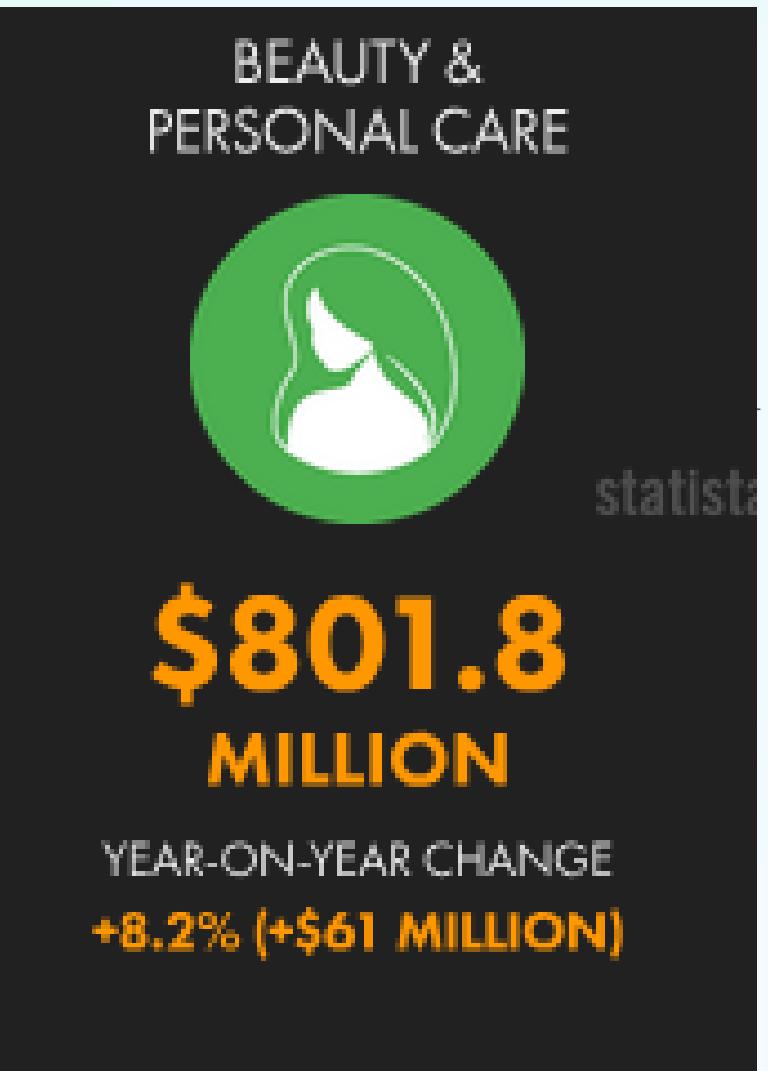


Market Research:

- An 8.2% year-on-year growth is a strong indicator of rising demand in the beauty and personal care sector. This reflects opportunities for brands to expand .
- The current market size of \$801.8 million suggests a significant opportunity for both established and new players in the industry.



SWAT Analysis:

S

STRENGTHS

- Growing market rage
- Having active accounts on Facebook, Instagram, and TikTok provide a strong platform for customer engagement.
- Having group of pharmacies in our team.

W

WEAKNESSES

- Low Brand Awareness: As a new website, building trust and visibility will take time.
- Limited Payment Options just cash-on-delivery .

O

OPPORTUNITIES

- Offering Seasonal Campaigns inLeverage events like Ramadan, Eid,Mother Day and Black fridayseasons for promotions.
- Attracting Expatriates & International Customers

T

THREATS

- power of competitors.
- Economic instability due to currencyprice changes.

Competitive Analysis



Zynah.me



Feel22Egypt



Competitive Analysis

Facebook

#Fans 65K
#posts/month 55
follower Growth 1.3%
Post interaction rate 0.0032%
post/day 2



Instagram

Followers 190,520
Follower Growth 0.17%
Engagement Rate 0.03%
#posts/week 16



TicTok

Followers 3,755
Total likes 17,683
Total videos 119
Engagement Rate 0.06%



Strengths:

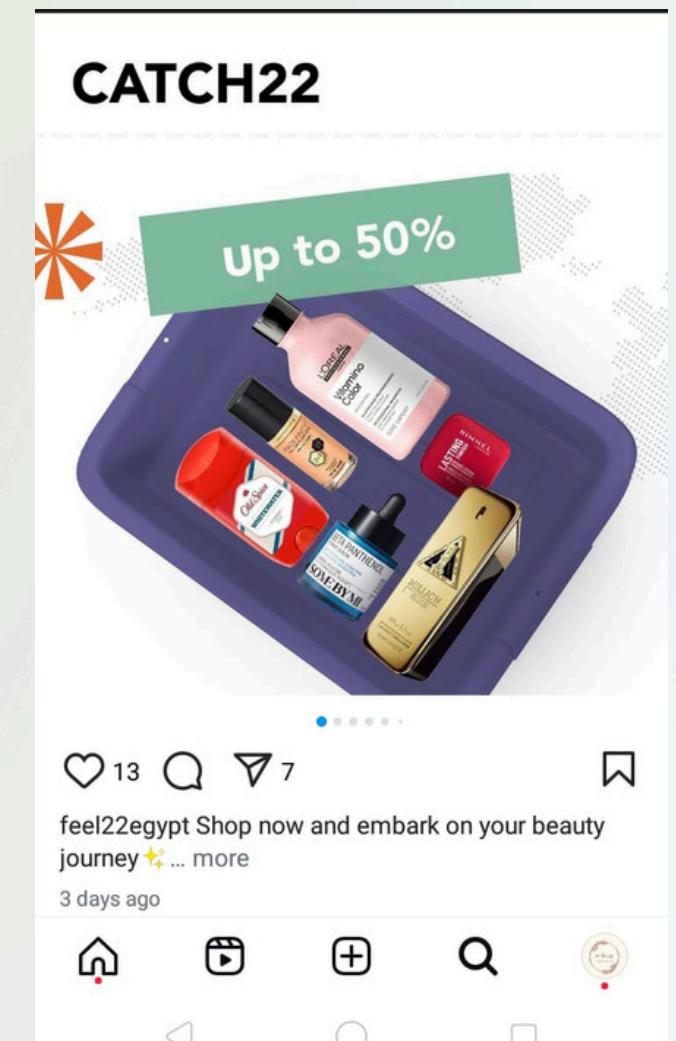
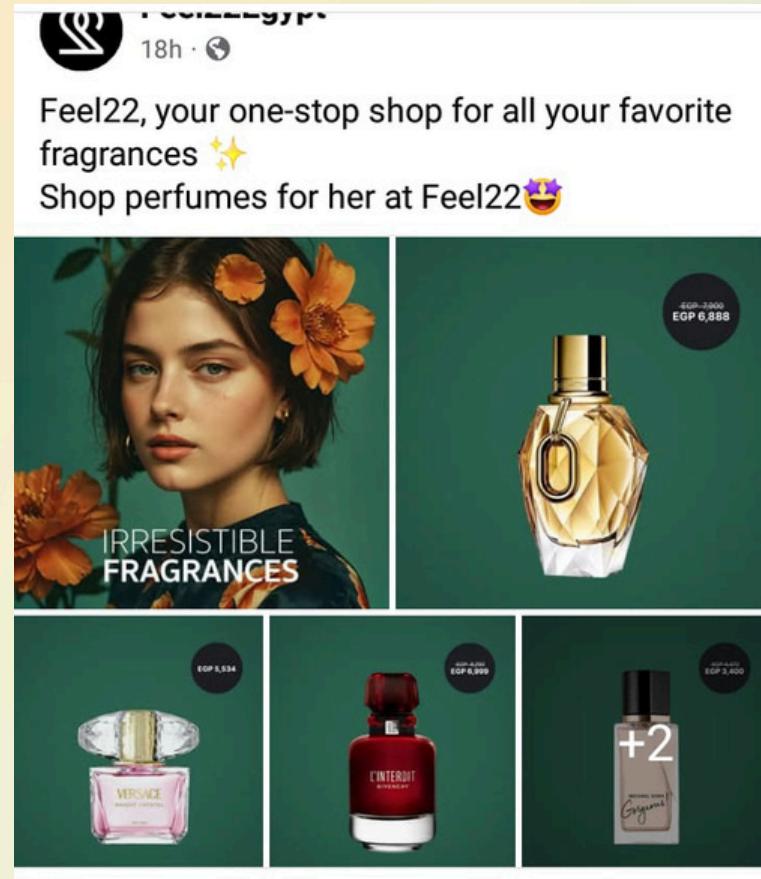
- Big number of followers on Facebook and Instagram.
- Influencing marketing on TikTok and Instagram.
- Wide range of products, luxury and local.
- Consistent posting.
- Running Facebook and Instagram Ads



Feel22Egypt

Weaknesses

- low content quality
- low interaction rate

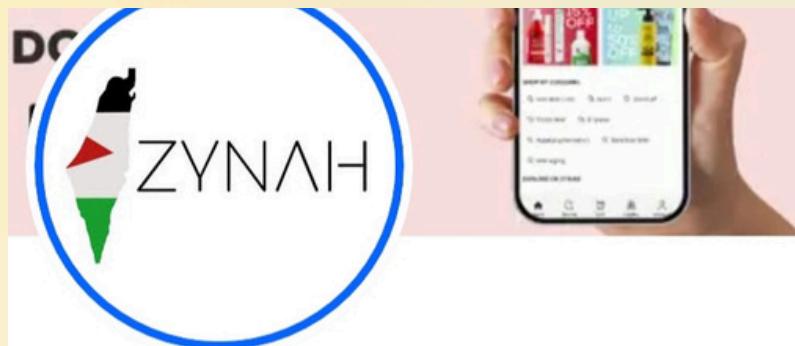


Competitive Analysis

ZYNÄH

Facebook

#Fans 11K
#posts 12
Follower Growth 1.9%
Post interaction rate 0.032%
post/ day 0.4



Zynah.me

11K likes • 11K followers

(Zai-Nah) Shop online your favorite beauty products in Egypt and get free recommendations from our b

Like

Instagram

Followers 61,7K
Follower Growth 3.04%
Engagement Rate 0.09%
Weekly posts 4

673 posts **61.7K followers**

Zynah.me
Beauty, cosmetic & personal care
Shop your favorite beauty products online in Egypt and get free recommendations from our beauty experts. #skincare #hair #makeup ✨ Part of @fustan

zynah.me/ and 2 more

TikTok

Followers 276
Total likes 7,306
Total videos 78
Engagement Rate 3.04%

zynah.me ZYNÄH

Follow **Message** **...**

1 Following **276 Followers** **7306 Likes**

Treat your skin to ZYNÄH BEAUTY's online store.

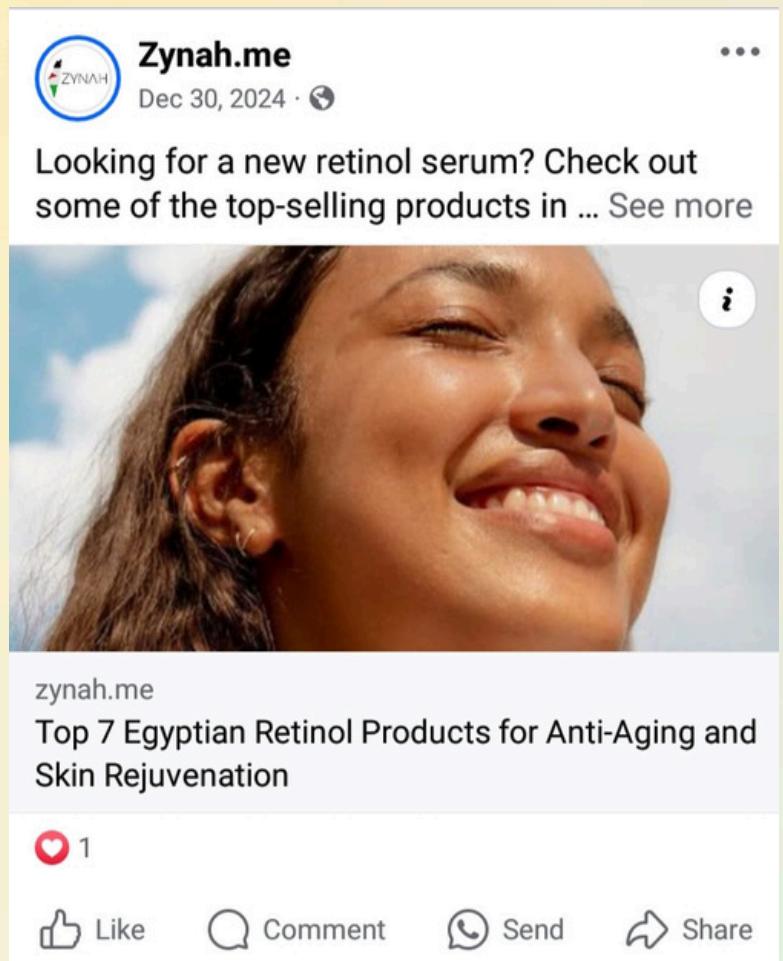
zynah.me

Strengths:

- Big number of followers on Instagram.
- Wide range of products.
- Good content quality.
- Intermediate posting rate.
- Good follower growth rate on facebook and instagram.
- Running Facebook Ads

Weaknesses

- Low number of followers on Facebook and tiktok.
- Low Engagement rate.



Competitive Analysis

Facebook

#Fans 1.8M
#posts 2
Follower Growth -0.022%
Post interaction rate 0.00003%
post/ day 0.07

Bashrety
1.7M likes • 1.7M followers



Bashrety is an online para-pharmacy platform launched by Bashrety.tv, This e-commerce platform offers a different varieties of dermo-cosmetic, beauty and wellness products and special treatments for special concerns.

Instagram

Followers 48.4K
Follower Growth -- (last 90 days)
Engagment Rate 0.03%
Weekly posts 1



Bashrety.tv
835 posts **48.4K** followers

رق الأوسط للعناية بالبشرة والشعر وكيفية علاج مشاكلهما المختلفة

TikTok

Followers 4,263
Total likes 31,031
Total videos 14
Engagment Rate 0.15%

bashrety.tv
Bashrety.tv • 4263 Followers



Strengths:

- Big number of followers on Facebook and Instagram.
- Influencing marketing on TikTok and Instagram.
- High content quality.



Weaknesses

- Low number of followers on tiktok
- Limited range of brands
- Low Engagement rate
- Negative follower growth rate on facebook and Static on instagram
- Low posting rate.





Segmentation

Segmentation

Segment	Teenagers	College students	Early 20s and young employees	Mid 30s and mummies
Age	From 14 to 18	From 18 to 23	From 23 to 30	From 30 to 45
Behaviors	They are looking for quick and easy solution	They are following beauty influencers in many platforms like tiktok and Instagram and you tube	High brand are the most preferred brands	Busy lifestyle demand simple , quick –to – use product that deliver professional results
Pain Point	Acne and skin sensitivity	Budget vs. quality	Busy lifestyles	Aging concerns
Goal	Develop themselves	Present their beauty and themselves	To be in professional look	To be younger than age and hind aging concerns