

***MS Boutique***

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## *Brief: MS Boutique*

- Accessories brand
- Accessories material: Stainless-Customized made of cooper.
- Started a year ago (Start up business )
- B2C
- Online business
- Shipping all over egypt
- Audience: girls - cairo based mainly
- Prices: Affordable - 350 LE max
- USP: unique items - good material - hand made - good packaging
- Best Seller: customize necklaces
- Objectives: Awareness - engagement - organize platform.
- Main platforms : instagram - tik tok
- NO website - NO facebook page
- Copywriting
- Marketing need: content - increase reach &engagement .
- Best posting time: 9pm - 12am.
- Instagram account has ( 4595 follower)  
[https://www.instagram.com/msboutique?utm\\_source=ig\\_web\\_button\\_share\\_sheet&igsh=ZDNIZDc0MzlxNw==](https://www.instagram.com/msboutique?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzlxNw==)
- Cooperate with media buyer