

## Project Name

LYRA

Cosmetic store

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## Project Idea

**LYRA Store is an intermediary company specialized in the cosmetics industry, focusing on marketing and distributing hair care products through professional strategies that ensure brands reach a wide range of customers.**

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## Team Members (pentaRae)

1. **Amira Mohamed (Leader)**
  2. **Helana Magdy**
  3. **Aya Mohamed**
  4. **Mohamed Mahmoud**
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## Work Plan

### 1. Research & Analysis

Lyra Cosmetics empowers Egyptian women to express their beauty with high-quality, trendy, and affordable products designed for woman— blending international style with a proudly Egyptian touch.”

- Audience personas

**Malk – 25 Y**

**Location: Mansoura**

**Occupation: university graduate**

**Income Level: Medium**

**Lifestyle: Social-trendy-beauty conscious**

**Pain point: High prices of international cosmetic brands**

## 2. Visual Identity

- Logo design



## 3. Main Designs

- Poster



YouTube

Filters

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Create

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Home

Shorts

Subscriptions

You

History

Playlists

Your videos

Watch later

Liked videos

Daily Ideas

Keyword Inspector

Competitors

Trend Alerts

Most Viewed

Channel Audit

Achievements

LYRA

Cosmetic Store

LYRA

Cosmetic Store

LYRA Cosmetics

@LYRAcosmetics-nof

3 subscribers · 8 videos

More about this channel ...more

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Videos

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Posts

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السعد مع منتجات ليرا - شامبو كابكسي

44 views · 3 weeks ago

ليرا - منتجات طبيعية شامبو كابكسي

11 views · 3 weeks ago

اكتشف سر الشعر الصحي

14 views · 3 weeks ago

LYRA-Capixy

0:08

LYRA

0:09

TikTok

Search

For You

Explore

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More

Following accounts

Accounts you follow will appear here

@danyouy

1.5K followers

lyra.store0

LYRA

Follow

Message

👤

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...

1 Following

4 Followers

32 Likes

🌿 وجهتك الأولى لمنتجات العناية بالشعر والشعر

يوفر لك منتجات عالية الجودة بعناية مستفزة لمنتجات ليرا - شامبو كابكسي

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Videos

Liked

3 oils

121

100

103

Capixy

1%

104

Life with him

160

93

LYRA

0:09

Capixy

Capixy

Hair fertilizer Shampoo

CHINA-100% LUSH Shampoo

Capixy™

Aloe Vera Extract Biotin

For all hair types

6.8 fl.oz (200 mL)

LYRA

Cosmetic Store

LYRA

Published by Mohammed Abozeed

October 13

لو شغرك بيتساقط و القراعات بتزيد يوم بعد يوم... ف Capixy هيفرق معاك يحد

طبعنا جربتي أنواع كتير... بس الفرق هنا في التركيبة = Capixy™ + Biotin + Aloe Vera

تغذية عميقة من الجذور

تقليل التساقط بشكل ملحوظ

لمعان طبيعي من أول استخدام

و ده ... See more

Edit

Boost post

You, EGXplore and 8 others

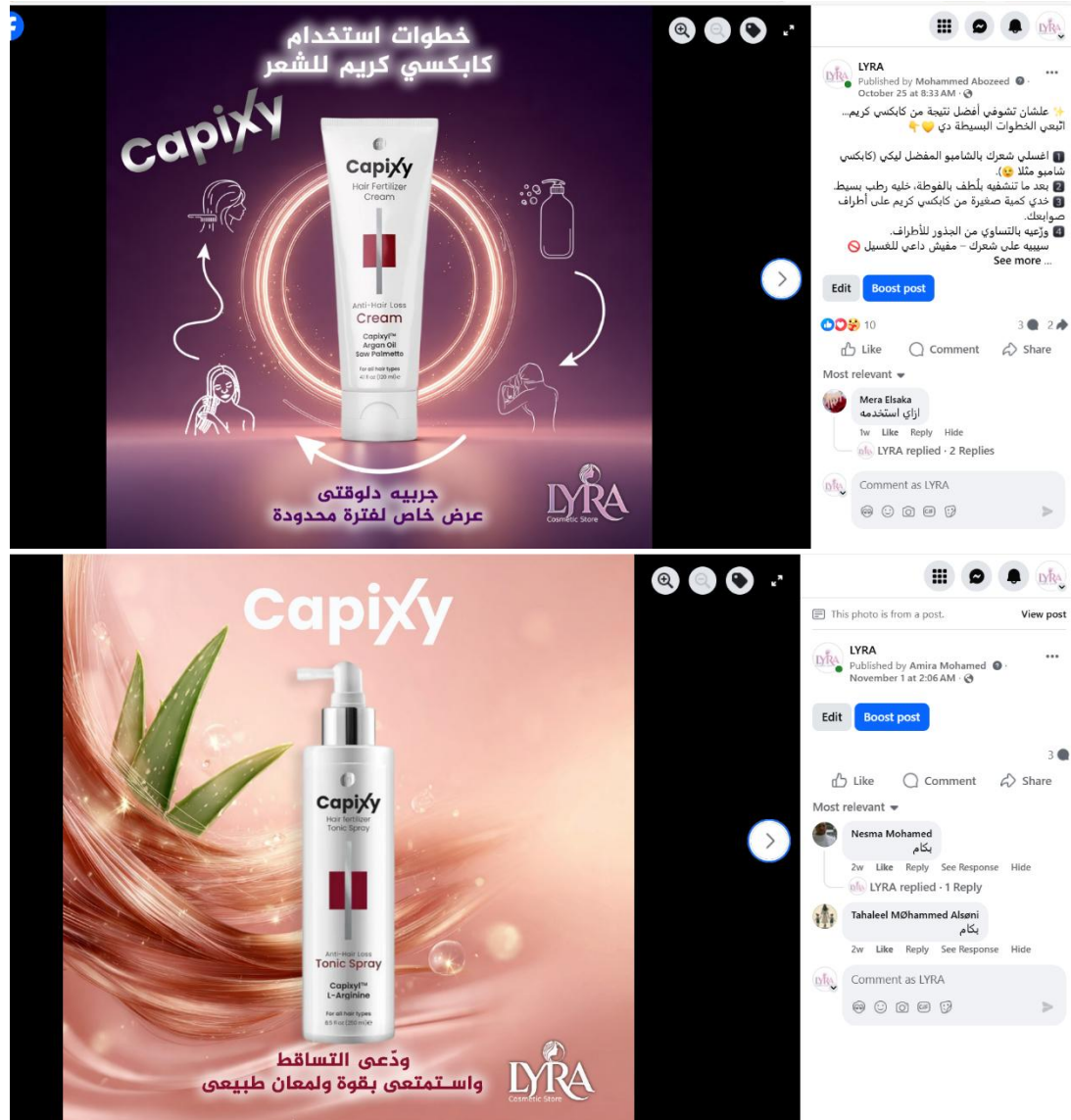
Like

Comment

Share

No comments yet

Comment as LYRA



#### 4. Complementary Products

Lyra Cosmetics offers a wide range of makeup and haircare products designed specifically for Egyptian consumers. The brand focuses on high quality, trendy shades, and attractive packaging that reflects a youthful and modern identity

Products are distributed through multiple online channels to maximize reach, Facebook Shop, Instagram Shop, and major e-commerce platforms.

#### 5. Review & Finalization

We worked on marketing the company and its products on social media platforms and launched an advertising campaign. As a result so far, we've increased the

number of followers and engagement on the company page, reaching 36 messages. We've already made one actual sale from these messages, and we're working on the others.

## 6. Final Presentation

[https://drive.google.com/file/d/1JTZ1taM4C5d2bcKNkvjpUTI76hmStHHZ/view?usp=drive\\_link](https://drive.google.com/file/d/1JTZ1taM4C5d2bcKNkvjpUTI76hmStHHZ/view?usp=drive_link)

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### Roles & Responsibilities

**We work as a collaborative team to complete the following tasks**

**(designs – content creator – marketing ideas – calendar creator – social media platform publish- media buying campaign creator – Monitoring and responding to page messages- product delivery - Account Management)**

- 1. Amira Mohamed (Leader)**
- 2. Helana Magdy**
- 3. Aya Mohamed**
- 4. Mohamed Mahmoud**

### • KPIs (Key Performance Indicators)

Objective	Key KPI	Target / Metric	Timeline	Responsible Team	results
1. Increase Product qualified Leads (Haircare Range)	Lead generated	250 lead for shampoo & cream	1 Nov 2025–30 Jan 2026	Sales & Digital Marketing Teams	36 lead
2. Grow Social Media Following	Followers Count	1000 total followers (Instagram & Facebook)	By end of Q1 2026	Social Media & Content Team	140 Follower

4. Expand Market Share on TikTok	Followers / Engagement Rate	+300 followers & 8% engagement rate	By end of Q1 2026	Influencer & TikTok Team	27Likes + 1100 Views
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## Instructor

- **Dr . Tamer Elmoghazy**

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## Project Files

You can find the full project files here:

<https://drive.google.com/drive/folders/1Dz1Yjk8lsHdlgulfNZqIMyZ2qxCWOD3h?usp=sharing>

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