



MR. PARTY MART

PRESENTED BY

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INTRODUCTION ABOUT MRPARTY

About Us

Mr. Party Mart is your one-stop digital destination for all things joyful—from event supplies and toys to school accessories, home décor, and calligraphy essentials. We bring color, creativity, and celebration to every occasion, making memories magical for kids and families alike.

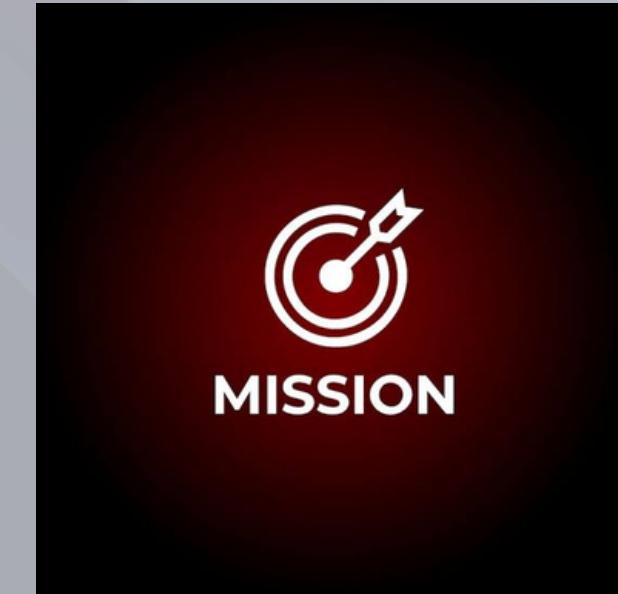


RAPID GROWTH IN ONLINE SHOPPING

INCREASED PRODUCT VARIETY FOR CONSUMERS

CONVENIENT SHOPPING EXPERIENCES ANYTIME

MISSION



To spark joy and creativity in every celebration by offering vibrant, affordable, and culturally relevant products that bring families and communities together.

SHIFT FROM PHYSICAL TO ONLINE SHOPPING

ENHANCED SECURITY IN ONLINE PAYMENTS

RISE OF ONLINE SHOPPING



VISION

VISION

To become the most loved and trusted online celebration store in Pakistan and beyond, known for innovation, emotional connection, and trend-savvy experiences.

COST SAVINGS

OPERATIONAL FLEXIBILITY



OBJECTIVES

- Launch a cohesive digital presence across Facebook, Instagram, TikTok, and YouTube.
- Build brand awareness and emotional engagement with parents and children.
- Drive traffic to social platforms and convert followers into loyal customers.
- Establish Mr. Party Mart as a culturally relevant and trend-driven brand.

WIDER AUDIENCE

OPERATIONAL FLEXIBILITY

TARGET AUDIENCE

Demographics:

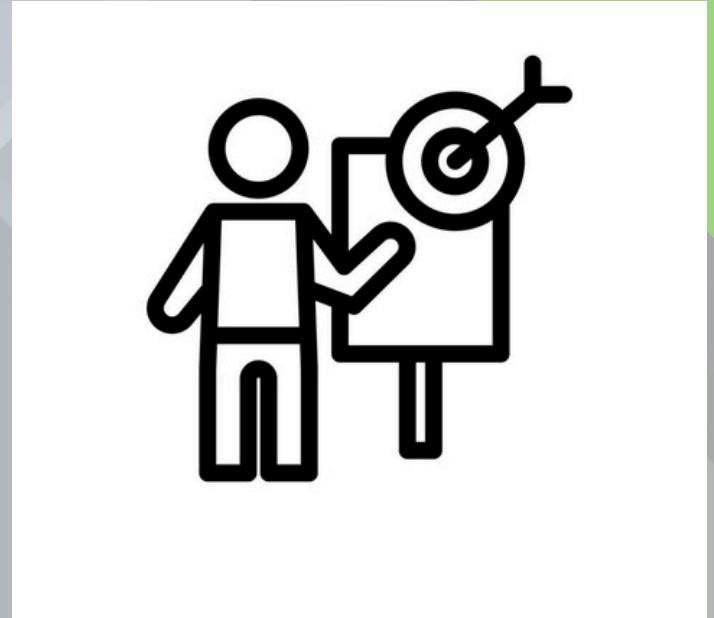
Age: 25-45

Gender: Primarily Parents (especially mothers) and young adults organizing events in Pakistan, looking for creative, affordable, and festive products for their children and homes, but also male (for general event needs, specific hobbies like calligraphy, or buying toys).

Secondary: Event planners, teachers, and gift-givers seeking unique, culturally relevant items.

Location: Primarily urban and suburban areas with access to delivery services. Consider specific cities or regions initially.

Income Level: Middle to upper-middle income, willing to invest in quality party supplies, educational toys, and home decor.



TARGET AUDIENCE

Psychographics:

- Interests: Event planning, DIY projects, home decoration, parenting, education, creative hobbies (calligraphy, crafting).
- Values: Convenience, creativity, quality, affordability, celebrating special occasions, personal expression.
- Behavior: Active on social media (especially Instagram, Facebook, TikTok for inspiration and shopping), enjoys online shopping, seeks inspiration for events and home aesthetics.



WIDER SELECTION OF PRODUCTS

Online retail offers an extensive variety of products that may not be available in physical stores, giving consumers more choices to find exactly what they need.

CONVENIENCE

Digital presence offers accessibility from anywhere.

STRONG TAGLINE

"Har Khushi Ka Saathi" is evocative and resonates with the celebratory nature of your products.



WEAKNESS

NO WEBSITE YET

This is a major limitation for direct sales, order management, and detailed product showcasing.

DEPENDENCE ON SOCIAL MEDIA

High reliance on platforms where algorithms can change, affecting reach.

NEW ENTRANT

As a new business, building trust and recognition will take time



OPPORTUNITY

COLLABORATIONS

Partnering with event planners, mom bloggers, or local influencers can expand reach.

SEASONAL & FESTIVE DEMANDS

Capitalize on major holidays and festivals with themed promotions.

UGC

Encourage customers to share their party setups using your products.



THREAT

ESTABLISHED COMPETITORS

Existing online and offline party supply stores with strong brand recognition and logistics. (Bachaparty, Thepaperworm)

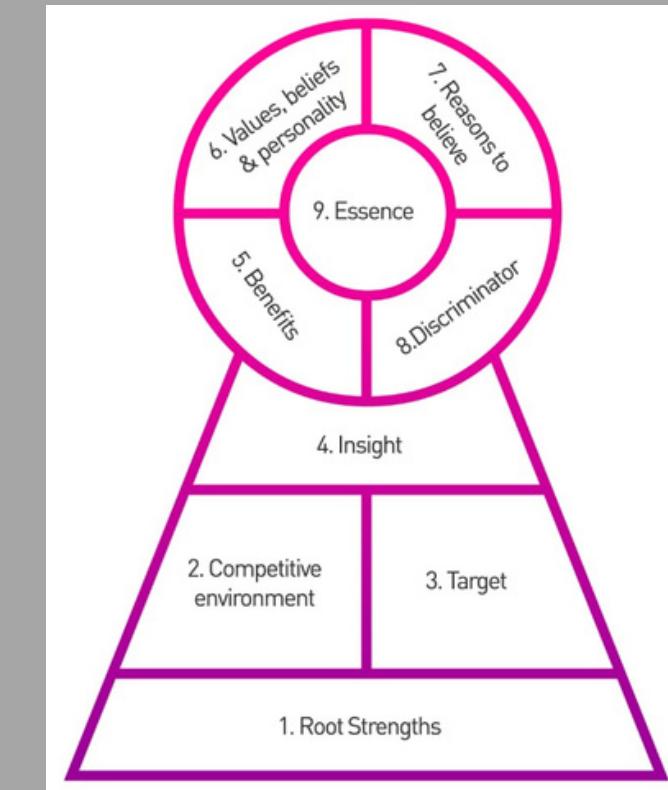
PRICE WARS

Intense competition can lead to price undercutting.

SHIPPING & LOGISTICS ISSUES

Delays or high costs can deter customers.

BRAND KEY



- Root Strength: Emotionally engaging, culturally relevant, and trend-savvy.
- Competitive Environment: Competing with Bacha Party, Hopscotch, and local event shops.
- Target: Parents and gift-givers who value creativity, affordability, and cultural connection.
- Insight: Celebrations are more meaningful when they reflect personal and cultural identity.

CONTINUE...



- Benefits: Joyful, personalized, and memorable celebrations.
- Values & Personality: Fun, vibrant, inclusive, and imaginative.
- Reason to Believe: Carefully curated, colorful, and affordable products with a local touch.
- Discriminator (USP): "Mr. Party Mart brings joy to every celebration with vibrant party essentials, charming décor, and thoughtful accessories—all in one place."
- Brand Essence: Celebrate with Heart.

PLATFORM STRATEGY

Platform	Purpose	Content Focus	Posting Frequency
Instagram	Visual storytelling, trends, Reels	Carousel posts, Reels, BTS videos, Stories	1–2x daily
Facebook	Engagement, community building	DVCs, testimonials, event-related promos	1x daily
TikTok	Viral visibility, relatability	Short skits, product demos, packaging videos	1–2x daily
YouTube (DVC)	Brand story, launch awareness	Digital Video Commercial, How-tos, Vlogs	Weekly

17 2-Week Content Calendar

Day	Platform	Post Type	Content Description	Goal
Mon	IG + FB	Teaser Post	"Are you ready to party?" intro image with logo reveal	Awareness
Tue	IG + TikTok	Countdown Reel	3 days to launch + trendy reel audio	Engagement
Wed	IG Story	Poll	"Which product are you most excited for?"	Engagement
Thu	All	Launch Announcement	Carousel with product highlights	Conversion
Fri	FB + IG	DVC Teaser	30s video: kids unboxing + joy shots	Awareness
Sat	TikTok	Skit Reel	Kids pretending to run a party mart	Virality
Sun	IG Story	Behind-the-scenes	Workspace, packaging prep	Connection

Day	Platform	Post Type	Content Description	Goal
Mon	IG + FB	Product Highlight	Wooden Envelopes with Eid Nikah concept	Consideration
Tue	TikTok	Reels	Packaging video with ASMR	Awareness
Wed	IG + FB	Testimonial Carousel	Quotes from happy customers (real or mock)	Trust
Thu	IG Story	Q&A	"Ask us anything about the launch!"	Engagement
Fri	FB + YouTube	Final DVC	Full video with CTA to visit page	Conversion
Sat	IG Reels	Trend Collab	Hashtag challenge with toy	Reach
Sun	All	Giveaway Teaser	Announce incoming giveaway to boost next week	Growth

CAPTIONS

Week 1

- Day 1 (Teaser Post):

“The party is about to begin... Are you ready for a box full of joy?” 🎁✨

- Day 2 (Countdown Reel):

“3 days till something magical lands at your doorstep 🎉 Stay tuned!”

- Day 3 (Story Poll):

“Help us decide what to stock more of 🤝 Cute toys or magical décor?”

- Day 4 (Launch Post):

“We're live! Mr. Party Mart is here to turn every moment into magic ✨”

- Day 5 (DVC Teaser):

“What's better than a party? A Mr. Party Mart party! 🎈 Watch joy unfold.”

- Day 6 (TikTok Skit):

“POV: You just opened your own Mr. Party Mart 🤴 Kids' imagination at its finest!”

- Day 7 (BTS Story):

“Real hustle. Real joy. Peek into our party prep room 🎀”

CAPTIONS

Week 2

- Day 8 (Product Highlight):

“Packaging that speaks louder than words 📩 A Mr. Party Mart signature.”

- Day 9 (TikTok ASMR):

“Warning: this packaging video might be your next obsession 🔊🎁”

- Day 10 (Testimonial Carousel):

“Don’t take our word for it—hear what the party people say!” 💬

- Day 11 (Q&A Story):

“Got questions? We’re answering them all in party style 🎤 Ask away!”

- Day 12 (Full DVC Launch):

“Meet the magic behind our boxes 🎥 Click play & celebrate with us!”

- Day 13 (Trend Reel):

“🌟 This reel contains glitter, giggles, and pure joy.”

- Day 14 (Giveaway Teaser):

“A giveaway is brewing 🎁 Follow us & turn on notifications!”



HASHTAGS

Core Brand Hashtags

#MrPartyMart #JoyInEveryBox #CelebrateWithHeart

Platform + Audience Reach Tags

#PakistaniMoms #InstaReelsPK #TikTokPakistan #FacebookShops #KidsDecorPK

Content-Specific Tags

- Launch: #PartyTimeStarts #LaunchWithLove
- Reels: #ReelBuzz #InstaPartyReel #TrendAlertPK
- Stories & Polls: #YouChooseWeDeliver #StoryGames #GetToKnowUs
- DVC: #DVCLaunch #UnboxingSmiles #FBWatchThis
- Testimonials: #RealFeedback #PartyTestimonials
- Giveaway: #GiveawayComing #PartySurprise.



DIGITAL VIDEO COMMERCIAL (DVC) – CONCEPT & SCRIPT

Title: Joy in Every Box



Length: 45 seconds

Concept: A heartwarming visual journey through a child's celebration—from unwrapping colorful Mr. Party Mart goodies to the sparkle in their eyes at a birthday party. Focus is on emotional connection, cultural relevance, and joyful storytelling.

Visual Flow:

1. Opening Scene (5 sec): Child looking bored at an empty table — gray tones.
2. Unboxing Shot (10 sec): Package arrives. “Mr. Party Mart” logo reveal. Color slowly fills the screen.
3. Celebration Transformation (15 sec): Quick cuts of balloons, party hats, decorations, wooden envelopes, and happy laughter.
4. Emotion Close-Up (10 sec): Parents smiling, kids playing, confetti shots.
5. Final Frame (5 sec): Tagline “Joy in Every Box.” Call-to-action: Follow us on Facebook & Instagram today!

CONTINUE...



Voiceover Script

"Har khushi ka raaz... ek box mein chhupa hai.

Mr. Party Mart lay aaya hai woh sab kuch jo banaye aapke bachpan ke lamhon ko yaadgar.

Every gift is more than just a surprise celebration wrapped with love

Apna har lamha banaiye yaad gar...

with Mr. Party Mart.

Joy in Every Box.

Follow us today—Facebook aur Instagram pe!"

- background music add

BOOSTING PLAN

Item Details

Duration 2 weeks post-launch

Platform Facebook, YouTube

Targeting Age 22–45, Pakistan (urban), parents, event planners, school groups

Budget PKR 5,000–8,000 (split 60% Facebook, 40% YouTube)

Goal Maximize views, page visits, and emotional engagement

Ad Objective Video views + engagement

CTA "Message Us" on Facebook / "Visit Instagram"

Tracking Metrics Views, reach, engagement (likes, shares), video completion rate, DMs



Products...







THE PERFECT GIFT, ONE SIP AT A TIME.



INTRODUCING
MUG
COLLECTION



Mr.partymart

3 likes · 7 followers

Har Khushi Ka Saathi!
Your One-Stop Shop for Gifts, Party Supplies, Toys, School Accessories & More
Based in Karachi | Nationwide Delivery Available
Advance Payment Only | DM to Order

Professional dashboard

+ Add to story ...

<https://www.facebook.com/profile.php?id=61576153132907>

mr.partymart

What's on your playlist?
Mr.partymart

11 posts 20 followers 0 follow

Shopping & retail

Har Khushi Ka Saathi!
Gifts| Party Supplies| Toys| School Accessories
Karachi| Nationwide Del... more
www.facebook.com/share/1Duf1BQPez/

f Mr.partymart

Edit profile Share profile Contact

<https://www.instagram.com/mr.partymart?igsh=MWpqenAyMXUzcXRjbg==>

THANK YOU



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