

Mom or Dad

This segment includes married parents with children in primary or preparatory school. They are educated, middle-class individuals who value convenience and time-saving solutions.

- **Age:** 25 to 45 years old
- **Location:** Cairo, Alexandria, Canal Cities
- **Education:** University graduate
- **Social Status:** Married with kids
- **Income:** Middle-class
- **Occupation:** Employee or housewife
- **Websites Used:** Facebook, Instagram
- **Obstacles:**
 - Limited time to shop
 - Concerns about online product quality
 - Delivery delays during peak seasons
- **Motives to Buy:**
 - Save time
 - Ready-made school bundles
 - Affordable mid-range prices
- **Online Behavior:**
 - Active in mom communities and Facebook groups
 - Seeks recommendations and real reviews
 - Frequently saves back-to-school lists and offers
- **Goals:**
 - Buy all school essentials from one place
 - Make the shopping process easier and faster

Student and Youth

This segment includes middle school, high school, and university students. They are budget-conscious and seek tools that help them study better and stay organized.

- **Age:** 14 to 25 years old
- **Location:** Cairo, Alexandria, Canal Cities
- **Education:** Student
- **Social Status:** Single
- **Income:** Limited (allowance or family support)
- **Occupation:** Student
- **Websites Used:** Facebook, Instagram
- **Obstacles:**
 - Limited budget
 - Difficulty finding all needed supplies in one place
- **Motives to Buy:**
 - Affordable prices
 - Innovative stationery to make studying easier
 - Student discounts
- **Online Behavior:**
 - Follows educational content and study-related memes
 - Engages in giveaways and offers
 - Saves productivity and study tips posts
- **Goals:**
 - Be fully prepared for studying and exams
 - Have tools that help organize time and stay productive

Young Working or Freelance Youth

This segment includes young individuals who have started their professional journey, either as employees or freelancers. They often seek tools and supplies that help them stay organized and productive in both work and study.

- **Age:** 18 to 30 years old
 - **Location:** Cairo, Alexandria, Canal Cities
 - **Education:** University student or graduate
 - **Social Status:** Single or in a relationship
 - **Income:** Moderate or freelance income
 - **Occupation:** Employee, freelancer, or small business owner
 - **Websites Used:** Facebook, Instagram, LinkedIn
 - **Obstacles:**
 - Difficulty finding practical and stylish tools
 - Limited time for shopping
 - **Motives to Buy:**
 - Productivity-enhancing tools
 - Elegant and functional designs
 - Bulk purchase offers and savings
 - **Online Behavior:**
 - Follows productivity and time management content
 - Searches for unique office and study tools
 - Engages with freelancer-focused promotions
 - **Goals:**
 - Organize work and study efficiently
 - Own tools that boost focus and creativity
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Target Audience

Category	Organized Mom or Dad	Student and Youth	Young Working or Freelance Youth
Age	20 – 50 years	14 – 25 years	18 – 30 years
Location	Cairo – Alexandria – Canal Cities	Cairo – Alexandria – Canal Cities	Cairo – Alexandria – Canal Cities
Education	University graduate	Student	Graduate or university student
Social Status	Married with kids	Single	Single or in a relationship
Income	Middle-class	Limited	Moderate or freelance income
Occupation	Employee or housewife	Student	Employee, freelancer
Websites	Facebook, Instagram	Facebook, Instagram	Facebook, Instagram, LinkedIn
Obstacles	Limited time, quality concerns, delivery delays	Limited budget, hard to find supplies	Hard to find practical tools, limited time
Motives to Buy	Save time, ready bundles, affordable prices	Affordable prices, innovative tools, discounts	Productivity tools, stylish designs, offers
Online Behavior	Active in mom groups, seeks reviews	Follows educational content, joins offers	Follows productivity content, seeks unique tools
Goals	Buy all essentials from one place	Be ready for study and exams	Organize work and study