





Vision

**To become the leading global platform
for promoting Egyptian handcrafted art
and preserving cultural heritage.**





Mission

Promote and preserve Egypt's artistic heritage while fostering economic growth for artisans.



Business model canvas



key partners

Egyptian artisans and craftsmen.

Cultural organizations and Egyptian embassies for international expansion.

Event venues (local and international).

Logistics partners for international shipping.

Art galleries, museums, and cultural centers.



key activities

Organizing exhibitions

- Managing e-commerce platform
- Partnering with artisans for product creation and promotion
- Running digital marketing campaigns



key resources

Talented artisans like Azza Fahmy and Sami Amin.

E-commerce platform and exhibition venues.

Digital marketing tools (Mailchimp, social media, SEO).



value proposition

Unique, handcrafted Egyptian art and crafts.

Bridging traditional craftsmanship with modern décor needs.

Empowering artisans by offering them a global platform.



customer relationships

Personalized customer service.

Regular engagement through social media, email marketing, and paid ad campaigns.

Strong partnerships with artisans to ensure product authenticity.



customer segments

B2C: Craft lovers, home décor enthusiasts, art lovers, foreign visitors.

B2B: Home décor stores, and interior designers .



channels

Social media (Facebook, Instagram, Pinterest, YouTube).

E-commerce website and mobile app.

Monthly exhibitions and potential international exhibitions.



cost structure

- Exhibition setup costs (rent, materials, decorations).
- Marketing and advertising expenses (paid ads, email campaigns).
- Platform and technology development (website, app maintenance).
- Commission to artisans and operational staff costs.



competitors

- Other craft fairs and exhibitions in Egypt.
- Online craft platforms .
- Local retailers selling traditional crafts.
- International marketplaces for handmade goods (like Etsy).



revenue stream

- Event participation fees from artisans.
- Commissions on online sales (from website and app).
- Exhibition fees from international expansions.
- Paid online workshops or tutorials.
- Potential sponsorship deals for exhibitions and events.

Objectives

Business Objectives

1. Increase the number of **partnered artisans** to reach **70** within the next **12 months** to enhance product diversity.
2. Achieve a **20%** increase in total **sales** from exhibitions and e-commerce platforms within the first year, with total of **1,500,000 L.E**
3. **Launch** our first **international exhibitions** by **Q4 2025** to expand brand presence globally.
4. **Boost artisan satisfaction** by improving onboarding processes and providing tailored promotional support by the end of 2024.
5. Secure a **10%** annual growth in **repeat customers** by refining post-purchase experiences and building customer loyalty.

Marketing Objectives

1. **Increase brand awareness** by reaching **100,000** people through social media and email campaigns by Q2 2025.
2. Drive a **25% increase** in exhibition **foot traffic** (from last exhibition) by January 2025 through targeted promotional efforts.
3. **Attain 2000 leads** from online channels by improving targeting and engagement by mid-2025.
4. Achieve a **20% increase in customer engagement** on social media platforms within the next six months. (consider the last engagement report)
5. **Partner** with at least **five influencers** in the arts and crafts space to promote the brand by the end of Q1 2025.

Digital Marketing Objectives

1. **Increase** e-commerce **conversion** rates by **15%** within the first year by optimizing the website and user journey, (considering the last conversion rate report)
2. **Attain a 10%** increase in **email open rates** and a 5% increase in click-through rates by Q3 2025.(considering last report)
3. **Grow** social media **followers** to reach **100,000** across all platforms by Q2 2025 through a mix of organic and paid campaigns.
4. **Generate 1000 leads** for the **exhibition** through a dedicated online form by September 2025.
5. **Improve the SEO ranking** to appear on the first page of search engine results for key artisan-related terms within six months.

SWOT analysis

Strengths

- **Authenticity:** Offers genuine, handcrafted products that appeal to customers seeking unique items.
- **Quality Craftsmanship:** High-quality materials and skilled artisans ensure durability and aesthetic appeal.
- **Cultural Heritage:** Strong connection to Egyptian culture enhances brand storytelling and customer engagement.
- **Customization Options:** Ability to personalize products can attract a wider range of customers.
- **Strong Community Ties:** Engages with local artisans and participates in community events, fostering loyalty and support.

Weaknesses

- **Limited Brand Awareness:** As a smaller retailer, it may struggle to compete with larger brands in terms of visibility.
- **Resource Constraints:** Smaller operations may face challenges in scaling production or marketing efforts.
- **Pricing:** Handmade items may be priced higher than mass-produced alternatives, potentially limiting customer base.
- **Dependence on Local Market:** Heavy reliance on the local market can make it vulnerable to regional economic fluctuations.

Opportunities

- **E-commerce Growth:** Expanding online presence can reach a broader audience beyond Cairo.
- **Sustainability Trends:** Increasing consumer interest in sustainable and ethically-made products aligns with the brand's values.

- **Collaborations:** Partnering with local artists or brands for limited edition products can create buzz and attract new customers.
- **Social Media Marketing:** Leveraging platforms like Instagram and TikTok for visually-driven marketing can enhance brand visibility.

Threats

- **Competition:** Increasing number of online and local competitors, including larger retailers and online marketplaces.
- **Economic Factors:** Economic downturns may reduce consumer spending on non-essential goods like handicrafts.
- **Changing Consumer Preferences:** Shifts in consumer behavior, such as a preference for convenience over handcrafted items.
- **Supply Chain Issues:** Potential disruptions in sourcing materials may impact production timelines.

PEST analysis

1. Political Factors

- **Regulations:** Government policies regarding small businesses and handicraft regulations can impact operations. Supportive policies can facilitate easier market entry.
- **Trade Policies:** Tariffs and import/export restrictions can affect the sourcing of materials and selling products internationally.
- **Stability:** Political stability in your operating regions can influence market conditions and consumer confidence.

2. Economic Factors

- **Consumer Spending:** Economic conditions affect disposable income, influencing demand for handicrafts.
- **Market Trends:** Growth in e-commerce and local shopping trends can impact how you market your products.
- **Currency Fluctuations:** If importing materials or selling internationally, currency rates can affect pricing.

3. Social Factors

- **Cultural Trends:** Rising interest in handmade and locally sourced products can boost demand for handicrafts.
- **Demographics:** Understanding your target market (age, income level, preferences) will guide marketing strategies.
- **Sustainability:** Growing consumer awareness of sustainability can influence preferences for eco-friendly materials and ethical production methods.

4. Technological Factors

- **E-commerce Platforms:** Advances in online selling platforms can facilitate reaching a wider audience.
- **Social Media:** Utilization of social media for marketing and customer engagement is crucial for visibility and brand awareness.
- **Design Technology:** Access to design software and tools can enhance product development and marketing efforts.

Segmentation and customer persona

Demographics	Interests	Goals
<ul style="list-style-type: none"> • Age: 24 • Gender: Female • Location: Cairo “El Shorouk” • Education: Bachelor’s degree in Fine Arts • Status: Freelance Illustrator (Painter) 	<ul style="list-style-type: none"> • Fashion Trends • Design • Art crafts • Graphic • Photography • Travel • cultural heritage. 	<ul style="list-style-type: none"> • Creative Growth • Develop Skills • Cultural Representation • Eco-Friendly Art • Support Local Artisans • Personal Brand Development:
Obstacles	Sara	Thoughts
<ul style="list-style-type: none"> • Finding Unique Resources • Budget Constraints • Market Competition • Time Management • Balancing Projects • Finding Inspiration • Limited Access to Workshops 		<ul style="list-style-type: none"> • Attend Local Craft Workshops • She needs to Join Artisan Collectives • She needs Networking Opportunities • She needs Inspiration for Her Work • She needs Learning Opportunities

Demographics	Interests	Goals
<ul style="list-style-type: none"> • Age: 34 • Gender: male • Nationality: American • Location: Cairo, Egypt Education: Master's degree in Fine Arts • Status: Freelance Graphic Designer 	<ul style="list-style-type: none"> • Design • Art crafts • Graphic • Photography • Travel • cultural experiences. • local crafts 	<ul style="list-style-type: none"> • Cultural Immersion • Artistic Inspiration • Documenting Cultural Practices • Promoting Cultural Exchange • Reducing Environmental Impact
Obstacles	James	Thoughts
<ul style="list-style-type: none"> • Language Barrier • Cultural Sensitivity • Finding Authenticity • Finding Resources • Finding Relevant Events • Balancing Work and Exploration 		<ul style="list-style-type: none"> • Expanding His Expat Community • He need Inspiration and Learning • Need Cultural Orientation Workshops • Collaboration with Local Artists:

8 Ps marketing mix

1. Product

- **Diverse Handcrafts:** Offer a range of high-quality, unique handmade products including home décor, jewelry, ceramics, textiles, and other crafts. Curate artisan collections for specific seasons or events to create exclusivity and align with cultural trends.

2. Price

- **Premium Pricing:** Position your products as high-end, artisanal, and exclusive, reflecting the skill and cultural significance behind each item. Offer limited edition pieces at a higher price, but balance with entry-level products for broader appeal.

3. Place

- **Exhibitions & E-Commerce:** Utilize physical exhibitions for immediate customer engagement, showcasing products in an immersive setting. Expand reach with a user-friendly e-commerce platform to enable global purchasing. Partner with select high-end stores to increase visibility.

4. Promotion

- **Social Media & Email Marketing:** Focus on visually appealing platforms like Instagram and Pinterest to promote artisan stories, product details, and lifestyle inspirations. Run targeted email campaigns to inform subscribers about new arrivals, exclusive offers, and events. Leverage **SEO** to improve organic traffic to your e-commerce platform.

5. People

- **Artisans & Customers:** Feature stories of artisans to humanize your brand and connect with your audience. Engage directly with customers through social media, exhibitions, and customer service, creating a strong emotional bond and sense of community.

6. Physical Evidence

- **Craftsmanship:** Highlight the authentic craftsmanship of each product through detailed photography, videos, and artisan interviews. Use high-quality packaging with branding that emphasizes the premium nature of your offerings.

7. Process

- **Seamless Experience:** Ensure a smooth and personalized customer journey, from online browsing to post-purchase follow-up.

For exhibitions, offer an interactive experience with live artisan demonstrations and behind-the-scenes insights.

8. Productivity

- **Utilize CRM systems** to enhance communication and maximize sales conversions.

Brand voice

- **Creative & Inspirational:** The brand showcases unique handcrafted art with modern and traditional influences. A creative tone will highlight the artistry behind the pieces.
- **Friendly:** Many of our potential customers (craft lovers, decor enthusiasts) are emotionally connected to art and heritage. An approachable tone will make our brand relatable.
- **Authentic & Proud:** Emphasizing Egypt's rich cultural heritage and craftsmanship will reinforce the authenticity of our products and resonate with customers who value history and tradition.

Digital marketing channels

Social media: Facebook, Instagram, youtube, Pinterest

google: E-Commerce website and SEO

E-mail

English

EGYPTIAN HANDICRAFTS
 TRADITIONAL INDUSTRIES IN EGYPT
 EGYPTIAN CRAFTS HERITAGE
 EGYPTIAN HANDICRAFTS
 EGYPTIAN HANDICRAFTS
 EGYPTIAN HANDMADE POTTERY
 EGYPTIAN TRADITIONAL WEAVING
 EGYPTIAN HANDMADE CARPETS
 EGYPTIAN HANDMADE ORNAMENT
 EGYPTIAN TRADITIONAL CRAFTS
 EGYPTIAN FOLK ART
 EGYPTIAN TRADITIONAL EMBROIDERY
 EGYPTIAN HANDMADE SILVER WORKS
 EGYPTIAN HANDMADE WOOD
 EGYPTIAN HANDMADE FURNITURE
 HANDMADE POTTERY PRODUCTS
 EGYPTIAN HANDICRAFTS HERITAGE
 EGYPTIAN HANDICRAFT FESTIVALS
 EGYPTIAN HANDICRAFT MARKETS
 EGYPTIAN CRAFT VILLAGE

Arabic

الحرف اليدوية المصرية
 الصناعات التقليدية في مصر
 التراث الحرفي المصري
 الأعمال اليدوية المصرية
 المشغولات اليدوية المصرية
 الفخار المصري اليدوي
 النسيج التقليدي المصري
 السجاد اليدوي المصري
 الزخرفة المصرية اليدوية
 الحرف التقليدية المصرية
 الفن الشعبي المصري
 التطريز المصري التقليدي
 الأعمال الفضية المصرية اليدوية
 الخشب اليدوي المصري
 الأثاث المصري اليدوي
 منتجات الفخار اليدوية
 حرف يدوية مصرية موروثة
 مهرجانات الحرف اليدوية في مصر
 أسواق الحرف اليدوية المصرية
 القرية الحرفية في مص

Website

Content calendar



content
calendar.docx

Designs for social media

"MEET OUR ARTISANS" SERIES GUIDE







Egyptian handicrafts are deeply rooted in the country's rich cultural heritage, dating back thousands of years to the time of the pharaohs. These traditional crafts reflect the skills passed down through generations, often influenced by the ancient civilizations that flourished in the region.



We invite you to attend the first Handicrafts Exhibition in Egypt

Egy Crafts

Visit our website
discover our new
products

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EGY CARFTS SOUQ





EGY CARFTS SOUQ



Facebook ads

Google ads

E-mail Marketing strategy

Email Marketing Strategy for November 29-30 Exhibition

Overview

Our goal is to promote the exhibition to potential customers—foreigners located in Egypt, craft enthusiasts, art lovers, and home décor lovers—driving foot traffic and creating excitement around the event. We'll use Mailchimp to automate and track engagement. The campaign will run over 3 phases: pre-event teasers, event reminders, and post-event follow-up.

Target Audience

- Foreigners in Egypt interested in culture and art.
- Art and craft lovers.
- Home décor enthusiasts who appreciate handmade pieces.

Tone

- **Warm & Friendly:** Use an inviting, approachable tone to encourage attendance and create community.

Campaign Phases

1. Pre-Event Phase (November 1 - November 28)

Objective: Build anticipation and excitement, while encouraging RSVPs and inquiries.

Key Emails:

- **Teaser Email** (November 1):
Subject: "Something Big is Coming! Exclusive Handcrafted Treasures Await..."
Body: Briefly introduce the exhibition, highlight one artisan, and include a countdown.
- **Save the Date Email** (November 10):
Subject: "Mark Your Calendars – Craft Meets Art at Our Exclusive Exhibition!"
Body: Mention the dates, location, and a few highlights from the event. Add social sharing buttons.
- **Spotlight Artist Email** (November 17):
Subject: "Meet the Faces Behind the Crafts!"
Body: Feature Sami Amin or Azza Fahmy, share a short story about them, and show their work.
- **Event Reminder Email** (November 24):
Subject: "Only 5 Days Left! Don't Miss Out on These Handmade Treasures!"
Body: Create urgency with limited-time offers (early bird tickets or giveaways). Include a CTA for RSVPs.

2. Event Phase (November 29-30)

Objective: Engage and remind potential attendees about the event in real-time.

Key Emails:

- **Day 1 Morning Reminder** (November 29):
Subject: "Today's the Day! We're Opening Our Doors to an Artisan Wonderland!"
Body: Short, sweet, and focused on encouraging walk-ins. Include event location details and parking information.
- **Mid-Event Update** (November 29, evening):
Subject: "Missed Today? We'll Be Here Tomorrow Too!"
Body: Mention the success of Day 1, highlight some pieces, and encourage people to come on Day 2.

3. Post-Event Phase (December 1 - December 10)

Objective: Nurture potential customers and collect feedback for future exhibitions.

Key Emails:

- **Thank You Email** (December 1):
Subject: *"Thank You for Visiting Egy Craft Souq!"*
Body: Recap the event highlights, include a CTA for social sharing, and request feedback or testimonials.
- **Survey Email** (December 5):
Subject: *"Help Us Improve! Share Your Thoughts on Our Exhibition Experience."*
Body: Short survey link to collect feedback, with a small incentive (e.g., a discount for the next event).

Creative Brief for Graphic Designer

- **Objective:** Create visually captivating email templates that align with our traditional-modern theme.
- **Deliverables:**
 - Templates for teaser, reminder, and thank-you emails.
 - Event visuals highlighting key artisans and their work.
- **Tone:** Modern with a traditional Egyptian feel. Use our logo colors and exhibit themes for cohesiveness.
- **Design Must-Haves:**
 - High-quality artisan images.
 - Consistent color scheme from the brand logo.
 - Calls to action (RSVP, countdowns).

Creative Brief for Videographer

- **Objective:** Produce short 30-second videos that offer a sneak peek of the artisans' stories.
- **Deliverables:**
 - Teaser video for the email campaign and social media.
 - Artisan spotlight video featuring behind-the-scenes footage.
- **Tone:** Authentic and inspiring. Let the crafts speak through the artisans' passion and dedication.
- **Must Include:**
 - Artisan interviews (short quotes about their craft).
 - Close-ups of artisans working with materials.

