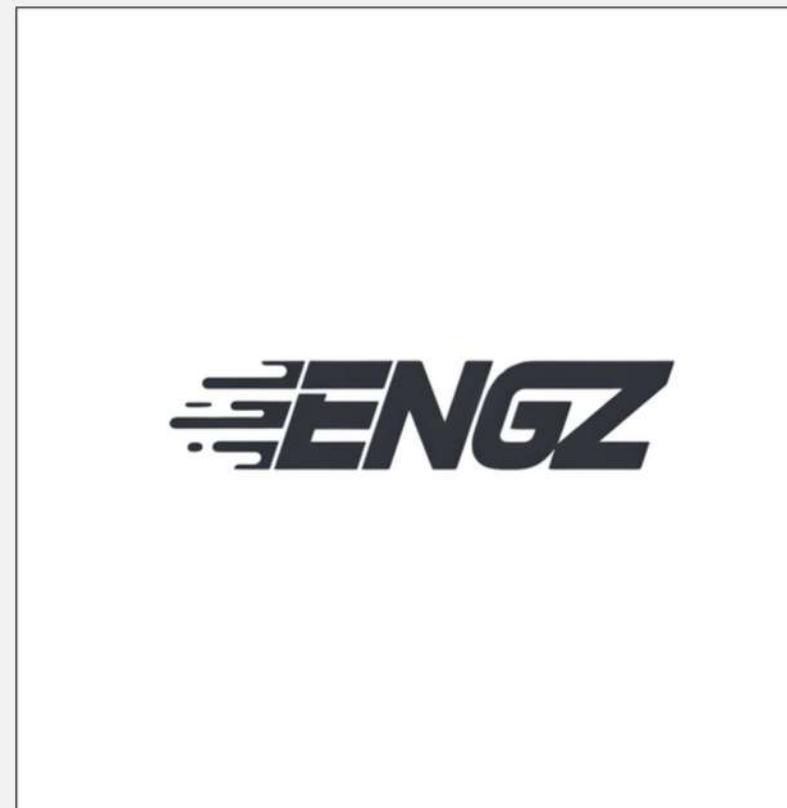
تحليل البيانات و قياس الاداء

Overview

Objective: Monitor key performance metrics to optimize ENGZ's acquisition, engagement, and retention strategies.

نظرة عامة

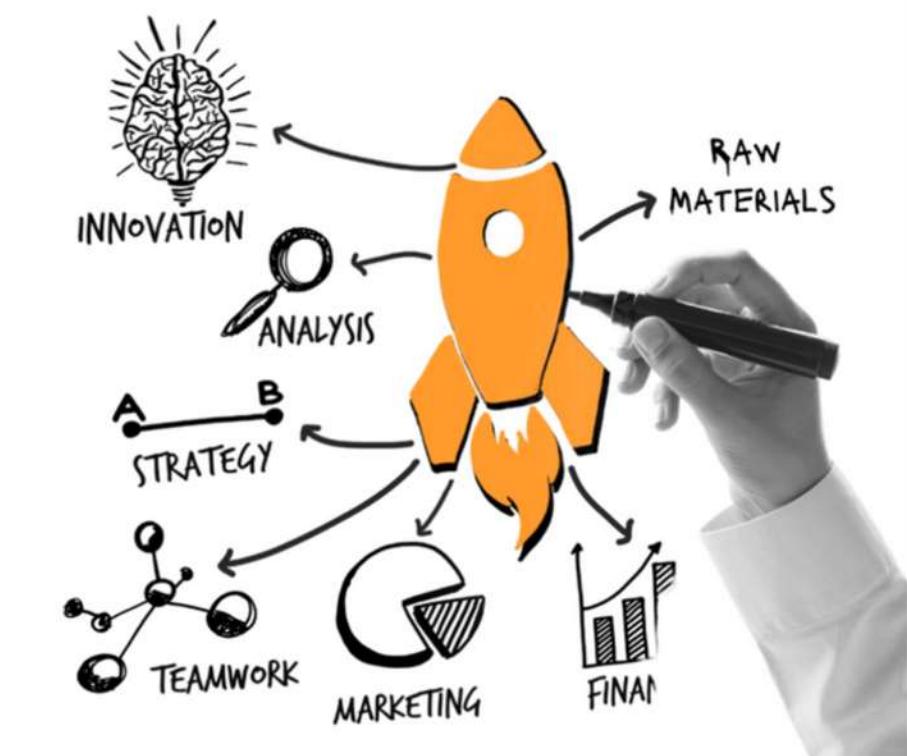
الهدف: مراقبة مؤشرات الأداء الرئيسية لتحسين استحواذ والتفاعل والاحتفاظ بالمستخدمين لمنصة إنجز



LOGO



COVER

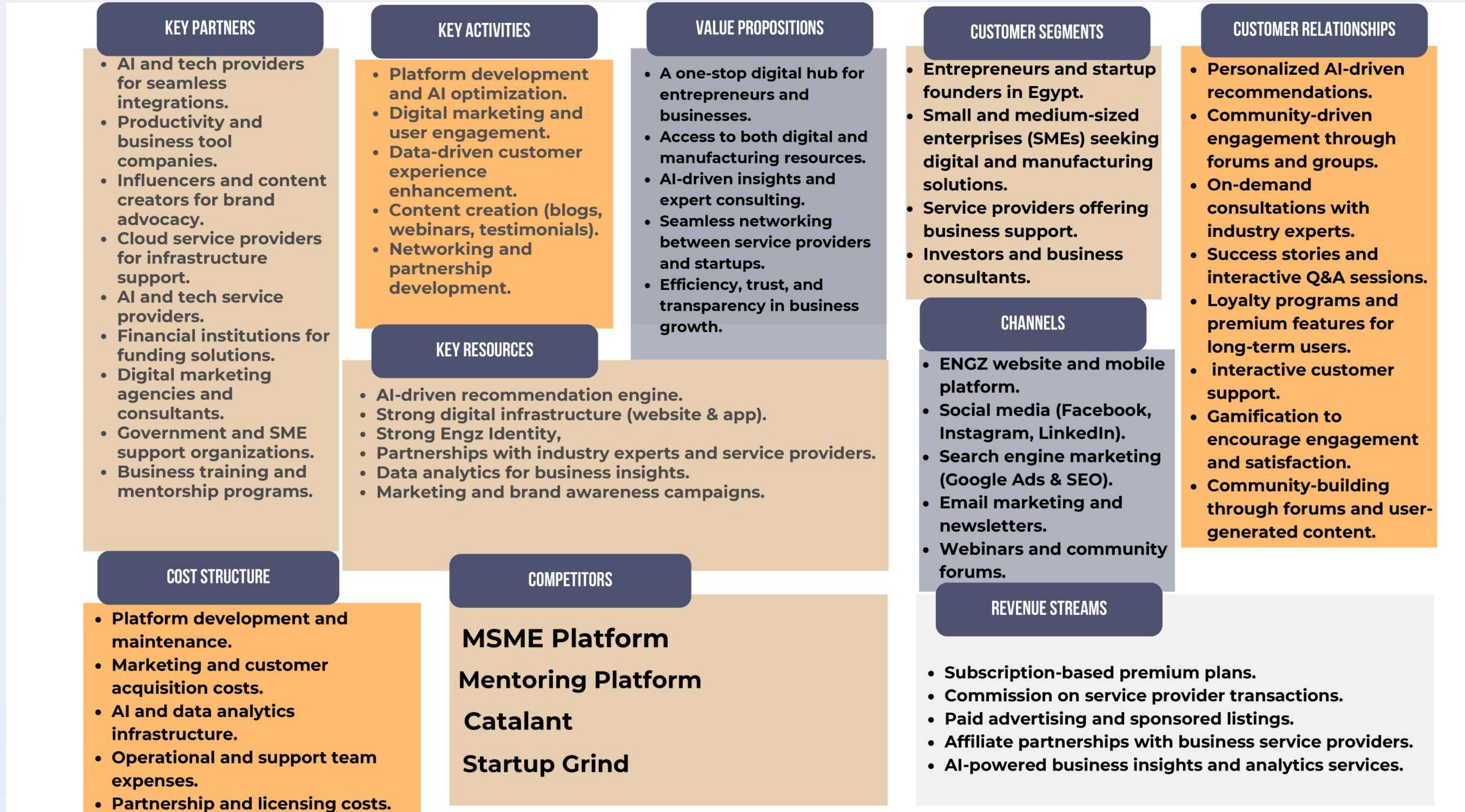


ENGZ



ENGZ
TRUST YOUR DREAM وانجز
www.ENGZ.com

ENGZ BUSINESS MODEL CANVAS





THANK YOU!

Group (A)

Under Supervision of Dr. Sameh Ibrahim