

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 |