



Ministry of Communications
and Information Technology



catchy
CLOTHING STORE

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ABOUT US

Welcome to Catchy, where elegance meets simplicity. Our modern designs for both men and women prove that true style is found in the smallest details, not in complexity. We believe in creating unique, timeless looks that stand out effortlessly. With Catchy, you'll always feel confident, chic, and perfectly you.



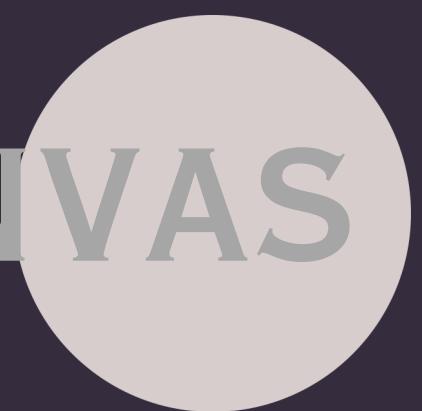
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OUR VISION



At Catchy Store, our vision is clear and true, elegance shines in all we do. We believe simplicity is the key, where every detail lets you feel free. With style that fits and comfort so fine, confidence will always be yours to find.



BUSINESS CANVAS MODEL

Key Partners

- Affiliate Platforms: The main source of products for sale.
- Facebook Ads Team: External partner to support ad campaigns and achieve effective reach.
- Delivery Partners: Reliable partners for customer order fulfillment.

Channels

- Primary Marketing Channel: Facebook page (for lead generation, customer engagement, and conversions).
- Customer Communication: Direct communication and feedback collection through Facebook

Key Resources

- Facebook Page: Main platform for marketing and customer engagement.
- Affiliate Product Access: Extensive product selection from affiliate platforms.
- Customer Data Insights: Information on customer preferences for more targeted offerings.

Key Activities

- Facebook Marketing: Running lead generation, engagement, and sales campaigns.
- Customer Interaction: Managing customer inquiries, feedback, and sales processes on Facebook.
- Market Research: Analyzing trends and customer needs to stay relevant and competitive.

Value Proposition

- Decent, Simple, and Elegant Outfits: Fashionable styles that balance trendiness and sophistication.
- Affordable Pricing: Cost-effective fashion made possible through careful profit margins.
- Customer-Centric Approach

Customer Relationship

- Personalized Engagement: Through comments, messages, and regular posts, building a community around customer needs and preferences.
- Customer Satisfaction

Customer Segments

- Primary Segment: Men and Women (18-35 years): Seeking affordable, trendy, and modern outfits.
- Men and Women (36-55 years): Preferring decent, simple, and elegant clothing styles.
- Income Bracket: Middle-income class.
- Location Focus: Cairo (initially), with plans to expand to Alexandria and Assiut.

Cost Structure

- Facebook Ad Spend: Major portion of expenses focused on running campaigns.
- Customer Returns: Costs associated with any product returns.
- Minimal Overhead: Low operational costs due to the lack of physical inventory and infrastructure.

Revenue Streams

- Profit Margins: Revenue generated from a markup added to the original affiliate prices.
- Affiliate Platform Commissions: Additional revenue from commissions earned through the affiliate program.

SITUATION ANALYSIS

INTERNAL ANALYSIS

content used : photos , reels , videos This content is uploaded daily for a week

Admins (Monitors) : Five persons

Main product : Women and Men Outfits

Buyer persona : Divided into four sections: two based on age groups (18 to 30 and 31 to 45) and two based on gender (women's and men's).

Resources : As a source for images and videos, affiliate sites can be utilized, along with creating some videos using Canva and CapCut

Budget : 1,000 EGP for one week

SWOT analysis

Strengths

Ease of working from anywhere, faster reach due to social media platforms, reduced inventory management costs, and a diverse range of offerings, allowing for the display of thousands of items

Weaknesses

Some difficulty in building customer trust as an affiliate marketer, and any changes in the policies of the product platform, such as Taager, impact the affiliate marketer. Lastly, competitors offering discounts for price competition purposes

Opportunities

Increased consumer engagement in online shopping after the COVID-19 pandemic, better use of data to improve advertising campaigns, and collaboration with influencers to raise brand awareness

Threats

Constant shifts in fashion trends, such as fast fashion, which can cause stagnation in many products, along with potential technical issues that may occur on social media platforms used for marketing.



COMPETITOR ANALYSIS

”KHOTWH“

Strengths

They aim to expand widely by providing multiple contact points and promoting their website through Facebook ads. Their communication is engaging, with consistent responses to comments. They offer many promotions and reasonable prices by manufacturing clothes themselves or partnering with factories for bulk orders.

Weaknesses

The response to comments is largely automated and consistent, but customers tend to prefer interacting with real people.

Designs

The logo is simple, and the overall theme of the page maintains brand identity in the post designs while keeping them simple. As a result, their work is easily recognizable even without looking at the brand's logo.





SHEIN EGYPT PAGE



Strengths

They have an impressive variety of products and goods, and the page features many reels, not just relying on images. They consistently upload content and regularly respond to comments. They rely on a source that offers both affordable prices and high quality

Weaknesses

They rely solely on one source, which poses a risk if there are any changes in that source's policies also they pay part of attention to cosmetics .They don't publish enough interactive content, and there are no clear contact numbers available for customers.

Designs

Their designs have a predominantly feminine touch, but even in men's designs, they leave a clear mark. They maintain a strong and consistent brand identity in the overall appearance of the page





POLITICS

The strength or weakness of political relations is a significant factor that greatly impacts digital marketers. For instance, Egyptian-Turkish and Egyptian-Gulf relations, particularly with Saudi Arabia and the UAE, have contributed to the wide availability of their products in the Egyptian market.

ECONOMICS

"Undoubtedly, affiliate marketing has provided Egyptian consumers with a variety of goods at good quality and affordable prices.

However, on the other hand, these prices won't remain stable due to the economic instability and the 'green monster' attacks on the currency

TECHNOLOGY

Technological advancements have streamlined design with tools like Canva and MidJourney, simplified marketing through social media, and enhanced capabilities with AI applications like OpenAI and ChatGPT. Additionally, website and digital store-building platforms enable anyone to easily create their own online store without complex coding.

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S O C I A L

Consumer behavior and societal conditions are integral to the buying and selling process. For instance, events in Palestine and the boycott of products from the occupying forces mean that platforms displaying such products may lose popularity and profits. The COVID-19 pandemic has also shifted consumer behavior towards

online shopping, leading to an increase in sales platforms, enhanced purchasing facilities, and diverse payment methods to accommodate everyone.

Additionally, the rise of home delivery services and increased price competition among platforms attract customers and replace many traditional shopping experiences. Moreover, some restrictions imposed by social media platforms can limit users and ban any advertising accounts that call for boycotting products from the occupying forces



ANALYSIS

OBJECTIVES

SELL

Achieve 200 online sales within the first three months.

Serve

Respond to customer inquiries within 24 hours and resolve 90% of issues within 48 hours over the next six months.

SPEAK

Grow social media followers by on Instagram 1,000 and 500 on Facebook within the first three months

SIZZLE

Collaborate with five influencers who have a following in Egypt and the Gulf countries within the first six months.

BUYER PERSONA





DEMOGRAPHIC HISTORY



Sara Mohamed

She is 25 years old and lives in Cairo.
Single and a newly graduated accountant.
She loves traveling, color coordination, online shopping, and drawing.
She aims to create a wardrobe that reflects her personal style and increases her confidence.
Sarah needs attractive prices and value-for-money products that are stylish and versatile.
The obstacles that stand in the way of Sarah's ability to shop freely are limited income

Hisham Mustafa



He is 25 years old and lives in Cairo.
Single and a newly graduated IT engineer.
He always aims to wear what is stylish and be satisfied with
his appearance.

He needs to wear clothes that reflect his personality and
that are versatile and of good quality.

What prevents him from shopping freely, his previous bad
experience with online purchases may lead to an
unwillingness to repeat the experience.

Demographic history

Leila Mahmoud

She is 45 years old and lives in Cairo
Married and working as a marketing manager

Her favorite hobbies are color coordination, online shopping and handicrafts.

She aims to always look age-appropriate and fashionable
She needs clothes that are stylish, modest, practical, and
an easy shopping experience without too many
exhausting details.

She often finds it difficult to shop online and make
purchases



Demographic history

Mohamed Omar

He is 42 years old and a resident of Cairo
Married and working as a financial analyst in a
multinational company

Enjoys analyzing data, pays attention to detail,
and likes to try different and stylish outfits
He aims to wear clothes that are comfortable,
good quality, and stylish

What prevents him from shopping online is the
lack of confidence in the quality of the products
and the doubt that the product to be received
will not match the description or pictures.



STRATEGIC PLAN



STRATEGIC PLAN

SEGMENTATION

Geographic

Customers in Cairo



Demographic

women & men from 18 to 30
women & men from 31 to 45



PSYCHOGRAPHIC

in general men and women who prefer comfortable and trendy styles (more detailed in buyer persona)



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TARGETING

For (18 to 30) women and men group I will focus on Facebook campaigns that primarily concerned with fashion and trendy styles in low prices.

POSITIONING

We offer a seamless shopping experience through social media and direct messaging, ensuring fast service and flexible return options

Our focus is on providing comfortable and stylish products that cater to the needs of all targeted age groups

TACTICS

TACTICS

PRICE →

We add a profit margin and delivery cost to the original price of the product displayed on the sales site.

PLACE →

We will start from Cairo and then expand to Alexandria and Assiut

PROMOTION →

FACEBOOK ADS

PRODUCT →

Our product is modern, simple, and elegant clothing for both women and men
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FEATURE

The clothing is elegant, comfortable, and versatile, with quick delivery and a wide range of designs. It also features an easy return policy

ADVANTAGE

These clothes are comfortable and affordable, with an easy shopping experience, improved after-sales service, and the option to buy in larger quantities

BENEFIT

The products offer higher quality than traditional shopping due to diverse options, home delivery, and easy returns. Customers can buy in larger quantities, ensuring a convenient, enjoyable, and time-saving shopping experience with great prices.

Marketing Channels



Frequency Of Posting

We will publish 5 posts daily over a period of 8 days

Time to Post

We publish one post every four hours, and so on for the reels or videos

Types Of Content

The images and some suitable videos for showcasing the product

Tone Of Voice



our tone of voice is warm and friendly, fostering a welcoming atmosphere for our customers. We prioritize understanding their needs, ensuring personalized interactions that reflect our commitment to elegance and simplicity. Our goal is to build genuine connections, making each customer feel valued and understood