

Project Name

LYRA

Cosmetic store

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.

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



The image is a collage of three screenshots from different social media platforms, all featuring promotional content for LYRA Cosmetic Store and Capixy hair products.

Top Left (YouTube Channel):

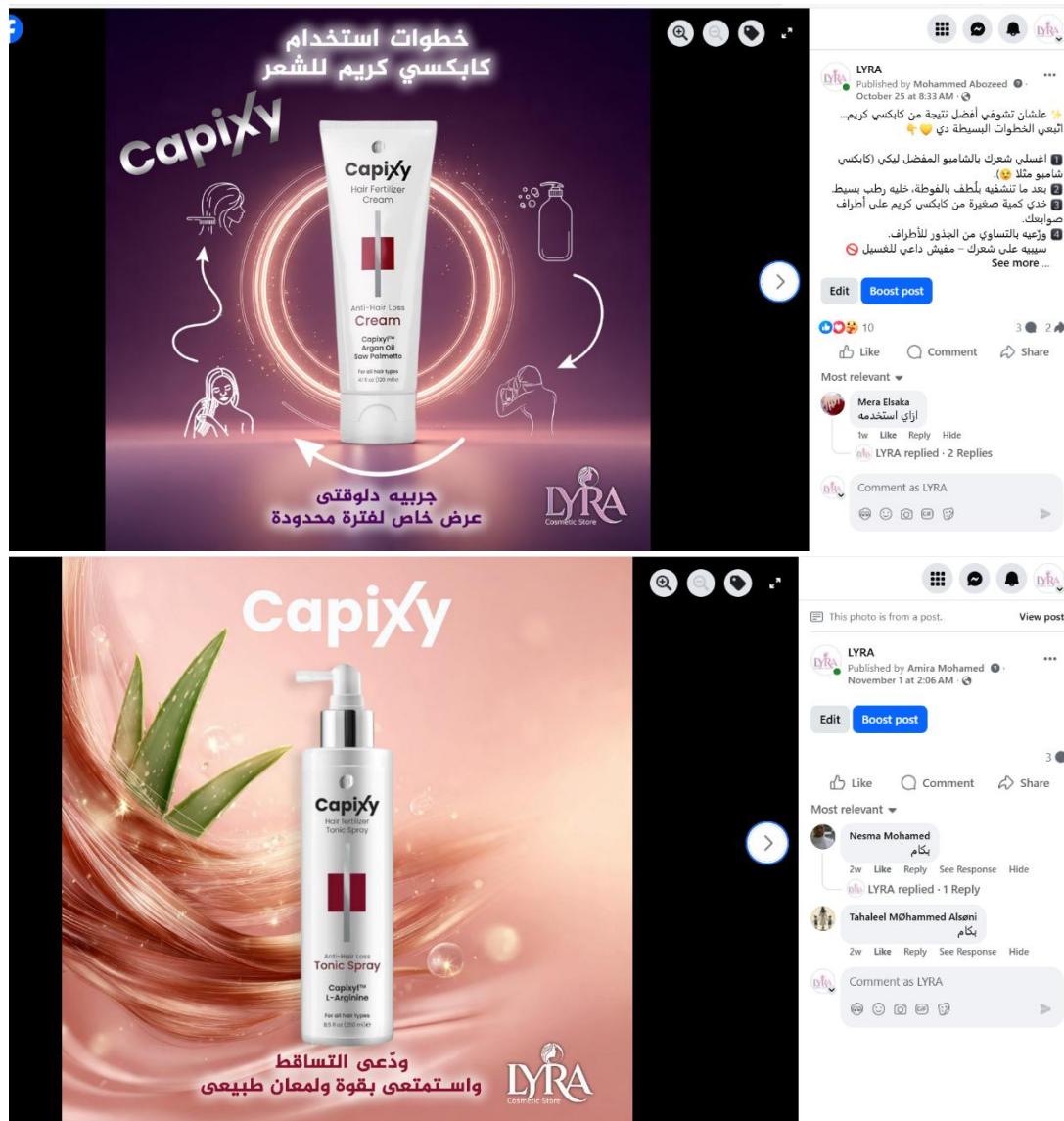
- Channel Information:** LYRA Cosmetic Store, 3 subscribers, 8 videos.
- Recent Videos:**
 - السعادة مع منتجات ليرا شامبو كابيكسي (0:19) - 44 views • 3 weeks ago
 - ليرا مستحضر طبيعة شامبو كابيكسي (0:13) - 11 views • 3 weeks ago
 - اكتشفي سر الشعر الصافي (0:08) - 14 views • 3 weeks ago
 - اكتشفي سر الشعر الصافي والقوى (0:09) - 20 views • 4 weeks ago

Top Right (TikTok Profile):

- Profile Information:** lyra.store0 LYRA, 1 Following, 4 Followers, 32 Likes.
- Recent Videos:** A grid of 12 video thumbnails showing various product shots and reviews.

Bottom (Instagram Post):

- Post Information:** Published by Mohammed Abozeed, October 13.
- Caption:** "لـ شعرك يبتسلق و الفراغات تزداد يوم بعد هيفرق معاكي بعد Capixy" (Your hair falls out and the gaps increase day by day, Capixy will separate us).
- Product Image:** A large image of a bottle of Capixy Anti-Hair Loss Shampoo.
- Post Metrics:** 94 likes, 11 comments, 11 shares.
- Comments:** "See more ... 50" and "No comments yet".



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

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/1Dz1Yjk8lsHdlgulfNZqlMyZ2qxCWoD3h?usp=sharing>

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