

## Market & Target Audience Analysis — DEPI Graduation Project

### 1. Introduction

As part of our DEPI graduation project, our team decided to establish a marketing agency. The idea is not just a trading activity but a solution to a real gap in the Egyptian market. Many youth entrepreneurs are launching small businesses, mainly in fashion, food, and handmade products. However, most of these businesses struggle with differentiation and sales due to a lack of professional marketing support. Our agency is designed to fill this gap.

### 2. Market Context

- Egypt's digital economy is expanding rapidly, and social media plays a dominant role in consumer discovery and purchasing behavior.
- Small and micro enterprises (SMEs) represent the majority of businesses in Egypt, but they often lack affordable access to effective marketing services.
- Existing marketing agencies mainly focus on mid- to large-sized clients, creating an opportunity to serve youth-led micro-brands with tailored, affordable, and growth-oriented marketing solutions.

### 3. Target Audience

- Primary audience: Young entrepreneurs and micro-SMEs (18–35 years old) launching fashion/clothing brands, small food & beverage outlets, and handmade/gift shops. These businesses rely heavily on Instagram, Facebook, and TikTok to reach customers but face intense competition.
- Secondary audience: Small family-owned stores and service providers who want to modernize their marketing and improve online visibility.

### 4. Customer Personas

#### Persona A – Sara, 22 (Fashion Entrepreneur)

- Launching an Instagram-based clothing brand.
- Struggles with marketing knowledge and tight budgets.
- Needs affordable packages with clear ROI.
- Message: "Turn your followers into customers with creative and affordable campaigns."

#### Persona B – Ahmed, 29 (F&B Owner)

- Owns a local café or delivery-based kitchen.
- Wants more orders and stronger local presence.
- Limited digital skills, inconsistent branding.
- Message: "We help cafés like yours become the go-to choice in your area."

#### Persona C – Nour, 27 (Startup Founder)

- Runs a small tech-enabled business with seed funding.
- Needs growth experiments, analytics, and performance-based campaigns.

- Prefers agile, short-term measurable engagements.
- Message: "We deliver quick growth tests with measurable outcomes."

## 5. Competitor Analysis

- Landscape: There are many established marketing agencies in Cairo and Alexandria offering services like branding, web development, and ads. However, they usually target clients with medium to large budgets.
- Gap: Few agencies provide specialized, affordable, and performance-driven marketing services tailored for micro-brands.
- Opportunity: Our agency can differentiate itself by offering low-cost packages, localized expertise, training programs for founders, and performance-based pricing models.