

Marketing plan

COMPREHENSIVE MARKETING PLAN FROM A TO Z

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Our Team

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Some USED AI And automation tools

make.com

Google AI Studio

Google Notebook LLM

Chatgpt.com

DEEPAi.org



Engineering Tech "الإنجنيو"

Brief ..

1

A company specializing in **electrical supplies**, with a primary focus on **industrial electricity**, particularly control systems. It also provides electrical services for individuals, including household electricity and related supplies.

2

The company is relatively new, established about a year ago, and is managed by specialized engineers.

3

The company is headquartered in a strategic location at 6th October, Laylat Al-Qadr Square, Ali El-Din Complex.

FIRST PHASE

The first stage involves discussing with the client to understand their preferences and what they currently have online.



FIRST PHASE ... CONTINUE

1 - target factories
near Sixth of
October and Giza.

2 - Some products
can be delivered
online.

3 - Their desire to sell
electrical equipment for the
groom who is preparing his
apartment for marriage.

4 - We received a
complete list of
products, exceeding
100 diverse items.

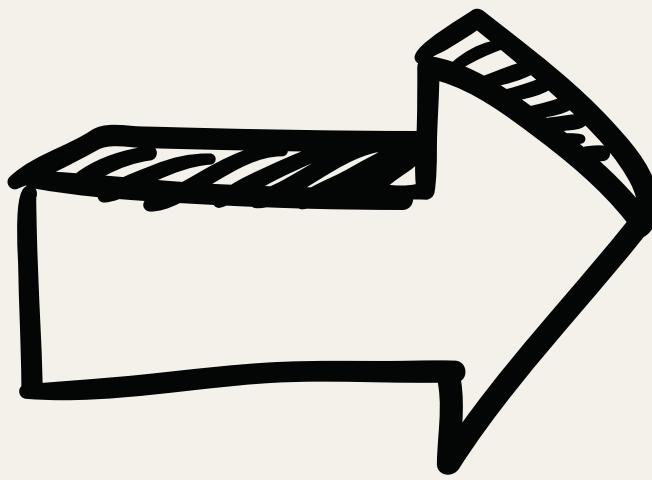
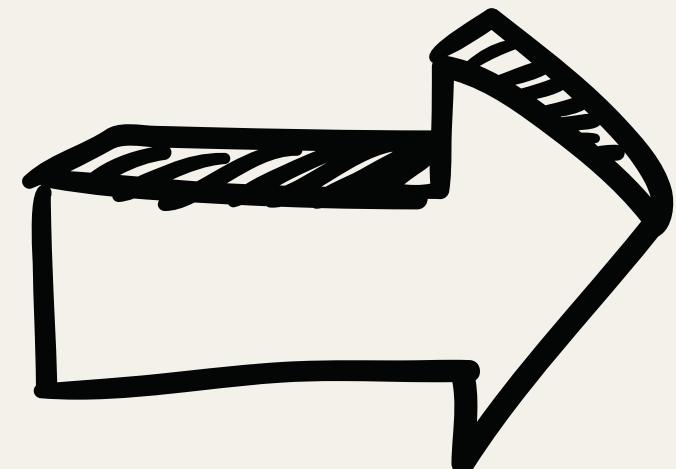
5 - We also took over
the management of a
single Facebook
page.

6 - We reached a
complete discussion of
the possible budget to
set the goals based on
it.



Rebranding "online"

Redesigning the page icon as well as the logo.



Designing a cover for social media platforms that effectively showcases the company's activities.



الهندسية تك engineering tech

لماذا تختارنا؟

- خبرة طويلة في مجال التوريدات الكهربائية
- أسعارنا تنافسية مع ضمان أفضل جودة.
- فريق من المهندسين المعتمدين لضمان الجودة المثالية.

كلمنا دلوقتي :

+201014227771 +201070670702

الهندسية تك

DONG-A

Innomax Invertek Drives.com

Autonics FAEG

HAN YOUNG nux

EATON

Schneider Electric

ABB

Himel

MAKEL

ELSEWEDY ELECTRIC

bemis

FANTON CAVI E COMPONENTI ELETTRICI

AKIS

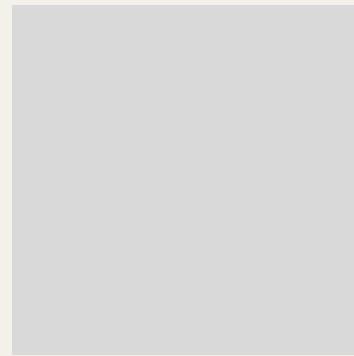
ONKA

SIEMENS

6 أكتوبر ميدان ليلة القدر مجتمع علي الدين مبني (ب) الدور الأرضي محل رقم (2)

كل ما تحتاجة من التوريدات الكهربائية أو أنظمة التحكم

Colors and fonts



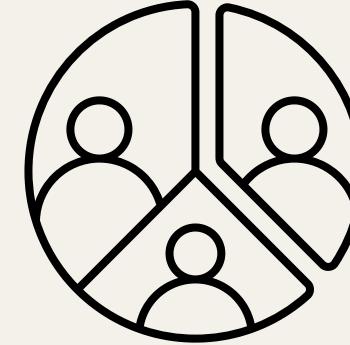
fonts

Madani Arabic

Montaser Arabic

Business Model Canvas

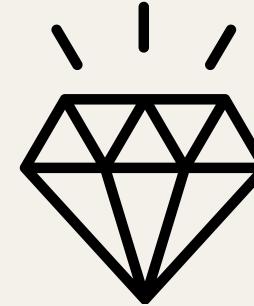
1 - Customer Segments



B2B: Factories, industrial companies, electrical engineers, and procurement managers.

B2C: Young couples preparing for marriage, homeowners, electricians, and electrical technicians.

2 - Value Proposition



High-quality electrical products for industrial and household use.

Reliable after-sales service and technical support.

Expert knowledge and consultation in electrical solutions.

Competitive pricing with bulk discounts.
Digital presence and online ordering for convenience.

3 - Channels



Physical store in 6th October, Giza.

Direct sales and phone consultations.

Online presence via Facebook, WhatsApp, Google Business Profile.

Social media marketing (Facebook & Instagram ads).

4 - Customer Relationships



Direct engagement via WhatsApp and phone calls.

Loyalty programs and promotional discounts.

Educational content and interactive posts on social media.

Technical support and expert consultation.

5 - Revenue Streams



Direct sales of electrical products.

Bulk orders from businesses and factories.

Installation and maintenance services.

Special promotions and discounts to attract new customers.

6 - Key Resources



Specialized engineers managing the business.

Physical location for in-store sales.

Online platforms for customer engagement.

Wide product range (100+ items).

Supplier relationships for product sourcing.

7 - Key Activities



Marketing and branding efforts (SEO, social media, paid ads).

Product classification and catalog management.
Customer service and after-sales support.

Expanding B2B partnerships.

Developing an official website and CRM system.

8 - Key Partnerships



Electrical suppliers and manufacturers.

Logistics partners for product delivery.

Digital marketing agencies and AI automation tools.

Local contractors and electricians for referrals.

9 - Cost Structure



Inventory procurement and supply chain costs.

Marketing expenses (ads, content creation).

Employee salaries (engineers, sales, customer service).

Rent and operational costs of the physical store.

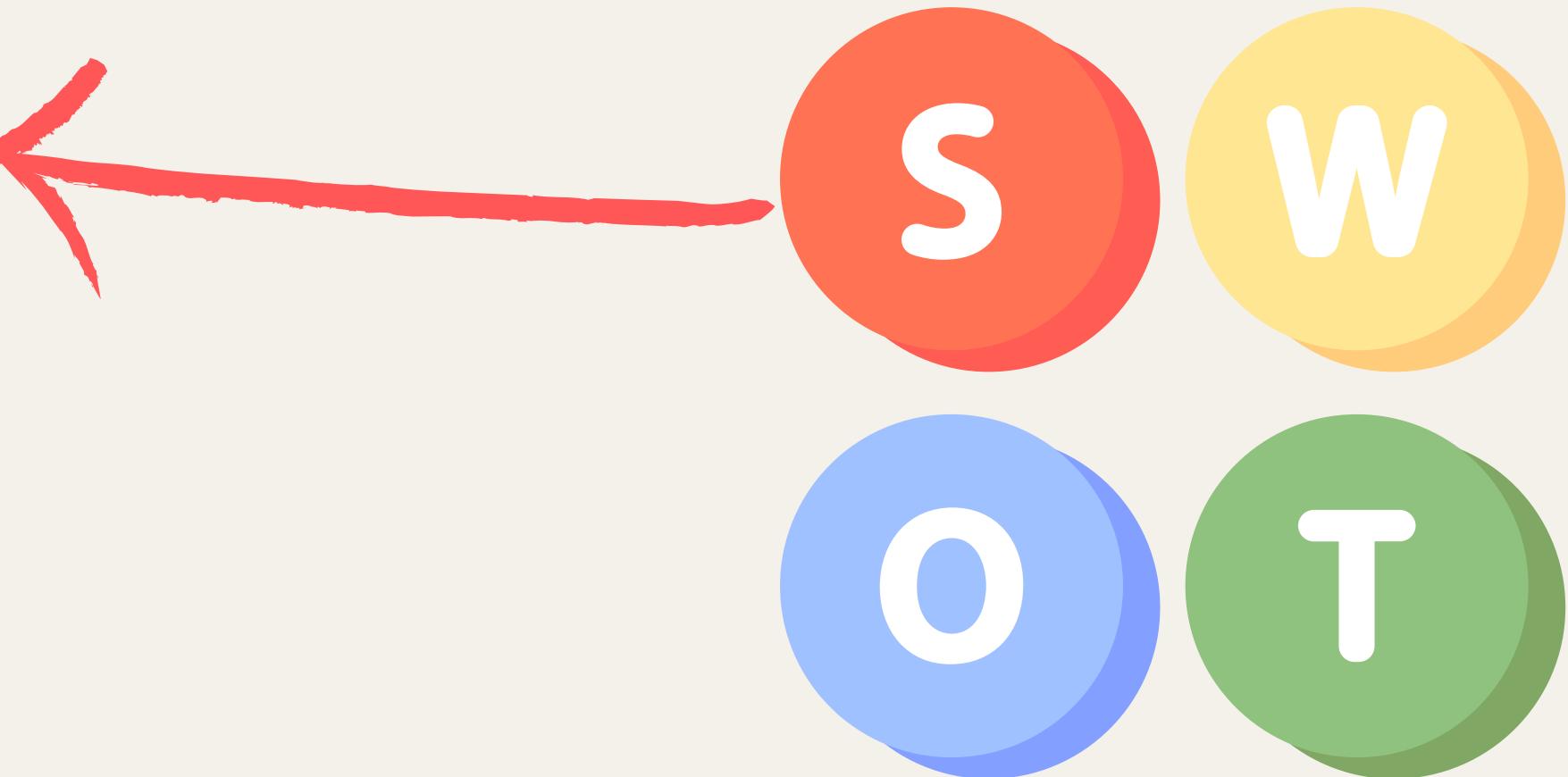
Technology investments (CRM, website development)



SWOT

STRENGTHS

- 1 - After-sales service and follow-up with the customer.
- 2 - Strong relationships and good experience of the company's management team.
- 3 - Limited digital presence of competitors, whether in the form of social media pages or websites.
- 4 - Ability to deliver to any location in Egypt, thus expanding the geographical scope of targeting.
- 5 - The company has multiple branches.



SWOT

WEAKNESSES

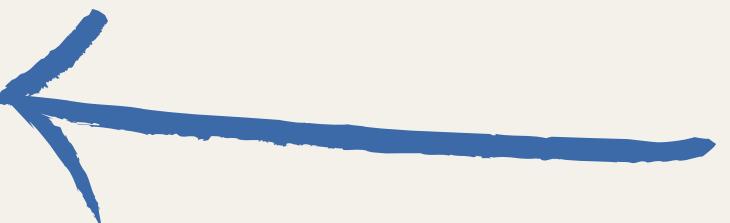


- The absence of a website and official emails for communication with clients.
- Lack of an organized catalog or an easy way to display products to clients.
- Failure to utilize current customer data and store phone numbers for re-targeting.
- The company is relatively new and has not yet gained a share of the market.
- Poor visual identity, including weak social media presence, design, and lack of regular posting.

SWOT

OPPORTUNITIES

- Capitalize on the limited digital presence of competitors.
- Develop specialized product offerings.
- Focus on customer relationship management (CRM).
- Utilize multiple branches.
- Invest in brand identity.



SWOT

THREATS



- Economic instability: Currency fluctuations & inflation.
- Intense offline competition: Market saturation & price wars.
- Regulatory changes: Shifting rules & bureaucracy.

PESTEL



Political Factors

- Government investment in infrastructure and small business localization increases demand for electrical supplies.
- Reforms in the electricity sector (generation, transmission, and distribution) create opportunities for private sector participation.
- The Electricity Law (2015) encourages private sector investment and competition.
- The government prioritizes renewable energy, aiming for 42% by 2035, boosting demand for related equipment.
- Support for local manufacturing of electrical components.

PESTEL



Economic Factors:

- Growing economy and population increase energy demand.
- Currency fluctuations, inflation, and trade deficit pose challenges.
- High energy subsidies are being reformed, affecting pricing dynamics.
- Investment opportunities in power generation, especially renewable energy.
- Limited access to financing can hinder eco-friendly technology adoption.
- Growing manufacturing market affected by geopolitical uncertainty and technological advancements.

PESTEL



Social and Technological Factors

- Population growth increases electricity demand.
- Focus on energy efficiency and social responsibility in businesses.
- Urbanization creates a need for new electrical infrastructure.
- Digital transformation in electricity distribution presents opportunities and challenges.

Social Factors

- Advancements in cable production and digital transformation in the industry.
- Integration of smart grid technologies, smart meters, and renewable energy adoption (solar and wind).
- Growing investment in energy-efficient technologies and automation.

PESTEL



Legal and Environmental Factors

- Electricity Law (2015) promotes a competitive market.
- Renewable Energy Law (2014) supports private sector development in renewable energy.
- Regulations encourage green energy transition and enforce product safety and quality standards.
- Competition Law ensures fair business practices.
-

Environmental Factors

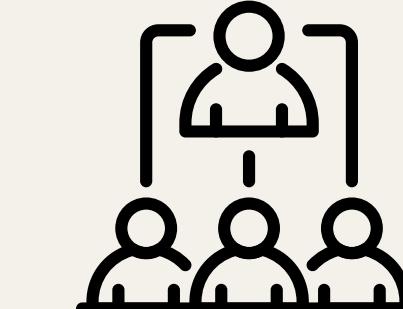
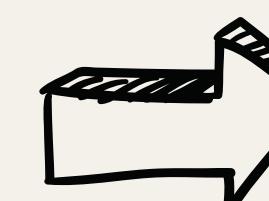
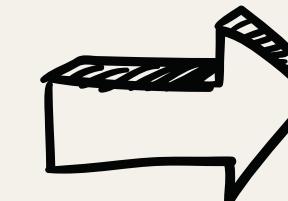
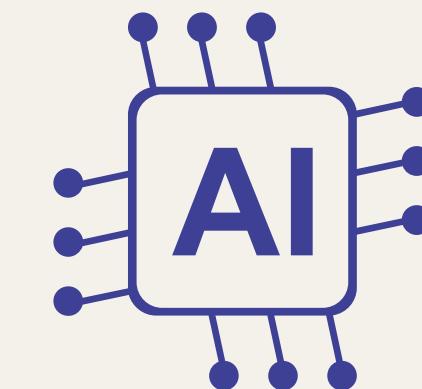
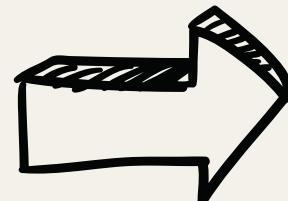
- Climate change impacts (extreme temperatures, drought, etc.) affect water resources and food security.
- Push for renewable energy supports green energy options.
- Pollution concerns create an incentive to follow environmental standards.

| Stage of identifying and categorizing the company's products.

Classification stage

To gain a better understanding of the company's products and their classifications, plan targeting , keyword planner, and even identify competitors, it was essential to take this step in advance.

Collecting images of all products in a single file (more than 100products).

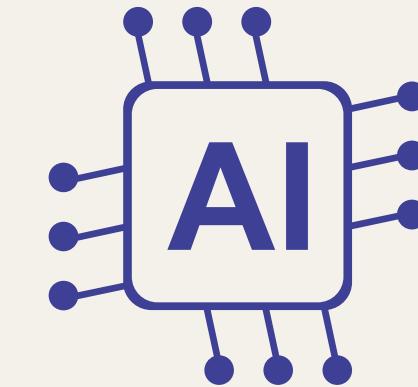


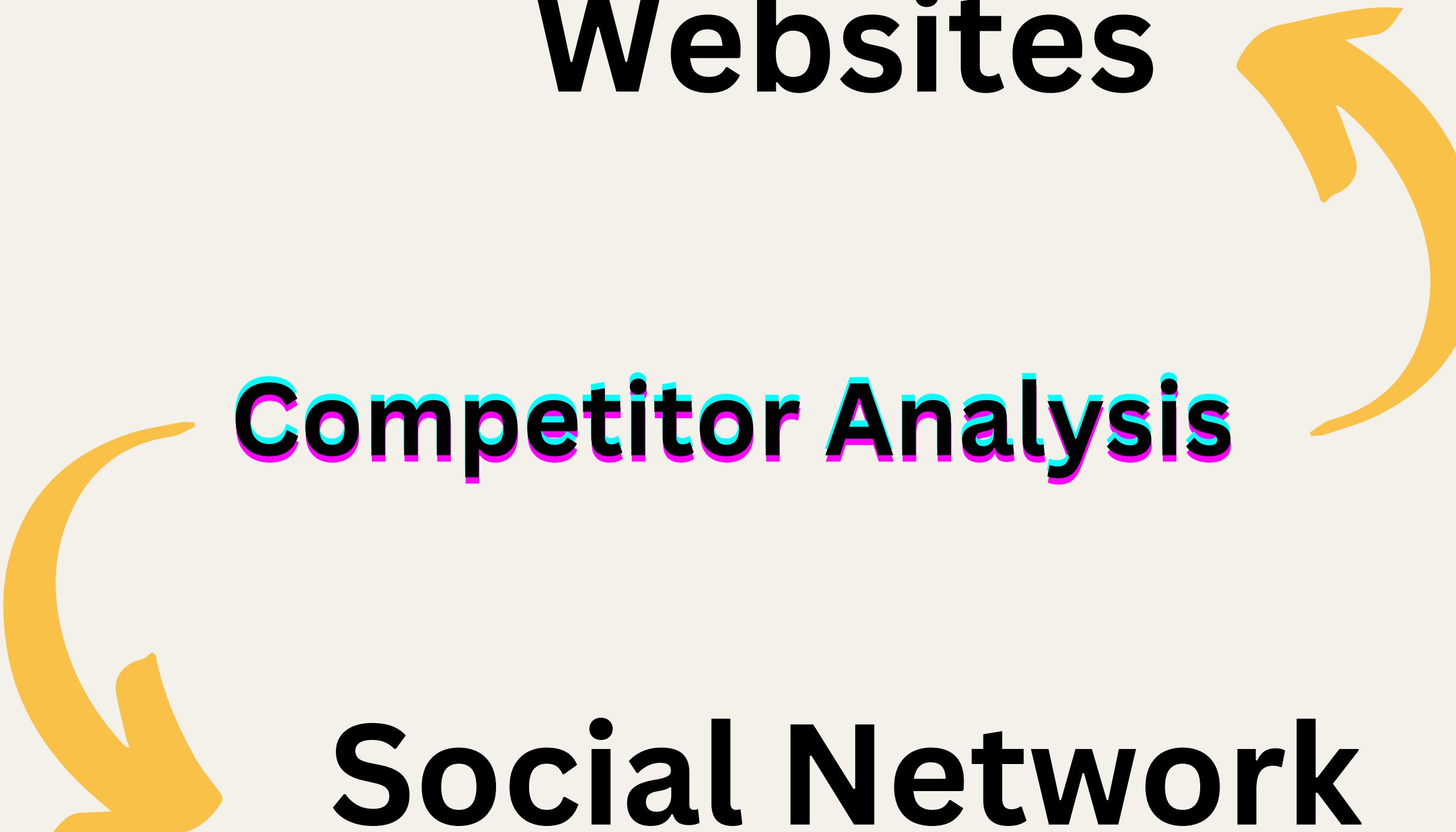
Using the output in **Google** AI Studio for classification and distributing products into categories.

Creating a document that includes the lists.

Sending the output for review by the company's management.

Classification output.





Websites

Competitor Analysis

Social Network

Competitor Analysis

1

Engagement percentage :
< 1%

Followers : 19K
Likes : 18K

الشروق لتجهيز الأدوات الكهربائية



The number of images is greater than the number of text posts

The average number of posts daily: 0.72 Weekly, the average number of posts is 5.17

They have a website. They post Reels. They use promotions in marketing, such as discounts and promo codes



Competitor Analysis

2

Engagement percentage :
< 1%

Followers : 4.5K
Likes : 4.1K



نيو ماس



The number of images is greater than the number of text posts

The average number of posts daily: 0.4 Weekly, the average number of posts is 3

They post informative videos. They use promotions in marketing.



Competitor Analysis

3

Engagement percentage :
< 1%

Followers : 5.9K
Likes : 5.7K



المصرية للكابلات



The number of images is greater than the number of text posts

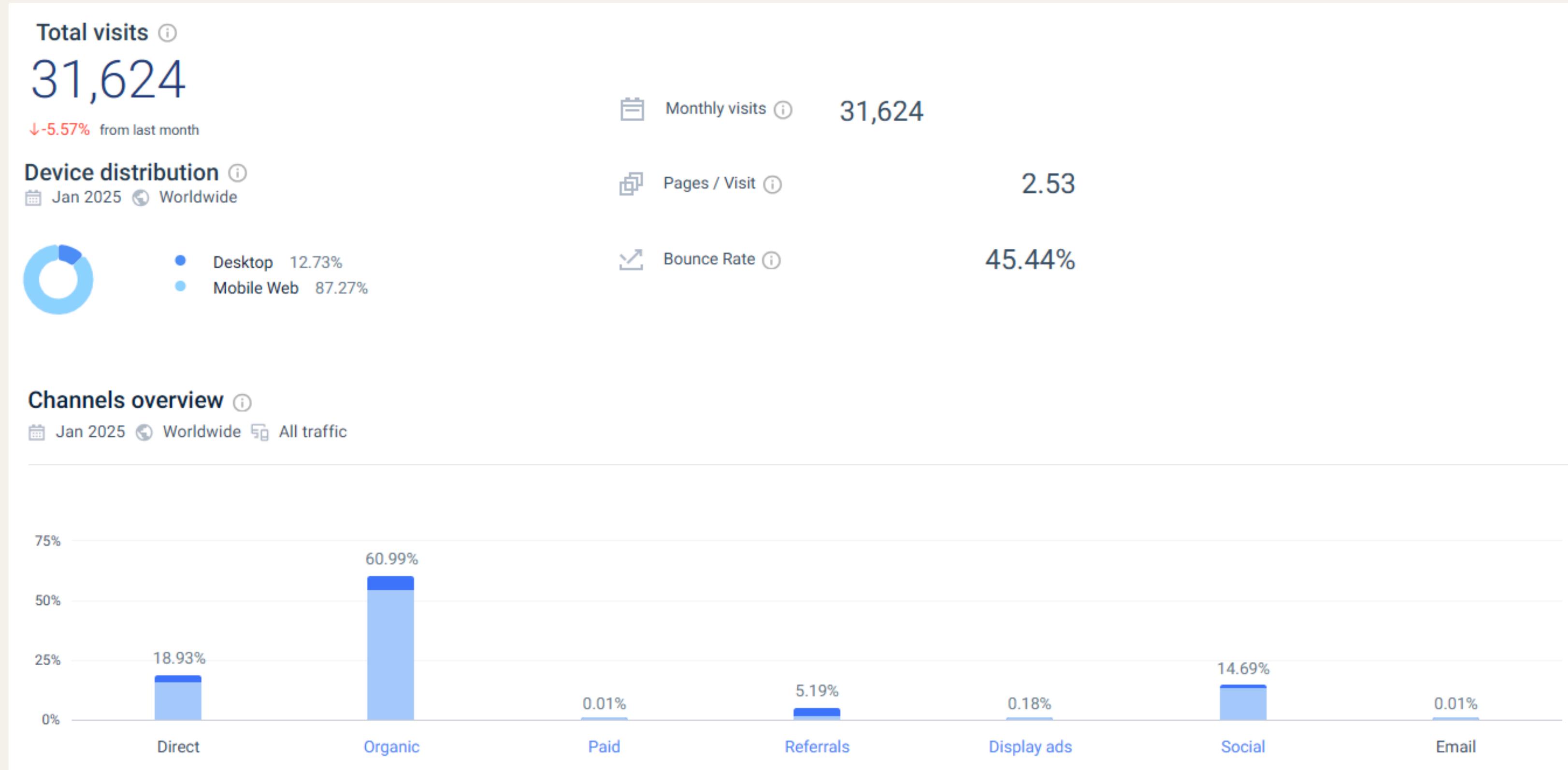
Weekly, the average number of posts is 1

Use of informative posts Use of comparisons between original and counterfeit



Competitor Analysis - websites

gilaelectric.com.eg



Competitor Analysis - websites

egyvolt.com

Total visits ⓘ

Jan 2025 Worldwide

408

↑4.37% from last month

Device distribution ⓘ

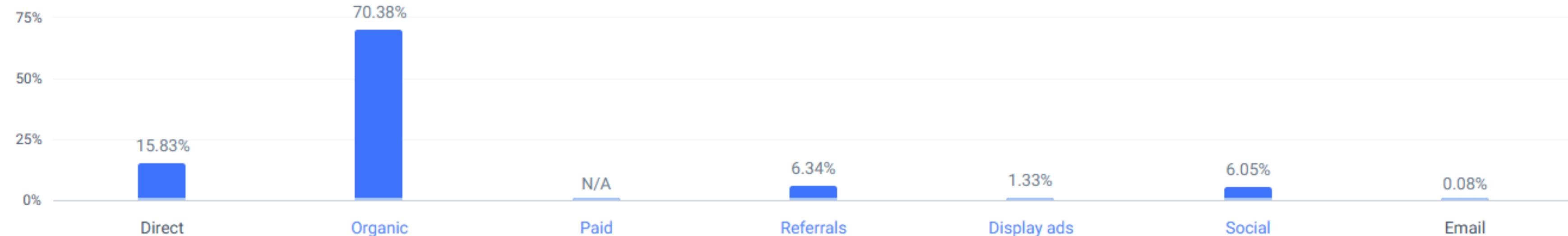
Jan 2025 Worldwide

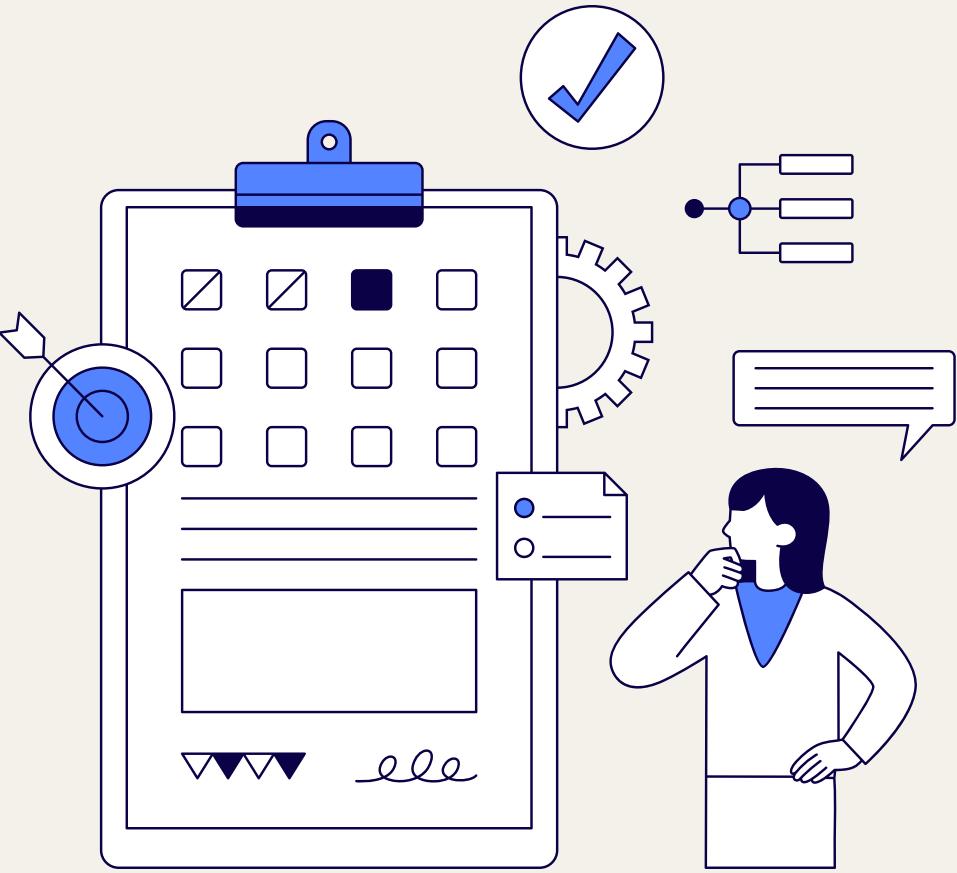


- Desktop 62.90%
- Mobile Web 37.10%

Channels overview ⓘ

Jan 2025 Worldwide All traffic





Audience & Market analysis

Audience

B2C - Business to Consumer

- Young couples preparing for marriage (apartment setup)
- Homeowners interested in general electrical components
- Electricians (home electricians and electrical workshops)

B2B - Business to Business

- Electrical engineers
- Procurement managers, electrical engineers, and electrical technicians in factories
- Industrial and construction project managers, business owners, and entrepreneurs in the electrical and industrial sectors

buyer persona



1 - Young Couples Preparing for Marriage

Customer Profile

x



Ahmed, 22 - 35

Marital Status: Engaged or newly married

Gender male

Income Medium

Profession: Employees in the private or public sector

Location GIZA

Customer Personality

x

GOALS:

Furnishing their new apartment at the lowest possible cost.
Purchasing safe, practical, and aesthetically pleasing electrical products.
Creating a comfortable and attractive home for long-term stability.

CHALLENGES:

Limited budget for fully equipping the apartment.
Lack of experience and knowledge about electrical products.
Overwhelming number of options and brands in the market.
Fear of purchasing unsafe or unsuitable products.

NEEDS:

Affordable household electrical products with special offers.
Simple guides and tips for setting up apartment electricity.
High-quality products with long lifespan.
Easy installation and usage.
Warranty and after-sales service.

buyer persona

2-Electrical Engineers

Customer Profile X



Khaled, 30 - 45

Education: Bachelor's or Master's degree in Electrical Engineering

Gender male

Income High

Profession: Electrical Engineer (Design, Implementation, Maintenance) in engineering firms, contracting companies, or factories.

Location GIZA

Education: Bachelor's or Master's degree in Electrical Engineering

Customer Personality X

GOALS:

- Designing and implementing high-quality, safe electrical projects that meet specifications.
- Enhancing professional skills and staying updated on the latest technologies.
- Building a strong professional reputation and achieving career success.

CHALLENGES:

- Tight deadlines and project schedules.
- Managing projects with limited budgets.
- Ensuring the quality and efficiency of electrical systems.
- Keeping up with rapid changes in electrical technology.
- Finding reliable suppliers that provide high-quality products and excellent technical support.

NEEDS:

- High-quality industrial electrical products that meet global standards.
- Detailed technical information (catalogs, specifications, quality certificates).
- Competitive pricing and special offers for large projects.
- Specialized and easily accessible technical support.
- Innovative solutions and modern technologies in the electrical field.

buyer persona

3-Electrical Technicians

Customer Profile	
	X
Mahmoud, 25 - 50	
Education: Technical diploma or practical experience	
Gender	male
Income	Medium to above average
Profession: Electrical technician (homes, commercial buildings, small factories).	
Location	GIZA

Customer Personality	
GOALS:	<ul style="list-style-type: none">• Completing electrical installation and maintenance work efficiently and quickly.• Earning a living through electrical work.• Building a good reputation among customers to secure more jobs.• Developing practical skills and learning new techniques.
CHALLENGES:	<ul style="list-style-type: none">• Work pressure and tight deadlines.• Dealing with various and complex electrical issues.• Need for high-quality tools and equipment.• Competition from other technicians.• Finding suppliers that offer good products at reasonable prices with easy access.
NEEDS:	<ul style="list-style-type: none">• Practical and easy-to-install electrical products.• Affordable prices and discounts for technicians.• Products readily available in the local market.• High-quality electrical tools and equipment at reasonable prices.• Simplified product information (manuals, videos).

buyer persona

4 - Industrial Procurement Managers, Electrical Engineers, and Maintenance Technicians in Factories

Customer Profile	Customer Personality
<p></p> <p>Sameh , 40 - 55</p> <hr/> <p>Education: University degree (Procurement Manager & Factory Engineer), Technical diploma or practical experience (Factory Maintenance Technician)</p> <hr/> <p>Gender male</p> <hr/> <p>Income Medium to High</p> <hr/> <p>Factory Procurement Manager, Factory Electrical Engineer, Factory Maintenance Technician.</p> <hr/> <p>Location GIZA</p>	<p>Customer Personality</p> <p>GOALS:</p> <ul style="list-style-type: none">• Procurement Manager: Purchase high-quality products and services at the best prices and on time, meet budget goals, build strong supplier relationships.• Factory Engineer: Ensure efficiency and performance of factory electrical systems, reduce downtime, improve productivity, implement new technologies.• Factory Maintenance Technician: Maintain and repair factory electrical systems and equipment efficiently, reduce downtime, ensure workplace safety. <p>CHALLENGES:</p> <ul style="list-style-type: none">• Procurement Manager: Cost reduction pressure, finding reliable suppliers, ensuring product quality, managing complex supply chains.• Factory Engineer: Handling complex electrical systems, upgrading outdated systems, ensuring compliance with industrial standards, managing maintenance teams.• Factory Maintenance Technician: Working under pressure to quickly fix issues, dealing with harsh work conditions, needing specialized tools and equipment. <p>NEEDS:</p> <ul style="list-style-type: none">• Reliable, high-quality industrial electrical products that withstand harsh conditions.• Competitive pricing for bulk orders.• Easy availability of spare parts and maintenance.• Specialized technical support and after-sales service.



Objectives

Objectives [Smart]

Specific: Attract potential customers interested in electrical supplies through direct communication via WhatsApp and phone calls.

Measurable: Obtain 600 new inquiries via WhatsApp messages and phone calls within three months.

Achievable: By precisely targeting interested groups such as electrical engineers, contracting companies, and technicians, while providing tailored content showcasing product benefits and special offers.

Relevant: Contributes to expanding the customer base and increasing sales opportunities in the electrical supplies market.

Time-bound: Achieve the goal of 600 new inquiries via WhatsApp messages and phone calls within three months



Objectives [Smart]

Specific: Increase engagement on posts through comments and shares.

Measurable: Achieve 800 comments and 1000 shares within 90 days.

Achievable: By using interactive content such as contests, polls, and technical inquiries that encourage audience participation.

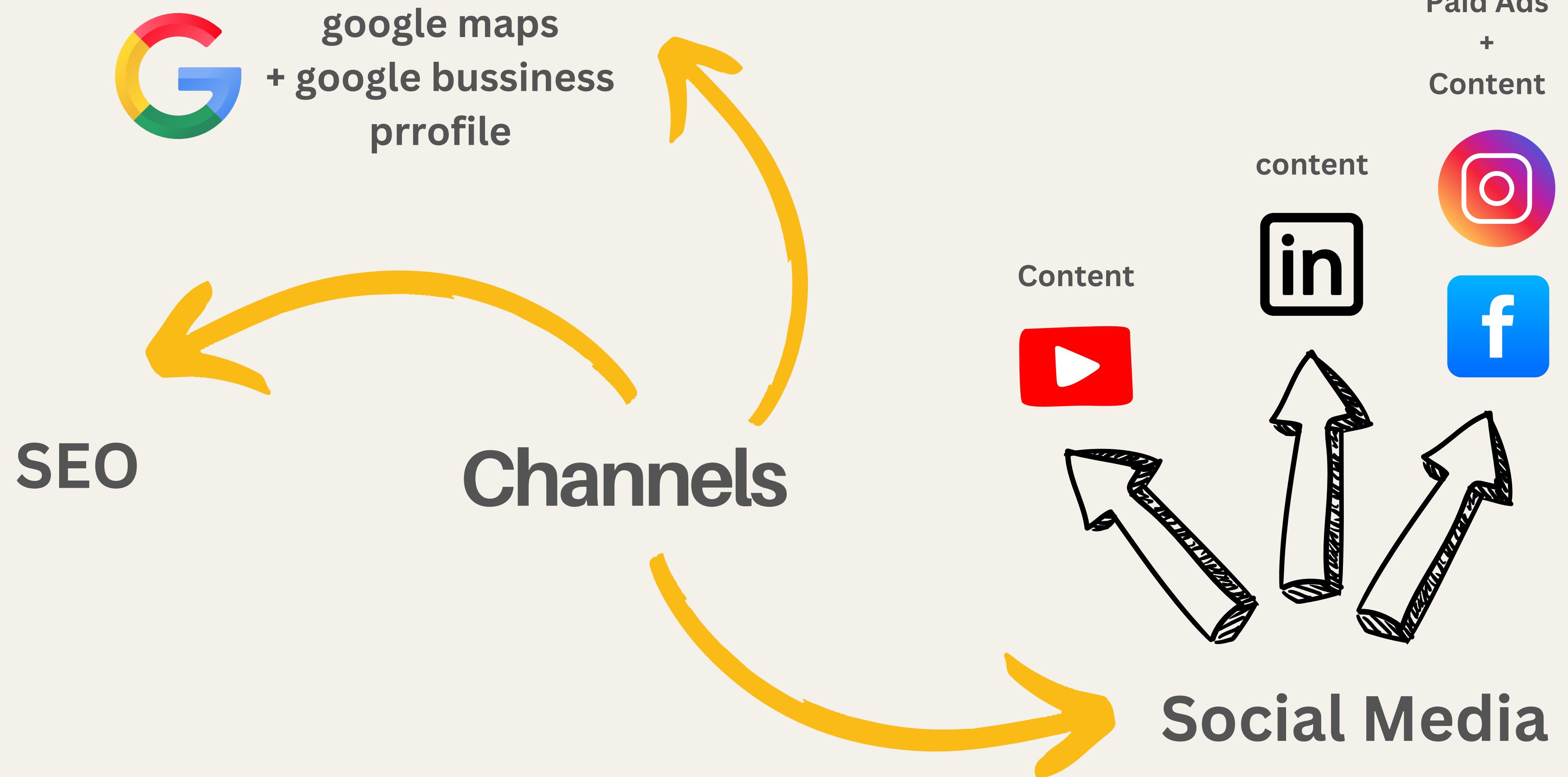
Relevant: Helps build an active community and increase customer loyalty, strengthening the brand's reputation in the electrical supplies market.

Time-bound: To be measured within 3 months





The Strategy



Social links

المدير العام
م / ابراهيم فتحي
01014227771: [لأنظمة التحكم](#)

الهندسية تك engineerind tech

خبرة طويلة في مجال أنظمة التحكم
أسعار تنافسية مع ضمان لأفضل جودة.
فريق من المهندسين المعتمدين لضمان الجودة المطلوبة.

توافق معنا
+201070670702

العنوان: ٦ أكتوبر ميدان ليلة القدر مجمع علي الدين مبني (ب) الدور الأرضي محل رقم (٢)

الهندسية تك
تجليات الإعجاب: ٤٣ • المتابعون: ٧٥

INOMAX HANYOUNG NUX EATON Schneider Electric ABB FANION Himmel WECOM MAKEL bemis

Autonics FAEG AKIS ONKA SIEMENS

Search: بحث
Message: مراسلة
Like: أعجبك

... المزيد الصور المتابعون الآراء مرات الذكر حول المنشورات



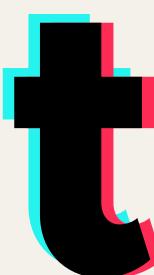
engineering_tech1 engineering_tech1

Follow Message ⌂ ...

0 Following 2 Followers 0 Likes

No bio yet.

Videos



Instagram Log In

engineering_tech1 Follow Message ...

22 posts 4 followers 2 following

الهندسية تك
المقر الرئيسي في الجيزة السادس من أكتوبر
وكيل معتمد لشركة (HANYOUNG NUX)
وكيل معتمد لشركة (CNC)
وكيل معتمد لشركة ... more
www.facebook.com/profile.php?id=61563902812371&mibextid=ZbWKwL



4p's

1. Product (What Engineering Tech Offers)

Industrial Electrical Supplies: Control systems, circuit breakers, cables, panels.

Household Electrical Products: Switches, sockets, lighting, smart home solutions.

Electrical Services: Installation, maintenance, consultation for homes and factories.

Customized Solutions: Tailored electrical packages for factories, construction projects, and individuals setting up new homes.

2. Price (Pricing Strategy for Engineering Tech)

Competitive pricing to attract both individual buyers and large-scale industrial clients.

Bulk discounts for factories and construction companies.

Special offers for newlyweds setting up their apartments.

Flexible pricing strategies based on customer type (B2B vs. B2C).

4p's

3. Place (Where Engineering Tech Sells)

Physical Store: Located in 6th October, Giza, serving walk-in customers.

Social Media Platforms: Selling through Facebook, WhatsApp Business, and Google Business Profile.

Delivery Options: Some products are available for online delivery.

Future Expansion: Plans for a website and e-commerce integration.

4. Promotion (How Engineering Tech Markets Itself)

Social Media Marketing: Active presence on Facebook and Instagram, featuring product highlights and promotions.

Paid Ads: Facebook & Instagram ads focusing on lead generation via WhatsApp and increasing page engagement.

SEO & Google Business Profile: Optimized to attract local searches.

Educational & Interactive Content: Posts, reels, and quizzes to engage electricians, engineers, and homeowners.

Rebranding Efforts: Logo and social media visuals redesigned for stronger brand identity.

Customer Engagement Strategies: Competitions, Q&A sessions, and personalized support.



Content Plan



Monday

Educational videos or reels about using electrical products, safety tips, or energy-saving advice.



Tuesday

Image + text post about a specific product, highlighting its features and price, especially for B2B customers.



Wednesday

Another product-focused post, targeting businesses and contractors.



Thursday

Interactive content (quizzes, Q&A sessions, or challenges like "Spot the difference between these two products")



Friday

Posts about discounts, promotions, or newly arrived products.



Saturday

Motivational quotes or quick tips for electricians and engineers.



AI Content Planner & Scheduler Tool

إذا كنت ترغب في تغيير الصورة المفتراضية يمكنك رفع صورة جديدة أدناه.

صورة المفتراضية (Background Image):

No file chosen [Choose File](#)

اختر القالب (Template):

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- اختر قالب -

صورة القالب (Template Image):

No file chosen [Choose File](#)

اختر أسلوب الكتابة:

AIDA

استهداف السوق المصري؟

نعم

اللهجة المصرية؟

نعم

AI Content Planner & Scheduler Tool

Example result



بتدوّر على تايمر يظبطلك الدنيا في مصنعك أو شركتك؟
طب بذمتك زهقت من التايمرات اللي بتبوظ بسرعة ومبتستحملش؟
عندنا الحل اللي هيخليلك تقول أخيراً! تايمر ديجيتال بأعلى جودة وسعر
مش هتلقيه عند حد تاني. هيظبطلك مواعيد التشغيل والإيقاف بدقة
متناهية، يعني توفير في الكهرباء وزيادة في الإنتاجية.
تخيل بقى إنك تقدر تحكم في كل حاجة أوتوماتيك من غير ما تحتاج
لعمال كتير ولا مجهد زيادة.
الحق قبل ما الكمية تخلص! العرض ده لفترة محدودة جداً!
كلمنا دلوقتي واطلب تايمر مصنعك أو شركتك، وريح دماغك من وجع
القلب!
مستني إيه؟ كلمنا دلوقتي
تايمر #مصانع #شركات #تكنولوجيا #توفير #كهرباء #إنتاجية #مصر #
صناعة #الكترونيات



Paid Ads

Facebook + instagram

B2B

Page Likes Campaign 



Target similar group



increase number of likes



Retargeting
Followers (B2B)
Permanently

Facebook + Instagram

B2B

Some of the most important targeting settings, for example.

interests

Entertainment (leisure)

Interior design (design)

Construction (industry)

Architecture (architecture)

Real estate (industry)

Civil engineering (engineering)

Building material (industrial materials & equipment)

Structural engineering (engineering)

Architectural engineering (engineering)

Building insulation (construction)

Construction engineering (construction)

Jotun (company)

Facebook + instagram

B2C

Lead ads [whatsapp]



increase number of leads

Facebook + Instagram Ads Example

الهندسية تك engineering tech

عربيس !

بتأسس كهرباء الشقه !! و عايزة تجيب حاجات الكهربا كلها ؟
او عي تشيل الهم ... بنوفرلك كل اللي عايزة من كابلات ، لوح
كهرباء ، مفاتيح ، واي حاجة تاني عايزةها باحسن جوده و سعر

01070670702

01014227771

أو على رسائل الصفحة

B2C

الهندسية تك engineering tech

عربيس

- تع بت من تكاليف التنشيط؟
- بتجهز شقتك و محترف في الكهرباء ؟

وفر و قتك و مجهدك و فلوسك ! بنوفرلك كل مستلزمات كهرباء شقتك الجديدة بأعلى جودة وأفضل الأسعار. من أسلاك وكابلات لـ مفاتيح و قواطع لـ لمبات وأضاءة مميزة .. كل حاجة تحت سقف واحد!

خبرة طويلة في مجال أنظمة التحكم
اسعار تنافسية مع ضمان لافضل جودة

اتصل الأن

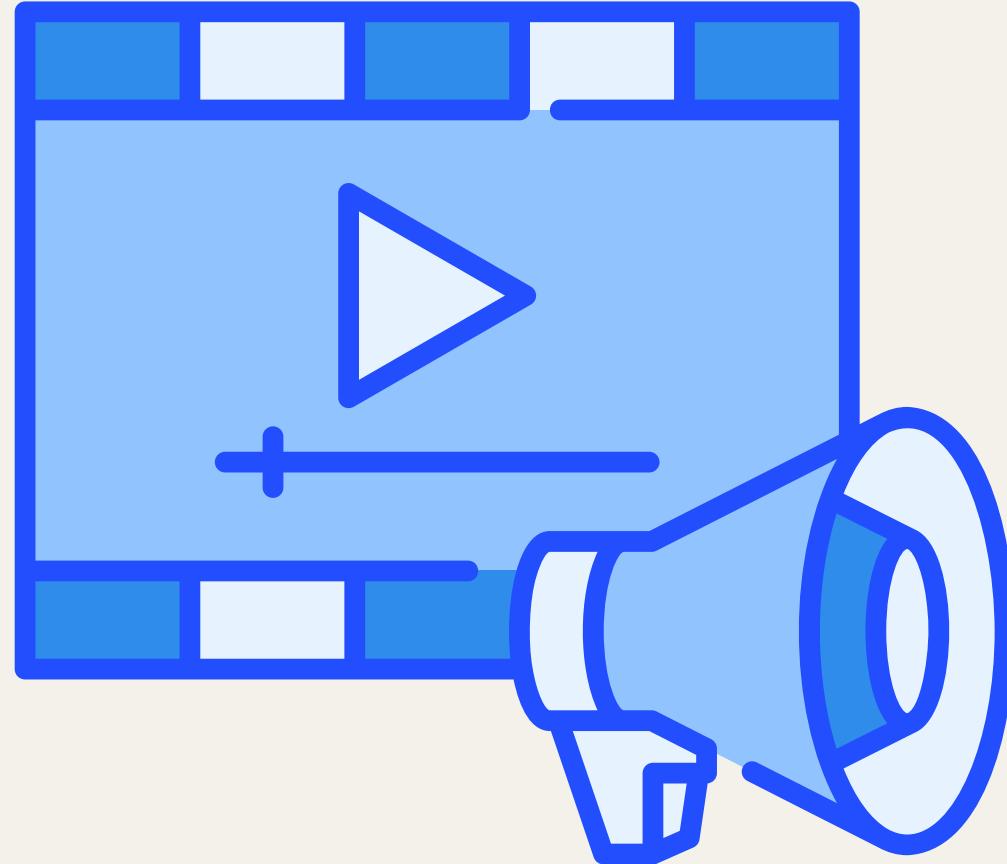
01014227771
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ميدان ليلة القدر مجمع علي الدين مبني (ب) الدور الأرضي محل رقم (2)

Facebook + instagram

B2C

Ads Example



A video advertisement of no more than 1 minute talking about the benefits of the product "The device that protects against voltage surges and drops."



KPIS

B2C - Lead Ads (WhatsApp)

Objective: Increase the number of leads.

Platform: Facebook + Instagram (using Lead Ads format, driving to WhatsApp)

Key KPIs:

Number of Leads: The primary, most direct measure of success. Track the total leads generated through the WhatsApp channel.

Cost Per Lead (CPL): Total Ad Spend / Number of Leads. Crucially important for efficiency.

Lead Conversion Rate (to Qualified Lead): $(\text{Number of Qualified Leads} / \text{Total Leads}) * 100\%$. This is a critical step beyond just getting a contact. You need to define what makes a lead "qualified" (e.g., they fit your target customer profile, express genuine interest in a specific product/service, provide sufficient contact information). This will probably happen outside of Canva/Facebook, in your CRM or through manual follow-up.

Click-Through Rate (CTR) on Lead Ad: $(\text{Number of Clicks} / \text{Number of Impressions}) * 100\%$. Measures the effectiveness of your ad creative and targeting. A low CTR means your ad isn't compelling enough.

Lead Form Completion Rate: How many user complete lead form.

WhatsApp Engagement Rate: After the initial lead capture, track how many leads actively engage in a conversation on WhatsApp (e.g., respond to messages, ask questions). This shows the quality of the leads and the effectiveness of your initial WhatsApp messaging. This might require manual tracking or integration with a WhatsApp Business API to

**Using the statistics generated
from “Facebook Insight” to
measure content goals.**

Recommendations

- 1 - CREATING OFFICIAL EMAILS TO INCREASE USER TRUST.
- 2 - USING A CRM PROGRAM TO STORE CUSTOMER DATA FOR RETARGETING LATER.
- 3 - OFFERING DISCOUNTS AND PROMOTIONAL DEALS FOR LOYAL CUSTOMERS.



Thank you