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**I.Chef**

* **Vision:**

To be the go-to solution for individuals seeking innovative and simple ways to prepare healthy and delicious meals using the ingredients they have, creating joyful and fulfilling food experiences in their daily lives

* **Mission:**

To offer innovative and easy-to-follow recipes that enhance users meal experiences, utilizing only the ingredients they have, ensuring health and variety, and bringing happiness and comfort to every meal through personalized food solutions

* **Social media links:**
* Instagram link: <https://www.instagram.com/ichef2025?igsh=ajFvOGFobXFoNGtl&utm_source=qr>
* Facebook link:<https://www.facebook.com/share/19tMvru44h/?mibextid=wwXIfr>
* LinkedIn link:<https://www.linkedin.com/company/ichef2025/>

**Direct Competitors**



|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| Available in Arabic | There is no way to prepare the food |
| Product quantity, purchase date and expiration date | Uncomfortable interface for users |
| Make a shopping list | Not available on Google Play |



**Wanna Cook**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| Available in Arabic | Doesn’t give exact tailored recipes |
| Available on Google Play | Too many ads in user interface |
| Distinctive visual identity | No specific dates for updates |
| Split meals for children and healthy meals for two people |  |
| Drinks and desserts are available |  |
| Variety of cultural food |  |
| Easily add ingredients |  |

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**Eater\_meals**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| Visually appealing food photos | Available in English only |
| Clear and catchy brand message | No detailed nutritional information |
| Engaging short videos (reels) | Content lacks variety—mostly focused on product shots |
|  | Few behind-the-scenes or personal storytelling elements |

# ChatGPT - التطبيقات على Google Play

# **ChatGPT**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| Versatile and can answer a wide range of topics | Not specialized in cooking or food content |
| Fast, text-based responses | No visual meal outputs or taste-based logic |
| Excellent for idea generation and content writing | Requires user prompts—doesn't guide cooking interactively |

# **Indirect Competitors**

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|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| Provides short engaging videos demonstrating cooking steps | Not available in Arabic |
| Filter recipes by food type | Doesn’t offer the feature of adding available components |
| Make a shopping list | Inclusion of readily unavailable ingredients |

# **Alternative services**

# 

|  |  |  |
| --- | --- | --- |
| **Google assistant** | **Talabat** | **Youtube** |
| Provides recipes based on user inquiries | Delivers food when the user is unable to prepare a meal | Contains rich, searchable cooking content. |



# **SWOT Analysis**

|  |  |
| --- | --- |
| STRENGHTS | WEAKNESSES |
| * Providing recipes based on the client's ingredients and tools specifically. * Can request missing components from delivery orders Smart fridge notifies your phone when items are running low. * Tracks calories based on your weight and goal, like a personal nutrition coach. | * Limited budget * Lack of a programmer in the team * Poor time management |
| OPPORTUNITY | CHALLENGES |
| * Competitors analyzed to determine added value. Create strong social media content. * There is a real need for the idea. | * Economic Changes * Rising costs of technical services rapid technological developments |

# **Business Canvas Model**

## **Key Partners**

- AI technology providers (for NLP and recipe recommendation algorithms)

- Recipe databases and culinary content creators

- Food brands and kitchen appliance companies (for potential sponsorships)

- Grocery delivery services (for affiliate partnerships)

- Marketing agencies and social media influencers

## **Key Activities**

- Development and continuous training of the AI bot

- Integration with databases for updated recipe content

- Marketing and customer acquisition campaigns

- Managing partnerships and business development

- Regular updates based on user feedback and technological advancements

## **Value Proposition**

- Personalized and instant recipe suggestions based on user preferences, available ingredients, and dietary needs

- Reduces meal planning time and food waste

- Accessible 24/7 through multiple digital platforms (mobile app, web, social media)

- Offers a seamless, fun, and interactive cooking experience

## **Customer Relationships**

- Self-service through the intuitive AI bot interface

- Personalized user experiences and tailored recipe suggestions

- Building a community through challenges, rewards, and social sharing

- Offering premium support for paid subscribers

## **Customer Segments**

- Busy professionals seeking quick meal ideas

- Students looking for easy, affordable recipes

- Fitness enthusiasts requiring customized meal plans

- Families needing efficient meal planning solutions

- Home cooks interested in discovering new recipes

## **Channels**

- Mobile application (iOS & Android)

- Website platform

- Social media platforms (Instagram, TikTok, Facebook Messenger)

- Partnerships with grocery delivery services and e-commerce platforms

## **Key Resources**

- AI development team and technical infrastructure (servers, APIs)

- Culinary content (recipes, videos, blogs)

- Marketing and social media teams

- Customer support team

- Financial resources for operational and marketing expenses

## **Cost Structure**

- Initial development and continuous improvement of AI technology

- Hosting, servers, and database maintenance

- Content creation and licensing fees

- Marketing campaigns and influencer partnerships

- Salaries and operational expenses

- Customer support services

## **Revenue Streams**

- Freemium model: free basic features with premium subscription plans for advanced services (meal planning, nutrition tracking)

- In-app advertisements and sponsored recipes

- Affiliate marketing with grocery delivery and kitchen equipment companies

- Selling data insights (in compliance with privacy regulations) for food brands and market researchers

**Notes for Financial Focus:**

* Include estimated startup costs vs. break-even point.
* Estimate monthly revenue from premium users and advertisers.
* Highlight marketing ROI (return on investment) for digital campaigns.
* Consider potential funding rounds or partnerships for scaling.

# **Segmentation, Targeting, Positioning (STP)**

## **Segmentation**

Segmentation divides the Egyptian market into groups based on demographic, psychographic, behavioral, and geographic criteria, tailored to local cooking needs and iChef's AI-driven personalization.

Market Segments:

* Busy Professionals

Demographics: 25-40 years, middle-high income, urban sectors (tech, finance)

Psychographics: Time-pressed, tech-savvy, values convenience

Behavioral: Frequent users of Talabat, active on Instagram, WhatsApp

Geographic: Major urban hubs: Cairo, Alexandria, Giza

* Students

Demographics: 18-25 years, university students, low income

Psychographics: Budget-conscious, experimental, trend-driven

Behavioral: Heavy TikTok/Instagram users, shares content

Geographic: Areas near universities: Alexandria, New Cairo, Nasr City, Dokki

* Fitness Enthusiasts

Demographics: 20-35 years, moderate income, gym-goers

Psychographics: Health-focused, goal-oriented

Behavioral: Tracks calories, follows fitness influencers

Geographic: Urban centers: Cairo, 6th of October

* Families

Demographics: 30-45 years, parents, moderate income

Psychographics: Family-oriented, seeks variety, time-conscious

Behavioral: Plans meals, grocery delivery users, Facebook active

Geographic: Suburban/urban areas: New Cairo, Sheikh Zayed

## **Targeting**

Targeting prioritizes segments based on size, profitability, and alignment with iChef's strengths.

Primary Targets:

- Busy Professionals: High demand for quick recipes, income for premium, strong urban presence.

- Fitness Enthusiasts: Needs calorie tracking & personalized meal plans.

Secondary Targets:

- Students: Fits freemium model and drives TikTok virality.

- Families: Needs meal planning support and ideal for grocery affiliate revenue.

## **Positioning**

iChef differentiates through Arabic flavor, user-friendly design, smart tech, and affordability.

Positioning Statement: "For busy professionals and fitness enthusiasts in Egypt who need quick, healthy, and budget-friendly meals, iChef is the AI-powered cooking assistant that delivers personalized Arabic recipes based on your ingredients and goals, offering a seamless, engaging experience on your phone."

Key Differentiators: - Arabic & Local Flavor - Seamless User Experience - Smart Technology - Community Focus - Affordable Accessibility

## **Digital Marketing Execution**

Busy Professionals: Instagram Reels, WhatsApp meal tips, Facebook ads. Fitness Enthusiasts: YouTube tutorials, fitness influencer collabs. Students: TikTok challenges, low-budget ads. Families: Facebook Lives, email newsletters.

## **KPIs to Measure Success**

- Segmentation Accuracy via app analytics.

- Targeting ROI via downloads and CPA.

- Positioning Validation via social sentiment and NPS.

- Engagement Rates via TikTok, Instagram, Facebook.

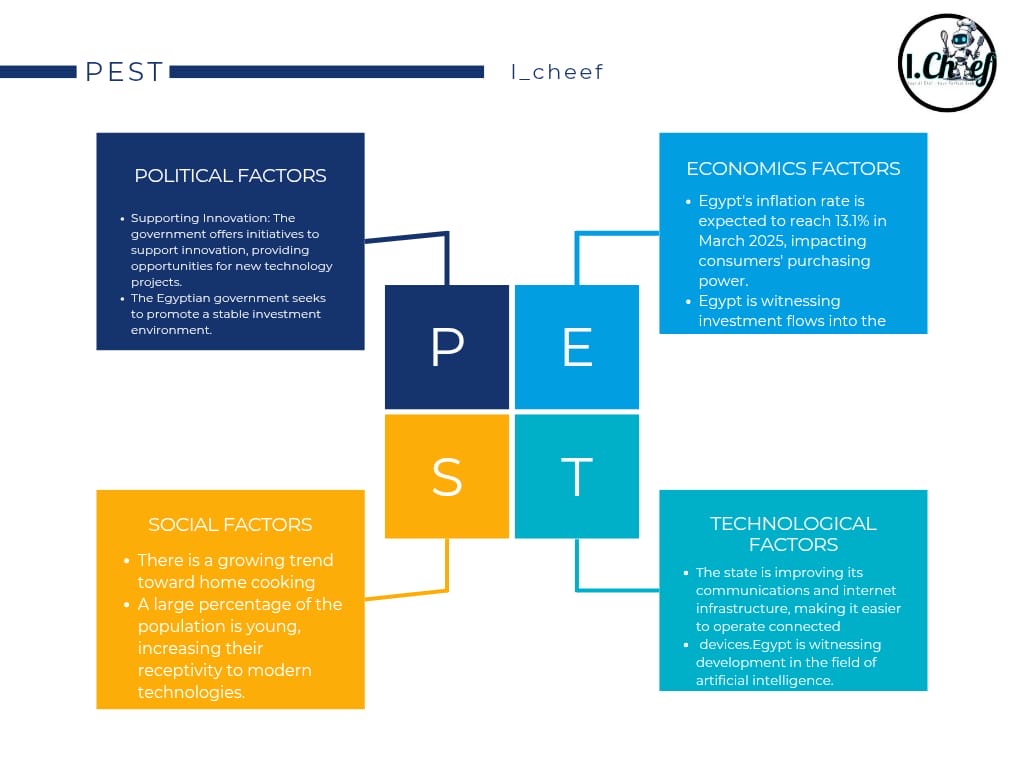
## **Challenges & Mitigation**

- Limited Budget: Organic TikTok, Instagram, micro-influencers.

- Competitor Noise: Highlight Arabic support, local recipes, IoT.

- Economic Instability: Offer freemium model, grocery affiliate revenues.

# **PEST Analysis**



# **Content strategy**

I-Chef’s Facebook & LinkedIn Digital Marketing Strategy

* **Primary Objectives**

1. **Brand Awareness:** Position I-Chef as an innovative and valuable resource for food lovers.
2. **Community Building:** Establish a strong, interactive audience that trusts the brand.
3. **Thought Leadership:** Showcase expertise in food-tech to attract investors, media, and key industry players.
4. **Pre-Launch Engagement:** Build anticipation so that when the app is launched, there is already demand.
5. **Content Monetization Potential:** Prepare for future monetization through sponsorships, partnerships, and premium content.

## **Facebook Marketing Strategy**

**Audience Persona (Who Are We Targeting?)**

Primary Audience:

* Busy professionals & parents looking for **quick, creative meal ideas**
* Food enthusiasts who love **experimenting with new recipes**
* Young adults interested in **trendy, budget-friendly cooking**
* Health-conscious individuals looking for **nutritional insights**

Secondary Audience:

* Home cooks who **struggle with meal planning**
* Food bloggers & influencers looking for **collaborations**
* Entrepreneurs & tech enthusiasts interested in **food-tech innovations**

**Key Content Themes**

Storytelling (Emotional Connection)

* Share relatable kitchen struggles & how I-Chef will solve them.
* Example Post: *“Tired of cooking the same meals every day? Here’s how I-Chef can help bring creativity back into your kitchen.”*

Educational Content (Authority & Value)

* “How to store food properly to reduce waste”
* “5 kitchen hacks that will save you time”

Interactive & Community-Driven Content

* Cooking challenges: *“Use only 3 ingredients! What can you cook?”*
* Polls: *“What’s your favorite comfort food?”*

Behind-the-Scenes (Brand Transparency & Trust)

* Showcase the journey of developing I-Chef.
* *“Here’s what’s happening behind the scenes as we build the first AI-powered chef in your pocket!”*

User-Generated Content (Social Proof & Engagement)

* Feature home chefs & food bloggers who engage with I-Chef.

Influencer Collaborations (Virality & Credibility)

* Partner with **Egyptian food influencers** to **boost visibility**.

Live Cooking Sessions (Real-Time Engagement)

* Weekly **Facebook Live Q&A sessions** with professional chefs.
* Example: *“Join us LIVE this Friday as Chef Ahmed shares his top meal prep tips!”*

Call-to-Action (Engagement & Lead Generation)

* “Tag a friend who NEEDS this cooking hack!”
* “Comment below and we’ll send you a free meal plan!”

**Facebook 1-Month Content Calendar Sample**

*(All content calendar content is subject to change based on the responses and trending content.)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Monday (Storytelling & Education)** | **Wednesday (Community & Interactive)** | **Friday (Live & Video Content)** | **Sunday (Growth & Viral Content)** |
| **Week 1** | *How I-Chef Was Born:* The story behind the idea & its vision | **Poll:** "What’s your biggest cooking struggle?" (e.g., time, creativity, health) | **Live Session:** Meet the team – answering questions about I-Chef | *Trending Recipe Challenge:* “Try this dish & tag us!” |
| **Week 2** | *Relatable Problem:* “How many times have you asked ‘What should I cook today?’” (Engagement Post) | *Quiz:* "What’s your cooking personality?" (Casual, experimental, gourmet?) | **Live Cooking Demo:** A chef makes a dish with audience suggestions | *User-Generated Content:* Reposting best dishes from followers |
| **Week 3** | *Behind the Scenes:* “Here’s what we’re working on for I-Chef’s future” | **Debate Post:** "Team Sweet vs. Team Spicy – which do you prefer?" | **Live AMA (Ask Me Anything):** "Everything you want to know about AI in cooking" | *Feature a food influencer* trying out an I-Chef concept |
| **Week 4** | *Success Story:* “Meet Sara, a working mom who struggles with meal planning” | **Community Post:** “What’s the best cooking hack you’ve ever learned?” | **Live Collab with a Chef:** "Quick & easy dinner ideas" | *Cooking Meme or Fun Fact* (Engagement Post) |

**Pro Tip:**  
Use **Facebook Groups** to create a **community around I-Chef**. Example: *“The I-Chef Cooking Club”* where members share cooking tips & engage with the brand directly.

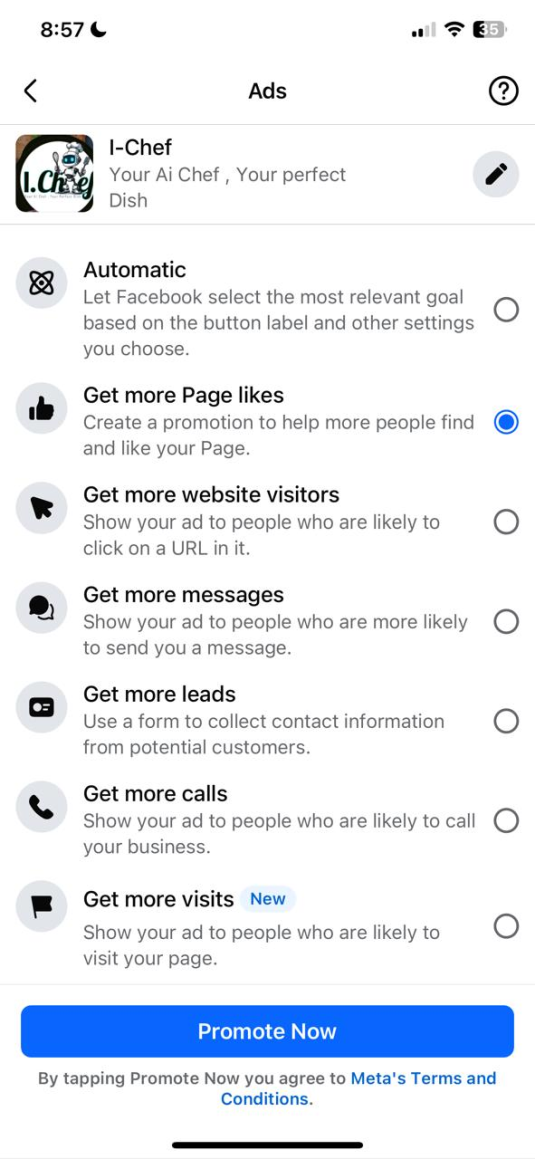
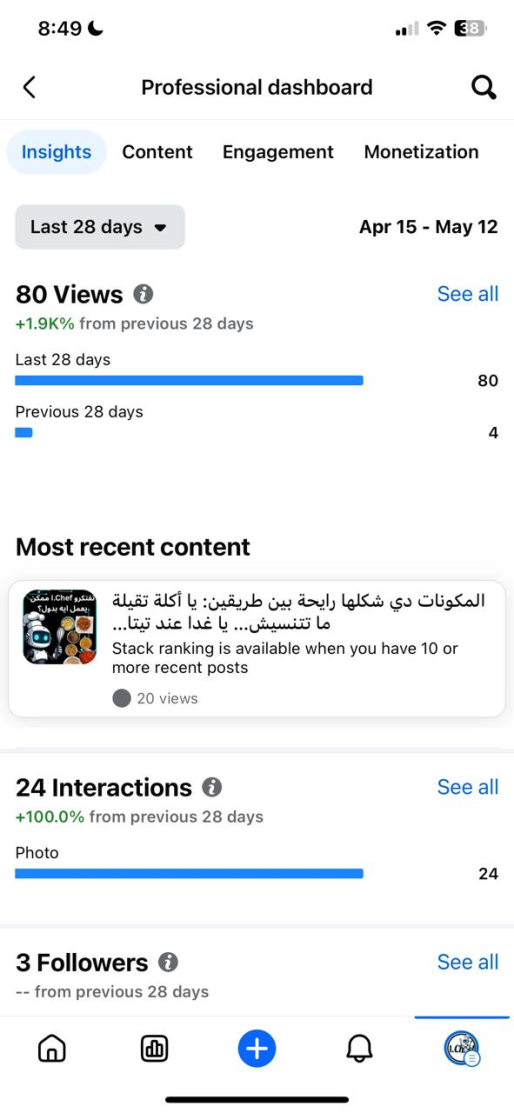
**Facebook Advertising Strategy**

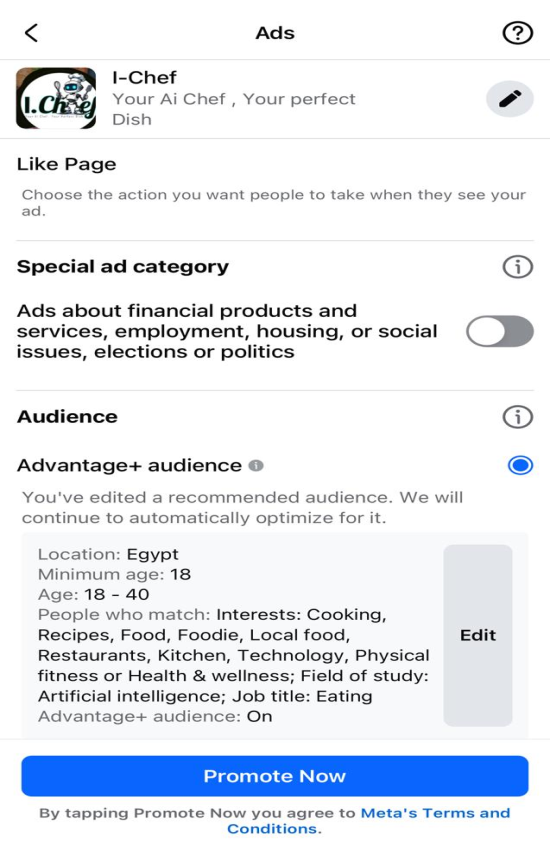
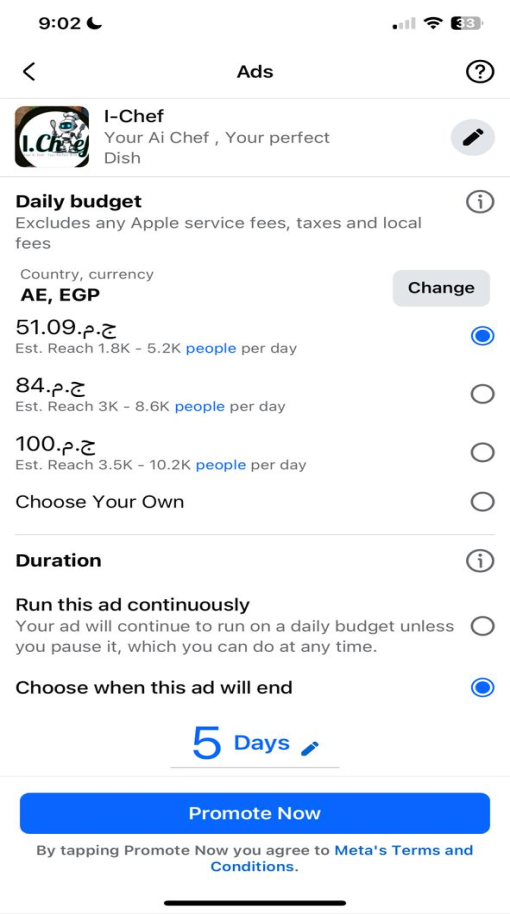
**Goal:** Drive awareness and engagement  
**Best Ad Types:**

* **Video Ads** → Show how I-Chef solves problems
* **Engagement Ads** → Boost interaction & community growth
* **Lead Generation Ads** → Collect emails for early app access

**Targeting Strategy:**  
**Interest-based targeting**: Food lovers, home cooks, working professionals  
**Lookalike Audiences**: People similar to engaged followers  
**Retargeting**: Users who watched videos or interacted with posts

**Ad campaign and analytics:**

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## **Linkedin Marketing Strategy**

**Audience Persona (Who Are We Targeting?)**

Primary Audience:

* **Tech investors & startup enthusiasts** looking for innovation in food-tech.
* **Food industry professionals** interested in AI’s impact on the culinary world.

Secondary Audience:

* **B2B potential partners** (e.g., nutritionists, meal-kit delivery services).
* **Entrepreneurs & executives** who follow startup trends.

**Key Content Themes**

Thought Leadership Articles

* *“How AI is Revolutionizing the Food Industry”*
* *“Why the Future of Cooking is Personalized AI”*

Behind-the-Scenes Startups Insights

* Share the challenges & milestones of building I-Chef.
* *“Here’s what we learned in our first 6 months of building I-Chef.”*

Industry Trends & Research-Based Content

* Data-driven reports on food-tech.

Founders’ Personal Branding (Humanizing the Brand)

* Team stories, investor insights, and collaboration opportunities.

Networking & Partnerships

* Connect with relevant professionals for collaborations.

**LinkedIn 1-Month Content Calendar Sample**

*(All content calendar content is subject to change based on the responses and trending content.)*

|  |  |  |
| --- | --- | --- |
| **Week** | **Tuesday** | **Thursday** |
| **1** | The Future of AI in FoodTech: How Smart Cooking is Evolving | Founder’s Journey: "Why We Started I-Chef" |
| **2** | Industry Report: "The Future of AI in Cooking" | Case Study: How AI is Used in Global Kitchens |
| **3** | Behind-the-Scenes: How we’re developing I-Chef | Founder’s Story: The challenges of building I-Chef |
| **4** | Infographic: The biggest food-tech trends in 2024 | Open Discussion: “What’s one kitchen innovation you wish existed?” |

**Final Takeaways & Growth Strategies**

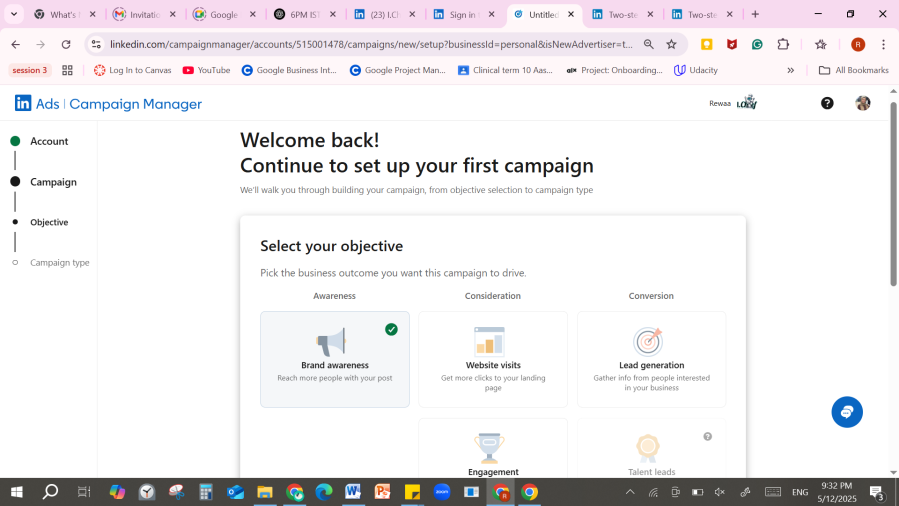
**Facebook Focus:** Build **an engaged community** that is excited for I-Chef’s launch.  
**LinkedIn Focus:** Establish **thought leadership & attract potential investors/partners**.  
**Cross-Promotion:** Repurpose high-performing content between platforms.

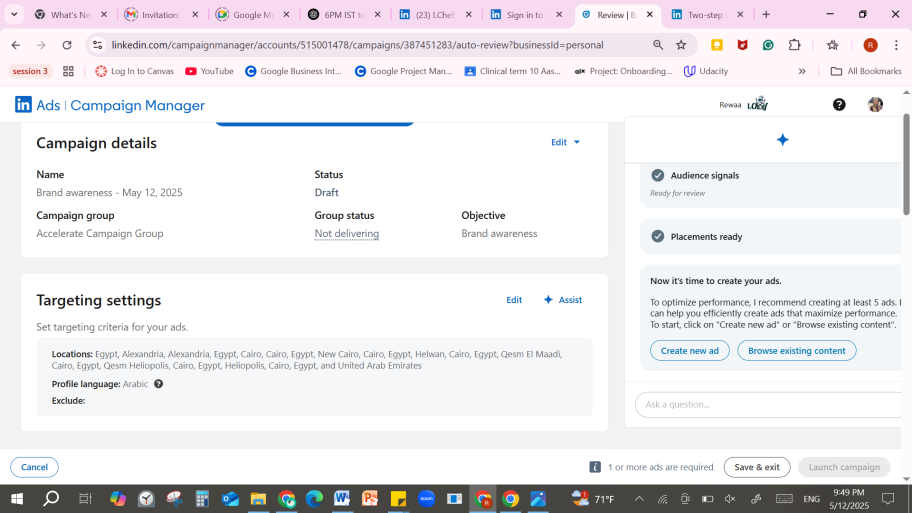
**Paid Growth Strategy:**

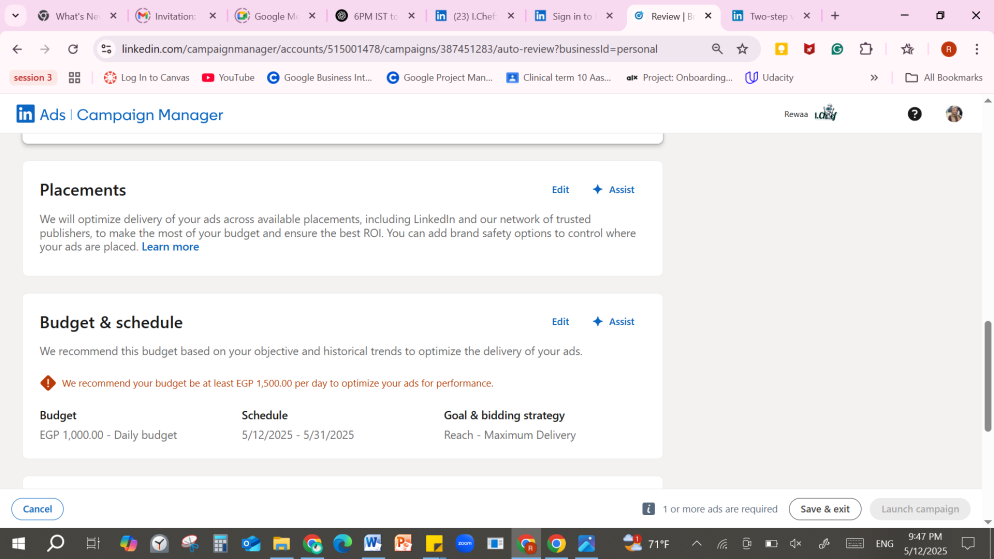
* Facebook: Engagement ads → Video views ads → Retargeting ads.
* LinkedIn: Sponsored articles + InMail campaigns for investor outreach.

**By the end of this 3-month plan, I-Chef will have:**  
✔ A **highly engaged audience** excited for the launch  
✔ **Established authority** in the food-tech industry  
✔ Potential **investors, partners, and early adopters**

**Ad campaign:**







## **Instagram Content Strategy**

**Key Themes:**

1. **Showcasing AI-Driven Recipe Innovations**
2. **Creative Recipe Creations**
3. **Collaborations with Famous Egyptian Chefs**
4. **User feedback & Content Recycling**

**Content Formats:**

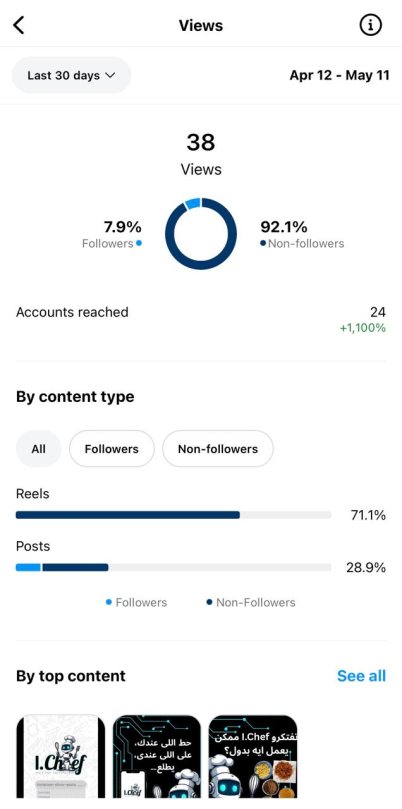
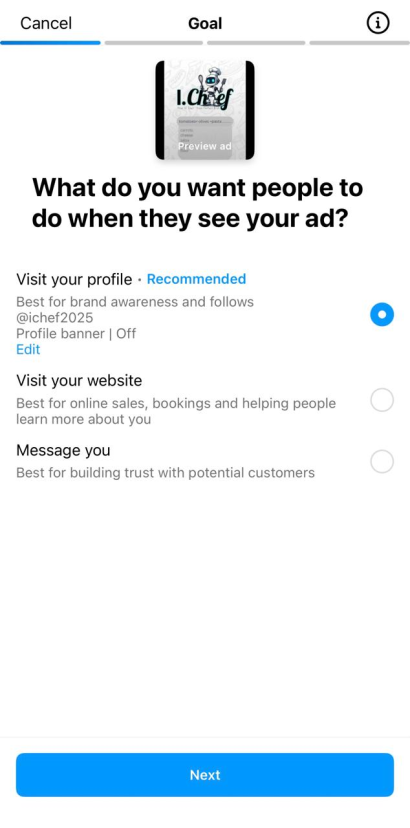
* **Feed Posts:** Static posts, carousels, reels, and IGTV sessions (3 times per week).
* **Stories:** Daily behind-the-scenes, polls, Q&As, and interactive elements.
* **Language:** All captions and on-screen text in local Arabic with culturally relevant hashtags.

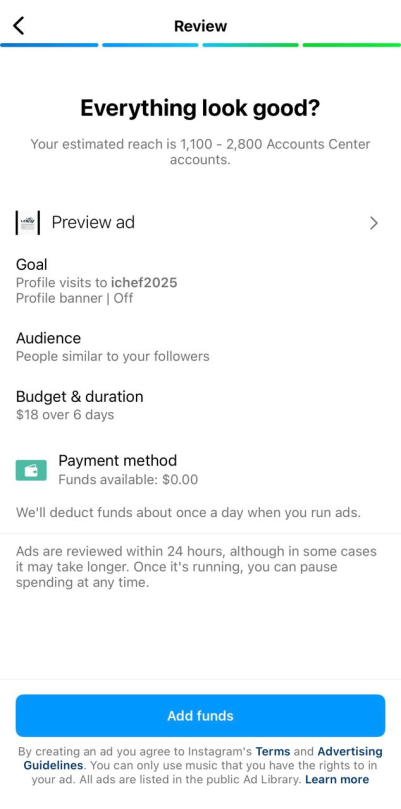
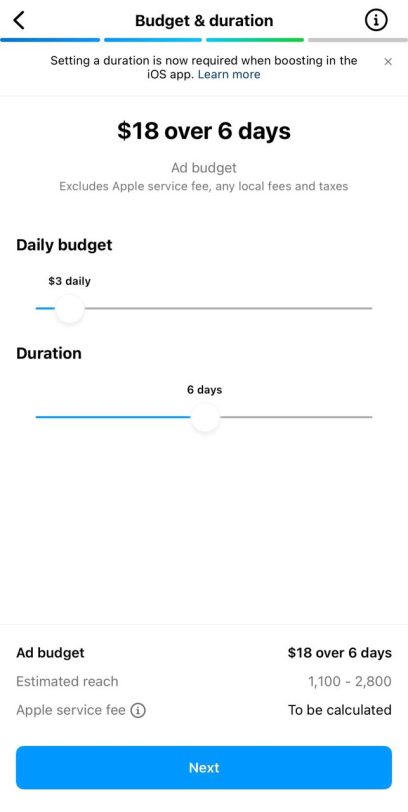
**Instagram 1-Month Content Calendar Sample**

*(All content calendar content is subject to change based on the responses and trending content.)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Day** | **Content type & Details** | **Stories**  **(Additional Engagement)** |
| **1** | Monday | poster: logo and app teaser | rhetorical question about the app |
| Wednesday | reel: launching the app | check out the latest reel |
| Friday | reel: Content recycling and stitch | meal prep difficulties |
| **2** | Monday | Tutorial AI feature & recipe showcase | Quick tutorials; BTS snaps of recipe creation; interactive poll. |
| Wednesday | Content Recycling with Local Twist. | Snippets from original posts with added commentary; opinion poll. |
| Friday | poster: Behind-the-scenes team vibe | Team snapshots; mini-interviews; candid moments. |
| **3** | Monday | poster: fanbase suggestion | Teasers from the collaboration; BTS prep clips; “Ask the Chef”. |
| Wednesday | memes | Quick facts about local trends; interactive quizzes; polls. |
| Friday | Recap & Call-to-Action. | Recap stories; thank-you messages; final poll/Q&A. |
| **4** | Monday | Poster: “Meet the Tech Behind I-Chef” | Tech trivia quiz; feature the dev team; “Guess what’s coming next?” |
|  | Wednesday | Reel: User Reactions & First Impressions | Poll: “Would you try I-Chef?”; fan shoutouts; reaction stickers |
|  | Friday | “Create a Meal Plan with I-Chef in 60 Seconds” | Swipe tutorial series; Q&A box; countdown to next update |

**Ad campaign and analytics:**

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## **YouTube Content Strategy**

Youtube channel is a long term plan. It will be created after building a fan base to post blogs, behind the scenes and possibly podcasts with figures in related fields.

**Key Themes:**

1. AI-Powered Recipe Demos & Tutorials
2. Behind-the-Scenes & Team Vlogs
3. Collaborative Series with Famous Egyptian Chefs & Dietitians
4. Local Culinary Trends & Cultural Integration

**Content Formats:**

* **Long-Form Videos:** 8–15 minute tutorials, vlogs, and interviews (3 times per week).
* **Shorts & Community Posts:** Daily snippets, teasers, and interactive polls to maintain viewer engagement.
* **Language:** Videos and community posts in local Arabic to ensure cultural resonance.

**Survey**

* Link:<https://docs.google.com/forms/d/e/1FAIpQLScfOKzwUucGJbNmv4h9EJice9d48dFFcfVeowN0vPHEVS2-ug/viewform?usp=sharing>
* Results:

