

Nile Sportswear Business Plan

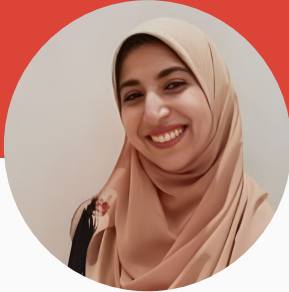


Move with confidence

The marketers



Ahmed
Abdelkader



Doaa Ahmed



Lina Hamed



Sherif Belal



Safaa Wasef



Business Model Canvas

Business Model Canvas - Nile Sportswear

KEY PARTNERS

- LOCAL MANUFACTURERS
- INFLUENCERS
- SHIPPING & LOGISTICS PARTNERS
- DIGITAL MARKETING AGENCIES

KEY ACTIVITIES

- PRODUCT DESIGN & SOURCING
- MARKETING & PROMOTION
- CUSTOMER SUPPORT
- SUPPLY CHAIN MANAGEMENT

KEY RESOURCES

- E-COMMERCE PLATFORM
- BRAND & REPUTATION
- LOCAL MANUFACTURING
- MARKETING TEAM
- INFLUENCER NETWORK

VALUE PROPOSITIONS

- HIGH-QUALITY SPORTSWEAR
- AFFORDABILITY
- LOCAL PRODUCT FOCUS
- ATHLEISURE TREND
- CUSTOMIZATION

CUSTOMER RELATIONSHIP

- COMMUNITY ENGAGEMENT
- LOYALTY PROGRAMS
- PERSONALIZED EXPERIENCES
- SUPPORT & FEEDBACK

CHANNEL

- ONLINE STORE
- SOCIAL MEDIA
- INFLUENCER MARKETING
- EMAIL MARKETING
- SEARCH ENGINE OPTIMIZATION (SEO) & SEM

CUSTOMER SEGMENTS

- PRIMARY SEGMENT
- SECONDARY SEGMENT
- KEY PERSONA

COST STRUCTURE

- PRODUCTION COSTS
- MARKETING COSTS
- TECHNOLOGY COSTS
- OPERATIONAL COSTS

COMPETITORS

- SIGMA FIT
- LIBRA-SPORTSWEAR
- HEXA SPORTSWEAR
- CURVA

REVENUE STREAM

- PRODUCT SALES
- BUNDLING & UPSELLING
- SUBSCRIPTION-BASED CONTENT



Situational analysis

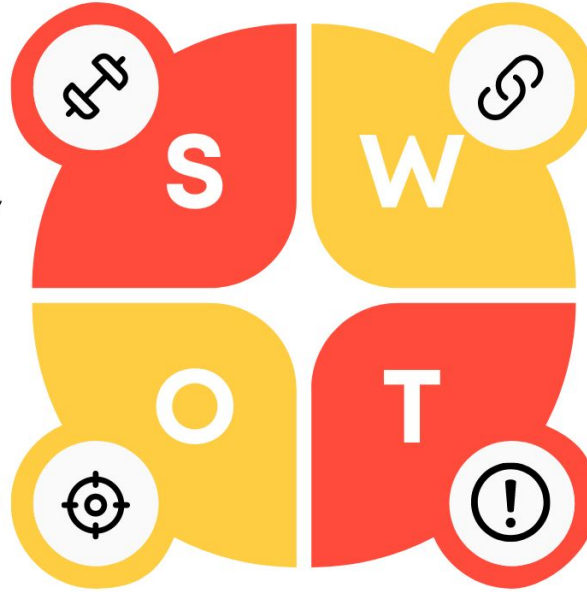
We did an internal and external analysis,
which resulted in SWOT.

Strengths

- Diversity
- Quality
- Special features
- Customized relevance
- Egyptian identity
- Pure name that expresses our identity
- Sportswear for women's hijab.

Opportunities

- Digital Marketing
- High pricing for competitors
- Local products support
- The people who adopt sportswear as part of their lifestyle and often play sports
- Competitors lack interaction with the audience on social media
- Launching the product and it is not available in the store.



Weaknesses

- No physical store
- Local brand perception budget
- Lack of experience

Threats

- Economic fluctuations
- Consumer purchasing power
- High competition
- Sigma Fit is a sponsor of the national beach soccer team.



Competitors



Objectives



1. Increase Brand Awareness
(Reach 1,000 subscribers in the first month)



2. Lead Generation (Offer eBooks, contests)



3. Customer Loyalty (Rewards program, personalized recommendations)



4. Upselling (Bundling products, recommending accessories during checkout)

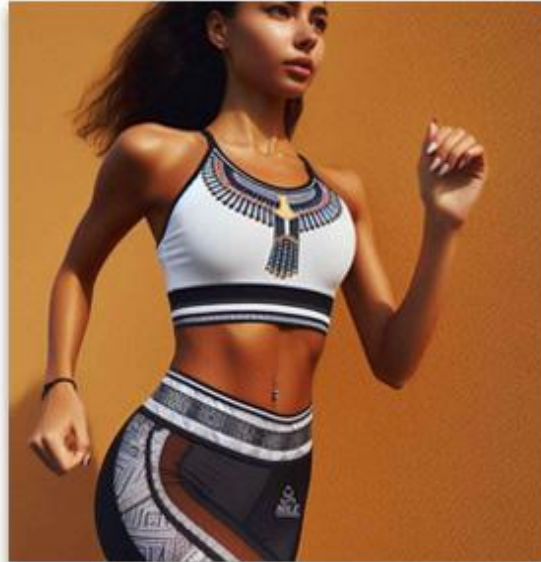
Strategy: Targeting & Buyer Persona



Yasmin



Sara



Ahmed





Ahmed Ali
28 years old
Male

•**Location:** Giza, Egypt

•**Occupation:** Software Developer at a tech company

•**Income:** 15,000 EGP/month

•**Education:** Bachelor's degree in Computer Science

•**Lifestyle:** Active lifestyle with a balance between work and fitness.

•Goes to the gym 4-5 times a week and enjoys outdoor sports like football and running.

•Cares about both functionality and appearance in sportswear.

•**Hobbies:** Gym workouts, running, playing football with friends, and following football leagues.

•Regularly watches sports events and participates in fitness challenges.

•Keeps up with the latest fitness trends and frequently shops for new sports gear.

•**Goals:** To stay in good physical shape, build muscle, and improve endurance.

•Looking for comfortable, durable, and stylish sportswear that suits both gym sessions and casual outings.

•Prefers clothes that offer flexibility and breathability, especially during intense workouts.

•**Challenges:**

•Finds it difficult to find affordable, high-quality sportswear that meets his fitness needs.

•Frustrated by the high prices of global brands.

•Wants to discover local brands that offer competitive quality at reasonable prices.

•**Favorite Brands:** Nike, Adidas, Sigma Fit, Hexa Sportswear.





Sara

30 years old

Female

Location: Cairo, Egypt

•Occupation: Marketing Specialist at a tech company

•Income: 12,000 EGP/month

•Education: Bachelor's degree in Business Administration

•Lifestyle:

- Active and health-conscious, enjoys attending fitness classes, going to the gym, and running.
- Follows a balanced lifestyle, blending work with fitness and social activities.
- Spends weekends at outdoor events or sports activities.

•Hobbies:

- Running, gym workouts, yoga, and attending fitness events.
- Frequently shops for trendy, functional sportswear that fits into her busy lifestyle.
- Active on social media (Instagram, TikTok), follows fitness influencers for workout inspiration.

•Goals:

- To stay fit and active while looking stylish in her workout gear.
- To find sportswear that transitions easily from the gym to casual day-to-day wear (athleisure).
- Wants clothing that supports her active lifestyle but also keeps her fashion-forward.

•Challenges:

- Limited time for shopping due to a busy work schedule.
- Frustrated by the high prices of international sportswear brands.
- Needs durable and comfortable sportswear that also looks good.

•Favorite Brands: Nike, Adidas, Sigma Fit, and Curva.





Yasmin

27 years old

Female

Location: Alexandria, Egypt

•Occupation: Teacher

•Income: 15,000 EGP/month

•Education: Master's degree in Education

•Lifestyle:

- Very health-conscious and committed to fitness, regularly attending women-only gym sessions.
- Enjoys outdoor activities like walking and swimming in her free time.
- Prefers modest yet functional sportswear that aligns with her values and comfort.

•Hobbies:

- Swimming, yoga, walking, and fitness classes.
- Follows influencers who share modest fashion and fitness tips.
- Enjoys spending time with family and participating in local fitness events.

•Goals:

- To stay fit and healthy without compromising on modesty.
- Looking for sportswear that is both comfortable and appropriate for her lifestyle, including hijab-friendly workout clothing.
- Wants to feel confident and comfortable during workouts.

•Challenges:

- Finding sportswear that offers both modesty and functionality.
- Limited selection of hijab-friendly sportswear from international brands.
- High prices of imported modest sportswear brands.
- Favorite Brands:** Nike Pro Hijab, Hexa Sportswear, and local hijab-friendly brands.



Strategy: Positioning

- High-quality yet affordable sportswear for fitness enthusiasts.
- Stylish, durable, local products meeting international standards.



Tactics (4Ps)



PRODUCT: WIDE RANGE OF SPORTSWEAR, INCLUDING SPORT-SPECIFIC CLOTHING.



PRICE: COMPETITIVE PRICING STRATEGY, T-SHIRT (350-500), SPORT SUIT (800-1000).



PLACE: ONLINE STORE WITH USER-FRIENDLY INTERFACE.



Promotion: social media, SEO, influencer collaborations.

Products



Products



The symbol resembles a stylized human figure in a running pose.



The wave-like element symbolizes the Nile river, a significant part of the Egyptian identity and culture



COLORS

THE COMBINATION BETWEEN PALE RED AND SUNGLOW YELLOW ADDS A SENSE OF WARMTH ENERGY, AND VITALITY.IT MIGHT ALSO EVOKE THE IDEA OF SUNRISE,NEW BEGINNINGS, AND THE RISING SUN

THE COMBINATION BETWEEN BLUE AND GREEN RESEMBLES THE STABILITY AND DEPENDENTABIL A SENSE OF PROFESSIONALISM AND QUALITY

PRIMARY COLOR

#FF4B3C

OGRE ODOR

#FFCD42

SUNGLOW

#12D11C

VIVID MALACHITE

#3FE0E0

TURQUOISE

#404DB2

VIOLET-BLUE

Content Strategy



Educational Content: Fitness tips, workout routines.



Product Demos: Highlighting breathability, flexibility, style.



User-Generated Content: Customer fitness journeys.



Influencer Collaborations: Featuring fitness influencers.



Promotions: Special offers, discounts.

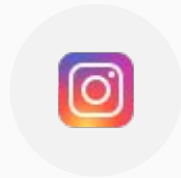
Platforms



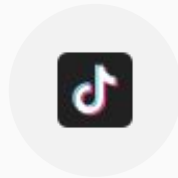
Social Media Platforms:



FACEBOOK



INSTAGRAM



TIKTOK



GOOGLE
SITES



EMAIL
MARKETING

OCTOBER 2024

CONTENT CALENDAR



Nile Sportswear

CONTENT TYPE	SUN	MON	TUE	WED	THU	FRI	SAT	
<ul style="list-style-type: none"> ● Stories ● Text Posts ● Quotes ● Infographics ● Giveaways ● Memes ● Live Videos ● Tutorials 				1 Reel	2 Stories	3 Design	4 Design	
	5 Text Posts	6 Blog	7 Text Posts	8 Design	9 Text Posts	10 Giveaways	11 Stories	
PLATFORM FACEBOOK INSTAGRAM EMAIL TIKTOK GOOGLE SITES	12 Text Posts	13 Reel	14 Memes	15 Email	16 Blog	17 Reel	18 Videos	
NOTES: Objectives "Increase Brand Awareness"	19 Live Videos	20 Design	21 Blog	22 Design	23 Reel Quote	24 Design	25 Text Posts	
	26 Design	27 Text Posts	28 Email	29 Design	30 Offer	31 Carousel		

Action: First four-month period

Action Area	Deadline	Budget (EGP)	Expected Outcome
1. Social Media Advertising	Ongoing	20,000 EGP	Increase brand awareness, grow followers to 1,000 in the first month, drive website traffic, and boost social media engagement.
2. Influencer Partnerships	Monthly	20,000 EGP	Generate brand visibility, increase trust among target audiences, and drive traffic and sales from influencer recommendations.

Action

Action Area	Deadline	Budget (EGP)	Expected Outcome
3. SEO & Website Optimization	Ongoing	10,000 EGP	Improve website ranking for sportswear-related keywords, leading to a 10% increase in organic traffic over 6 months.
4. Email Marketing Campaigns	Monthly	8,000 EGP	Grow the email list to 2,000 leads; increase email open rates and conversion rates, leading to better customer engagement.

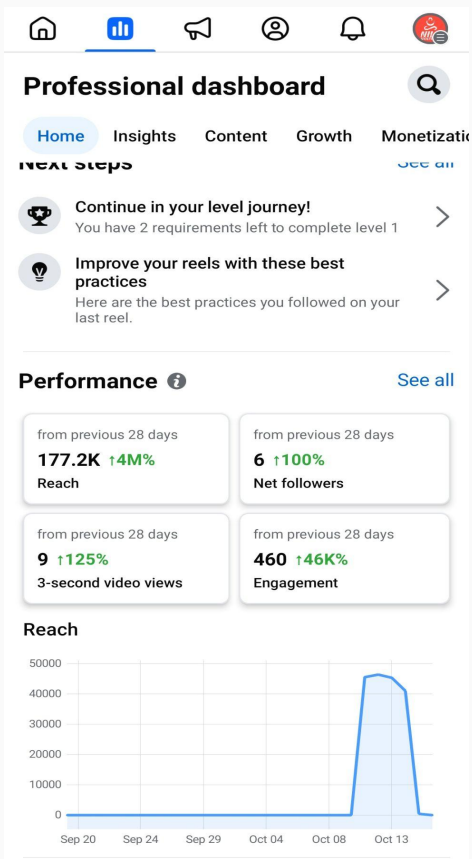
Action

Action Area	Description	Budget (EGP)	Expected Outcome
5. Loyalty Program Expansion	Monthly	5,000 EGP	Increase customer retention by 30-40%, achieve higher repeat purchase rates, and improve overall customer satisfaction.
6. Content Creation (Videos & Graphics)	weekly	7,000 EGP	Engage the audience with top-quality content, leading to higher social media interaction, better brand positioning, and increased sales.

Action

Action Area	Description	Budget (EGP)	Expected Outcome
7. Promotions & Discounts	Monthly	5,000 EGP	- Boost overall sales, increase average order value (AOV), and attract new customers with competitive pricing during campaigns.
8. Google Ads Campaigns	Monthly	5,000 EGP	- Attract high-intent buyers, increase website traffic from Google searches, resulting in higher online sales and leads.

Action: Facebook Ad & Posts



NEW TREND
SUMMER SALE
BEST DISCOUNT OFFER

UPTO 60% OFF

Nile Sportswear

عايز تبقى في الفورمة؟! 🏃‍♀️
نايل سبورتس وير يقدم أفضل تشكيلة رياضية مناسبة لكل الأوقات، سواء كنت في الجيم أو النادي 😊
تابع صفحتنا عشان تعرف كل جديد من نايل سبورتس وير 🙌

FRI AT 11:18 AM
8
1 comment

BOOST UNAVAILABLE

Like Comment Send Share

Posts About Videos More

Nile Sportswear
Jun 28 · 🌐

مع الحركة الكثير في الجو الحار ده بنحتاج نفسل التيشرت تقريبا كل يوم، طب ازاى نحافظ على التيشرت من انه مبيوطش مع الغسيل الكثير؟! 🙌👕

احنا هنقولك ازاى 😊
أولاً هتغسل التيشرت أول ما ترجع من مشوارك متبتهوش في شبت الغسيل، وهتغسله مقلوب على ظهره في مياه باردة وصابون غسيل و اغسله على ايدك و ماتنعيش الحجة معاك 😊👕
وبعدين هتنشره على شماعة ويفضل تكون مقلوبة بردو

وبكدة هتخافظ على التيشرت بتاعك والطباعة اللي عليه وعلى ذكرياتك معاه عشان احنا عارفين ان في تيشترات بيكون ليها ذكرى حلوة معانا وبتبقى غالبية علينا 🙌

في Nile sportswear احنا بنوفرلك خدمة الطباعة على التيشترات باسم أي رياضي انت بتحبه ورقمه كمان 🙌👕

مستني ايه ابعت رسالة دلوقتي واسألنا على التفاصيل والعروض و هاندر عليك حالا. 🙌

#اتحرك_بثقة

#Nilesport #gymnastics #gym #gymmotivation #healthylifestyle #health #football #soccer #egyptianfootball

NILE SPORTSWEAR

Posts About Videos More

Nile Sportswear
Jun 28 · 🌐

اكتشف مجموعتنا الجديدة وامنح نفسك إطلالة لافنة للأنتظار و مميزه 🙌

#ملابس_رياضية #تحرك_بثقة #تشكيلة_واسعة

See insights and ads Boost post

Like Comment Send Share

Nile Sportswear
Reels · 4h · 🌐

Nile Sportswear is with you everywhere... See more

Action: Facebook Ad & Post

698738661876492 (69873...

Updated just now

Discard Drafts

Review and publish (9)

Search and filter

This month: 1 Oct 2024 - 14 Oct 2024

Campaigns

Ad sets

Ads1 selected

+ Create

Duplicate

Edit

A/B test

More

Columns: Performance

Breakdown

Charts

	Off/On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking
		New Sales ad View Charts Edit Duplicate Compare ...	—	—	—	—	—	—	—
		New Sales ad	—	—	—	—	—	—	—
		New Traffic ad	—	—	—	—	—	—	—
		A (Photo)		7-day click o...	137,504 Reach	137,504	145,663	3.75.م.ج Per 1,000 people rea...	Average
		B (Reel)		7-day click o...	22,176 Reach	22,176	23,896	3.60.م.ج Per 1,000 people rea...	Below average Bottom 35% of ads
		Results from 5 ads ⓘ	—	7-day click ...	—	159,255 Accounts Centre ac...	169,559 Total	—	

Action: Competitors Ads

Launched October 2024



LIBRA Sport
Sponsored

Our best-seller is back in NEW warm and fresh colors!
The cozy Cloud Hoodie is here to elevate your wardrobe.
Don't miss out—grab yours now before they're gone!

#LibraSport #FlexCollection #shoplocal #modest



New Winter Collection
LibraSport Best-Seller is Back!

Shop Now



LIBRA Sport
Sponsored

Wide-leg seeker? Look no further!
Our New Straight Pants offer the perfect blend of
modesty and comfort, designed to support your daily
workout and active lifestyle. Available now in 3 stylish
colors!

#FlexCollection #shopLocal #modesty #libra #sports



WWW.INSTAGRAM.COM
LIBRA Sport

Send messa...



LIBRA Sport
Sponsored

Meet the Flex Collection! ☀️
It is designed for versatility and features size-adjustable
items:

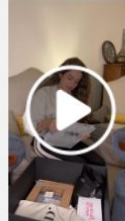
- Flex Wrap
- Fit Flex Bra

Discover flexibility and style in every move!
#LibraSportswear #Libra #Egyptian #Local



LIBRA Sport
Sponsored

Supporting Local Brilliance! 🌍 ✨
Step into Libra's world, a 100% Egyptian brand crafted
and made by talented Egyptian women.
Our influencers share their love for Libra's authentic and
locally-made styles.
Join the movement, support local, and trust in the
authenticity and quality of our locally-crafted excellence...



LIBRA Sport
Sportswear

Send messa...

Action: Competitors Ads

Summary Data

2 ad versions

Library ID: 9259680220725445

Started running on Oct 4, 2024

Platforms    

See ad details



Sigma Fit
Sponsored

☀ Introducing Our New Kids Sportswear Collection! ☀
🔥 Available in stores and online now! 🗨

Tech driven
Kids Collection



FB.COM

☀ KIDS COLLECTION ☀

Learn more

Library ID: 3839909456282891

Started running on Oct 4, 2024

Platforms    

See ad details



Sigma Fit
Sponsored

☀ Introducing Our New Kids Sportswear Collection! ☀
🔥 Available in stores and online now! 🗨

Tech driven
Kids Collection



FB.COM

☀ KIDS COLLECTION ☀

Learn more



Sigma Fit
Sponsored

☀ Don't miss out on our latest arrival!
We have just dropped an amazing collection of oversized abstract tees that are perfect for your wardrobe.
Purchase yours now and slay the fashion game with style.



SIGMAFITEG.COM

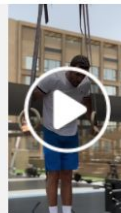
Oversized Abstract Tee ☀

Shop now



Sigma Fit
Sponsored

Push your limits with Sigma Fit's men collection 🏆
Get yours today and take your training to the next level!



SIGMAFITEG.COM

Men Collection 🏆

Shop now

KPIs

Here are some **Key Performance Indicators (KPIs)** for Nile Sportswear, categorized based on different business objectives:



Brand awareness

01	Social Media Followers	Target: Reach 1,000 followers/subscribers in the first month and 5,000 followers/subscribers by the fourth month across platforms (Facebook, Instagram, TikTok).
02	Social Media Engagement Rate	Measure likes, comments, shares, and interactions on posts. Aim for a 5% engagement rate per post.
03	Impression and reach	Track the total number of times content is seen (impressions) and the number of unique viewers (reach) across platforms.
04	Website traffic	Monitor the number of visitors to the website, aiming for steady monthly growth (e.g., a 10% increase in visitors per month)
05	SEO Ranking	Track the ranking of Nile Sportswear's website for key search terms (e.g., "Egyptian sportswear," "affordable sportswear"). Aim to rank in the top 5 positions for key terms within the first 6 months.

Recommendations and Improvements:



1. Improve Digital Presence

- **Mobile App Development:** Create a mobile app for seamless shopping experiences, push notifications for exclusive deals, and personalized shopping features based on user preferences.

2. Strengthen Customer Engagement

- **User-Generated Content (UGC):** Encourage customers to share photos and reviews of themselves wearing Nile Sportswear. This can be showcased on social media and the website, building trust and authenticity.

Recommendations and Improvements:



3. Enhance Social Media Strategy

- Focus on creating more interactive content such as polls, Q&A sessions, fitness challenges, and live workout sessions.
- Launch giveaways and social media contests to build excitement and drive engagement. For example, offer a chance to win a full sportswear kit for those who tag friends or share workout content using a specific hashtag.

4. Expand Marketing Channels

- Utilize Google Ads and YouTube Ads in addition to social media advertising to target fitness enthusiasts and people looking for workout gear.
- Invest in content marketing through blog posts, fitness guides, and video tutorials that provide value to potential customers and drive organic traffic to the website.



Thank you