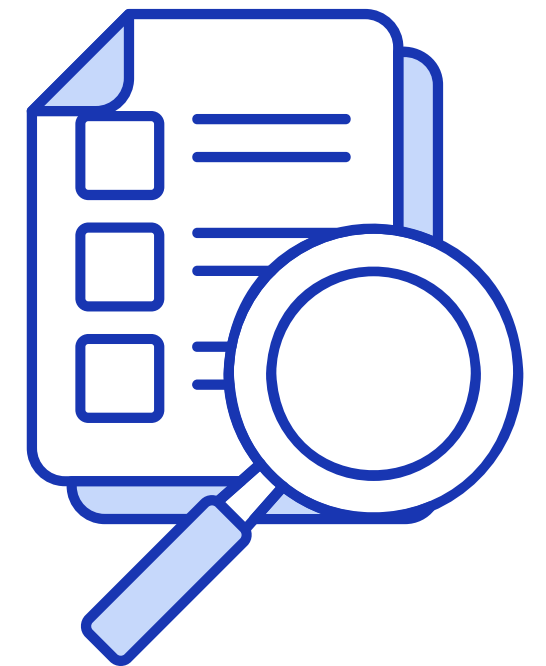


SITUATION Analysis

1. internal analysis
2. customer analysis
3. competitors analysis
4. SWOT analysis
5. SOSTAC analysis
6. PEST analysis



1. Internal analysis



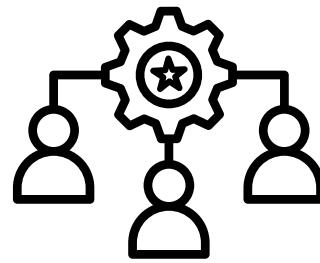
1.Internal analysis

Services



Feature	Advantages	Benefits
Furniture Variety	Wide range of furniture styles and designs	Customers can find pieces that match their taste
Direct Factory Prices	Competitive pricing with no middlemen	More affordable options for customers
Customization Options	Ability to request custom furniture designs	Unique and personalized pieces for customers
Logistics & Delivery	Partnership with trusted delivery services	Safe and timely furniture transportation
Exhibition Experience	Physical showroom for customers to explore	Better visualization before purchase
Online Presence	Website and social media marketing	Easy access to product updates and promotions
Customer Support	Dedicated team for inquiries and assistance	Improved customer satisfaction and trust

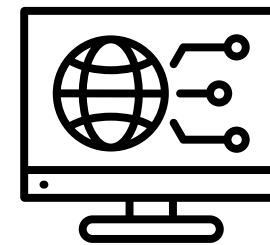
Resources



Human Resources

Experienced Team: A dedicated team with expertise in furniture sales, marketing, and customer service.

Industry Partnerships: Strong collaborations with furniture manufacturers, logistics providers, and interior designers to enhance offerings and customer

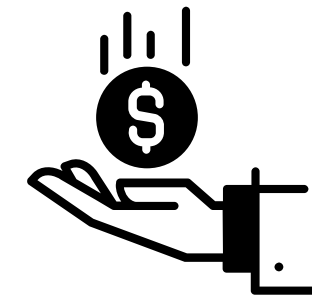


Technological Resources

Exhibition Management System: A structured system that efficiently tracks inventory, orders, and customer interactions.

Potential for Digital Expansion: Opportunities to develop an online catalog or virtual showroom for a seamless customer experience.

Marketing Automation Tools: Using digital tools for targeted promotions and customer engagement.



Financial Resources

Investment & Budget: Funds allocated for exhibition operations, marketing, and logistics.

Revenue Streams: Income generated from furniture sales, commissions, and customization services.

Flexible Payment System: Secure payment options to enhance customer convenience and trust.

Resources

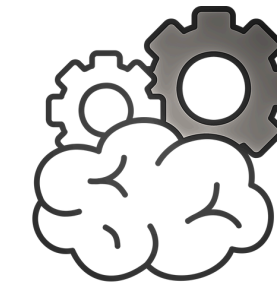


Marketing Resources

Brand Identity: Greatly is a trusted furniture exhibition offering factory-direct prices.

Marketing Channels: A strong presence on social media, online platforms, and offline advertising to attract customers.

Customer Engagement Strategies: Events, promotions, and collaborations to enhance brand awareness and loyalty.



Intangible Resources

Vision: To become the leading furniture exhibition in Alexandria, offering high-quality and affordable furniture directly from manufacturers.

Reputation & Trust: Established credibility through direct factory collaborations and customer satisfaction.

Unique Selling Proposition: Direct access to manufacturers, ensuring better prices and exclusive designs.



2.customer analysis



CATEGORY	DETAILS
Who	<p>Target Audience: Adults between 20 and 50 years old, primarily homeowners and newlyweds.</p> <p>Gender: Both males and females.</p> <p>Income Level: Middle to high income.</p> <p>Online Presence: Active on Facebook, Instagram, and LinkedIn.</p>
Where	<p>Location: Alexandria, with potential expansion across Egypt.</p>
What	<p>Products: Modern, high-quality, and factory-made furniture.</p> <p>Concerns: Finding affordable yet stylish furniture. Seeking durable and space-efficient solutions for homes.</p>
Why	<p>Motivation: Affordable factory-direct furniture with no middlemen.</p> <p>Preference: A mix of online browsing and in-person visits to evaluate quality.</p>
When	<p>Appointment Timing: Online browsing is available 24/7, with showroom visits during business hours.</p>

3- COMPETITOR ANALYSIS



Facebook	Likes	Followers	Reviews	Description	Posting Regularity	Posts Per Week	Average Likes	Comments per Post	Average Shares
Dimora Galleria	116k	120k	No	Home Decor	No	3	300	10	7
Firo Gift Gallery	397k	409k	No	Gift Store	Yes	12	30	3	1
Elgreatly	836	978	No	Furniture Store	Yes	6	10	2	1

Facebook	Paid Ads	Content-Type	Tone of Voice	Call to Action	Comment Replies	Consistent Branding	Strengths	Weaknesses
Dimora Galleria	Yes	Video & Images	Formal	Yes	Yes	Yes	Strong identity	Inconsistent posts
Firo Gift Gallery	Yes	Video & Images	Friendly	Yes	No	No	Regular posting	No clear brand identity
Elgreatly	No	Video & Images	Casual	Yes	Yes	No	Regular posting	Low follower count

4.SWOT analysis





S

Strengths:

- A long history of 90 years in the furniture industry.
- High-quality products with custom design options.
- Nationwide delivery service across Egypt.

W

Weaknesses:

- Limited number of followers on social media platforms.

O

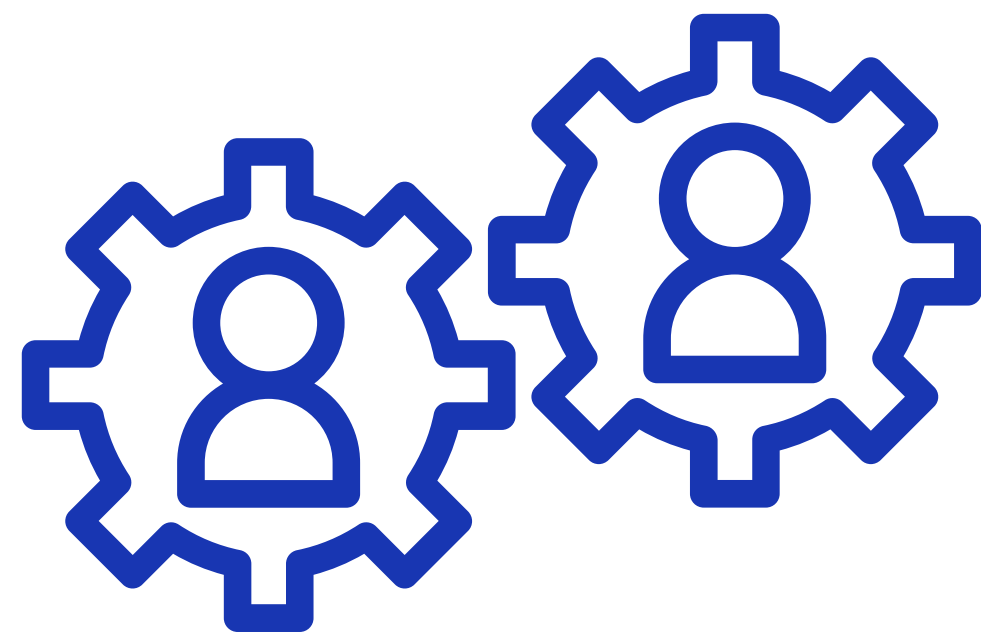
Opportunities:

- Expanding into Gulf markets through exports.
- Increasing brand awareness via digital marketing.

T

Threats:

- High shipping costs, especially for exports.
- Competition from local and international brands.
- Changing customer preferences toward modern furniture.



5. SOSTAC analysis



1.Situation (Current Status):

- **Products:** Offering a diverse range of classic furniture, including desks, display cabinets, tables, corner sofas, consoles, dressers, benches, dining sets, and salons.
- **Services:** Providing nationwide delivery across Egypt and designing custom furniture according to client’s preferences.
- **Target Market:** The target market is the age group between 22 and 65 years, including newlyweds, older individuals looking to refurbish their furniture, and office owners, focusing on new cities in Cairo.
- **Geographic Expansion:** Primarily targeting the Egyptian market with an ambition to export to Gulf countries.
- **Marketing Channels:** Active presence on Facebook and Instagram with 800 followers.

2.Objectives:

- **Increase sales.**
- **Raise brand awareness.**

3.Strategy:

- Strengthen digital presence to reach the target audience.
- Develop engaging content that reflects the quality and uniqueness of the products.
- Target potential markets in the Gulf for export.
-

4.Tactics:

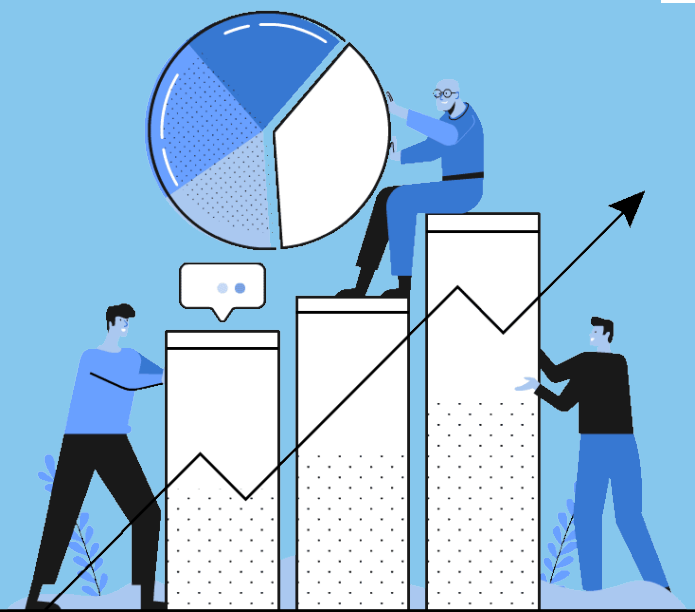
- Launch paid advertising campaigns on Facebook and Instagram targeting specific age groups.
- Publish high-quality visual content showcasing products and custom designs.
- Share educational and inspiring content about furniture.

5.Action (Implementation):

- Schedule regular posts on social media platforms.
- Launch advertising campaigns targeting new cities in Cairo and Saudi Arabia.
- Collect and share positive customer reviews to build credibility.

6.Control

- Monitor ad campaign performance and analyze results.
- Gather customer feedback to improve products and services.
- Track follower growth and engagement on social media platforms.





6. PEST analysis

P

Political Factors:

Political Stability in Egypt & Gulf Countries

- A stable political environment in target markets (Egypt & Gulf) supports business growth.
- The Egyptian government promotes local manufacturing and exports, providing expansion opportunities.

Regulations & Taxes

- Import/export regulations may impact raw material costs and distribution.
- Potential changes in customs duties could affect furniture pricing.

Trade Agreements & Export Policies

- Trade agreements between Egypt and Gulf countries facilitate shipping and export operations.

E

Economic Factors

Growing Demand for Luxury Furniture

- The high-end and upper-middle-class segments in Egypt & the Gulf seek classic, luxurious furniture.

Inflation & Exchange Rate Fluctuations

- Currency fluctuations may impact raw material import costs.
- Inflation could lead to higher furniture prices, requiring flexible pricing strategies.

Availability of Skilled Labor

- Egypt has a skilled workforce that ensures high-quality craftsmanship at competitive costs.

S

Social Factors

Increasing Interest in Luxury & Heritage

- Growing cultural appreciation for classic furniture in luxury homes and palaces.
- High-end hotels and resorts prefer classic furniture to enhance their exclusive identity.

Changing Consumer Preferences

- Younger demographics tend to prefer modern designs, requiring a balance between classical and contemporary styles.

Booming Real Estate & Luxury Developments

- The rise of luxury real estate projects in Egypt & Gulf countries boosts demand for premium furniture.

T

Technological Factors

Digital Marketing & E-commerce

- Social media and digital advertising enhance brand reach in target markets.
- An e-commerce platform can streamline product display and customer service.

Production & Design Technologies

- Investing in modern technologies such as 3D printing and digital design could improve production efficiency and customization.

Advanced Logistics & Distribution Systems

- Implementing inventory management solutions can optimize delivery processes and customer experience.

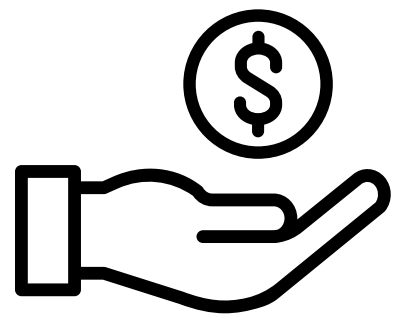




Objectives

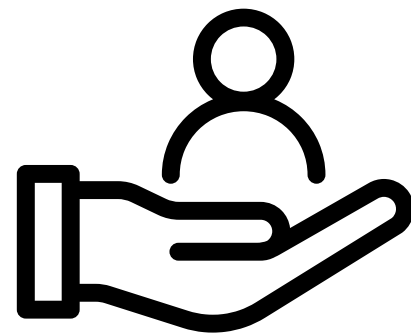
- 5S
- SMART objectives

objectives – 5S



Sell

Increase furniture sales by 20% in the next quarter.



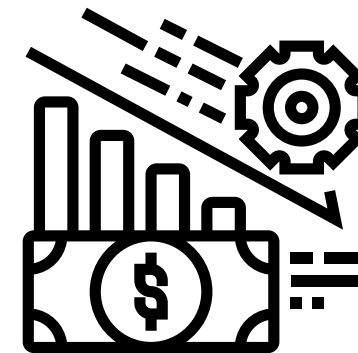
Serve

Reduce customer inquiry response time to under 5 minutes within the next month.



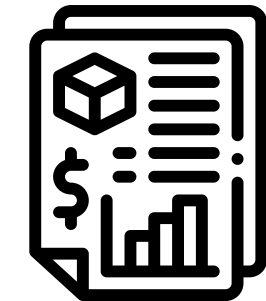
speak

Grow social media engagement by 25% in the next three months.



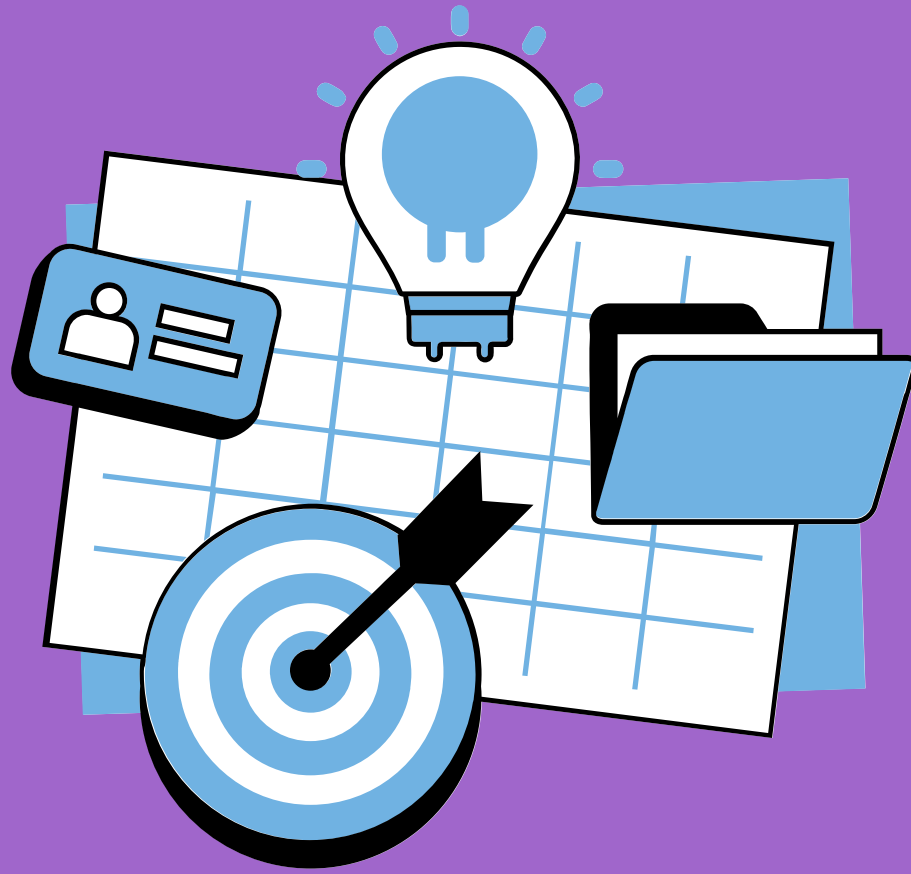
Save

Optimize marketing expenses to reduce costs by 10% in the next quarter.



SIZZLE

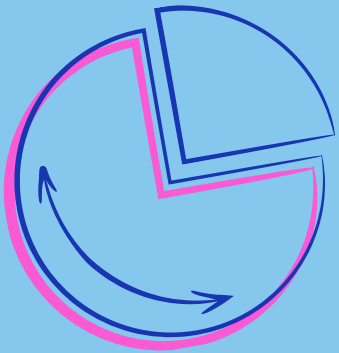
Greatly connects customers with high-quality, affordable furniture from top Egyptian manufacturers. We prioritize personalized service, sustainability, and seamless shopping, ensuring every customer finds the perfect piece with ease



STRATEGY

- STP
- TARGET PERSONA
- USP

Segmentation



Elegant Homemakers

- **Who They Are:** Young couples and homeowners furnishing new homes
- **Age Range** :25–35 years
- **Location** : Alexandria.
- **Profession** :Entrepreneurs, early-career professionals
- **Income Level** :Mid to Upper-Mid
- **Values:** Style, affordability, practicality
- **Challenges** : Furnishing with luxury appeal on a budget
- **Buying Behavior** :Follow trends online, compare prices, shop via social media
- Touchpoints : Instagram, TikTok, online catalogs

Luxury Lifestyle Designers

- **Who They Are:** Interior designers and real estate developers
- **Age Range:** 35–50 years
- **Location:** Cairo, Alexandria
- **Profession:** Interior designers, architects, real estate
- **Income Level:** Upper-middle to high
- Values: Elegance, exclusivity, quality craftsmanship
- **Challenges:** Finding unique, high-end, customizable furniture
- **Buying Behavior:** Attend design expos and showroom visits; rely on referrals
- **Touchpoints:** Instagram, Facebook design groups, B2B networks

Prestige-Seeking Business Owners

- **Who They Are:** Boutique hotel owners, business owners, CEOs
- **Age Range:** +60 years
- **Location:** Cairo, Riyadh, Gulf countries
- **Profession:** Hospitality, business leadership
- **Income Level:** High
- **Values:** Reputation, guest experience, longevity
- **Challenges:** Need elegant, durable furniture that makes a statement
- **Buying Behavior:** Research online, referrals, showroom visits
- **Touchpoints:** Facebook Business, expos, Google search

Targeting



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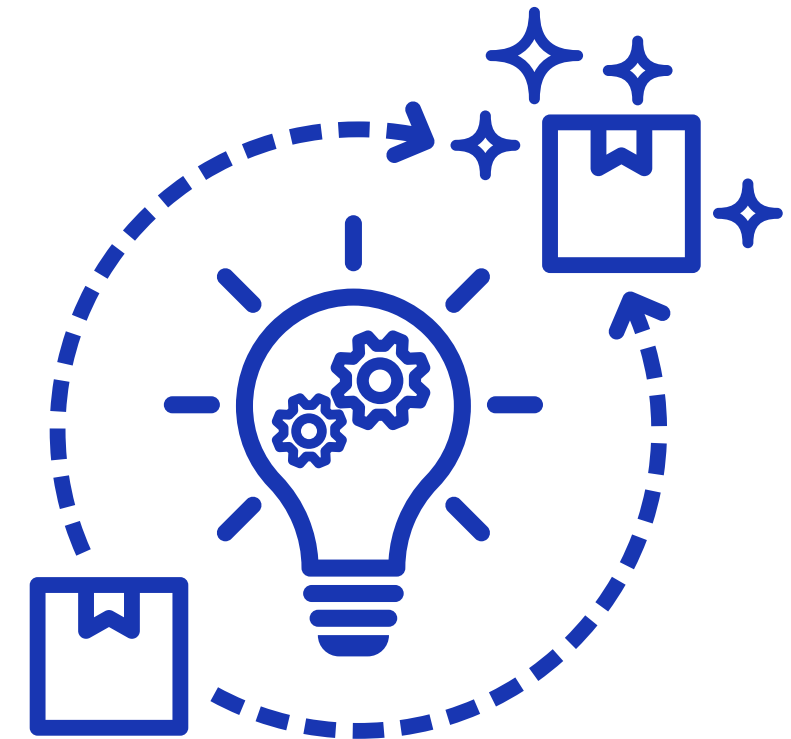
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POSITIONING



ELGREATLY brings timeless elegance into modern living—handcrafted luxury furniture with 100 years of heritage and customizable design.



USP – Unique Selling Proposition

“Heritage You Can Touch”

ELGREATLY offers handcrafted English & French furniture, tailored to your taste, with over 100 years of craftsmanship behind every piece—delivered to your door across Egypt and the Gulf.





Buyer persona



Omar Saeed
“The Elegant Homemaker”

- **Age:** 27
- **Location:** Giza, Egypt
- **Profession:** Young Entrepreneur / Startup Founder
- **Income Level:** Mid
- **Marital Status:** Engaged
- **Values:** Modern luxury, affordability, wise investment
- **Challenges:** Wants his new apartment to look elegant on a budget
- **Behavior:** Searches for promotions, follows furniture pages on Facebook/Instagram, compares prices online
- **Touchpoints:** Instagram stories, TikTok furniture content, online catalogs



Yara El-Sayed
Luxury Lifestyle Designers

- **Age:** 37
- **Location:** Alexandria, Egypt
- **Profession:** Interior Designer
- **Income Level:** Mid to High
- **Marital Status:** Single
- **Values:** Customization, creativity, aesthetics
- **Challenges:** Needs unique, high-quality furniture and suppliers who deliver on time
- **Behavior:** Active on Instagram/Pinterest, showroom visits, and design expos
- **Touchpoints:** Social media, Facebook design groups, B2B referrals



Amina mohamed
Luxury Lifestyle Designers

- **Age:** 48
- **Location:** Cairo, Egypt
- **Profession:** Real Estate Developer
- **Income:** Upper-class
- **Marital Status:** Married with children
- **Values:** Sophistication, authenticity, exclusivity
- **Challenges:** Wants high-quality, unique furniture that reflects taste and legacy
- **Behavior:** Follows interior design pages on Instagram, shops seasonally, attends furniture exhibitions
- **Touchpoints:** Instagram & Facebook ads, Word of mouth, Interior design partners, and Google search