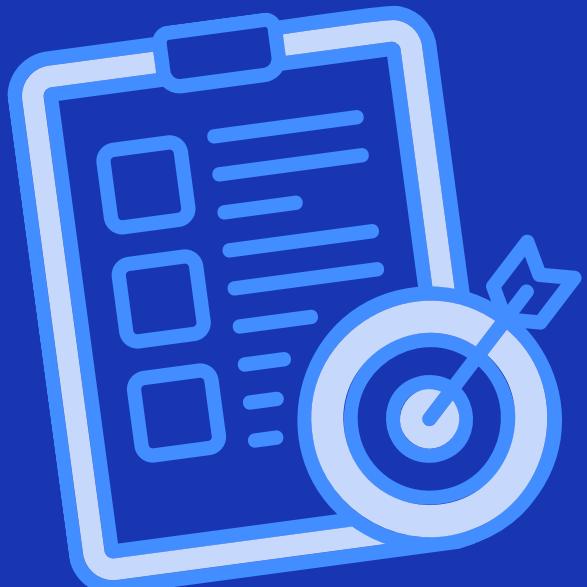




MARKETING PLAN PRESENTATION

GREATLY STORE

Agenda



Business Model canvas

Brief

Situation Analysis

Objectives

Strategy

Tactics

Actions

Control

Ads

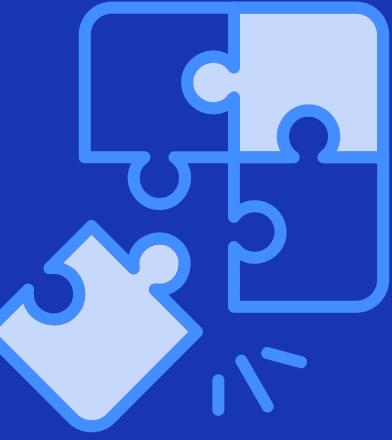
analytics ads

Recommendations

our team

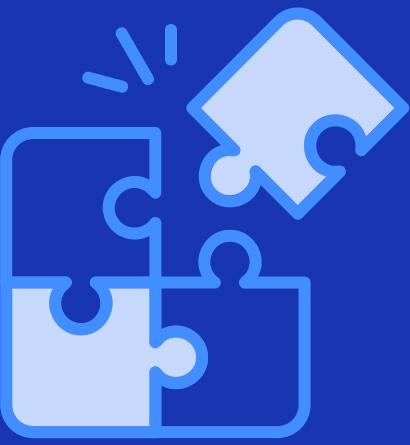
Contact

Greatly - Brand Overview



GREATLY IS A FURNITURE EXHIBITION BASED IN ALEXANDRIA THAT COLLABORATES DIRECTLY WITH FURNITURE FACTORIES TO PROVIDE HIGH-QUALITY, MODERN, AND AFFORDABLE FURNITURE. THE BRAND AIMS TO BRIDGE THE GAP BETWEEN MANUFACTURERS AND CUSTOMERS, OFFERING A SEAMLESS SHOPPING EXPERIENCE WITH A DIVERSE RANGE OF FURNITURE STYLES THAT CATER TO VARIOUS TASTES AND NEEDS.

WITH A FOCUS ON QUALITY, AFFORDABILITY, AND INNOVATION, GREATLY ENSURES THAT CUSTOMERS HAVE DIRECT ACCESS TO FACTORY-MADE FURNITURE, ELIMINATING MIDDLEMEN AND REDUCING COSTS. THE BRAND IS COMMITTED TO ENHANCING THE CUSTOMER EXPERIENCE, UTILIZING BOTH ONLINE AND OFFLINE MARKETING STRATEGIES TO ENGAGE WITH ITS AUDIENCE AND EXPAND ITS REACH.



Business Model Canvas



Key Partners

Furniture factories: Direct collaboration with manufacturers to ensure high-quality products.

Logistics and delivery companies: Ensuring safe and timely delivery of furniture.

Interior designers: Partnerships to offer customized design solutions.

Marketing and advertising agencies: Enhancing brand awareness and customer reach.

Key Activities:

- Furniture sourcing and quality control.
- Managing showroom operations in Alexandria.
- Customer consultation and personalized recommendations.
- Digital marketing and social media engagement.
- Order fulfillment and delivery management.

Key Resources:

- Strong supplier network with trusted furniture factories.
- Well-located showroom in Alexandria.
- Skilled sales and design consultation team.
- Digital platforms for marketing and customer engagement.

Value Propositions:

- High-quality, classic furniture with a rich heritage.
- Customization options to match customer preferences.
- Competitive pricing by working directly with factories.
- Convenient showroom experience for a hands-on selection process.
- Reliable delivery services across Egypt.

Customer Relationships:

- Personalized customer service and consultation.
- Social media engagement and online support.
- After-sales services, including assembly and maintenance guidance.
- Customer feedback integration for continuous improvement.

Channels

- Physical showroom in Alexandria.
- Website for showcasing products and inquiries.
- Social media platforms (Facebook, Instagram, TikTok) for marketing and customer interaction.
- Online furniture marketplaces for additional sales channels.

Cost Structure

- Furniture procurement and inventory management.
- Showroom operational costs (rent, utilities, staff salaries).
- Marketing and advertising expenses.
- Logistics and delivery expenses.
- Digital platform maintenance and online customer support.

Revenue Streams

- Direct furniture sales from the showroom.
- Online sales via website and marketplaces.
- Custom furniture design and consultancy fees.
- Commission from designer partnerships.
- Bulk orders from corporate and hotel clients.

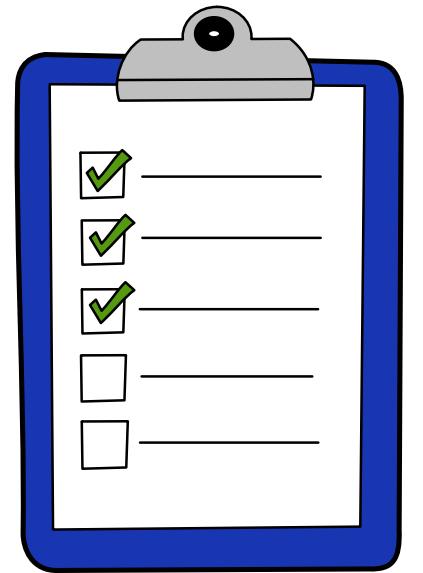
Customer Segments:

- Homeowners looking for classic and high-quality furniture.
- Newlyweds furnishing their first home.
- Professionals (lawyers, consultants, business owners) seeking elegant office furniture.
- Hotels and corporate clients in need of premium furnishing solutions.
- Expats and foreign residents in Alexandria are looking for locally crafted furniture.

Brief

- project overview
- vision
- objectives





Brief

■ Project overview

Greatly is a specialized classic furniture showroom that evolved from a family-owned workshop established 100 years ago. We offer high-quality, handcrafted furniture pieces with the option for custom designs tailored to our clients' preferences. Greatly combines traditional craftsmanship with modern touches, providing a unique experience for homeowners and businesses alike.

■ Vision

To become the leading destination for classic furniture lovers in Egypt and the region, offering timeless pieces that reflect elegance, craftsmanship, and heritage.

■ Objectives

- **Customers:** Deliver an exceptional shopping experience by providing premium classic furniture with outstanding quality and customizable designs.
- **Company:** Enhance brand awareness, achieve sustainable growth, and expand into regional markets through exports to the Gulf countries.

SITUATION Analysis

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



1.Internal analysis



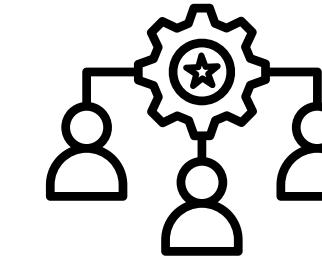
1. Internal analysis

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



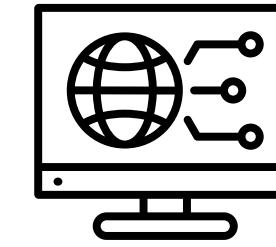
Resources



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

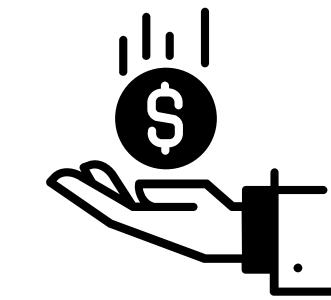


Technological Resources

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

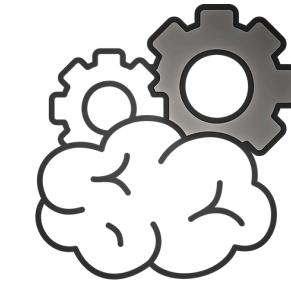


Marketing Resources

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

2. customer analysis



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

3- COMPETITOR ANALYSIS



3- COMPETITOR ANALYSIS

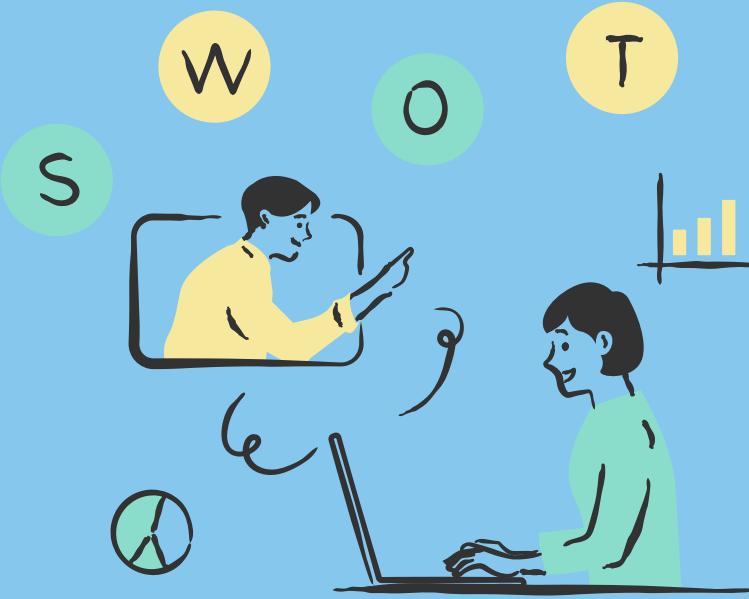
Facebook	Likes	Followers	Reviews	Description	Posting Regularity	Posts Per Week	Average Likes	Comments per Post	Average Shares
Dimora Galleria	116k	120k	No	Home Decor	No	3	300	10	7
Firo Gift Gallery	397k	409k	No	Gift Store	Yes	12	30	3	1
Elgreatly	836	978	No	Furniture Store	Yes	6	10	2	1

3- COMPETITOR ANALYSIS

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

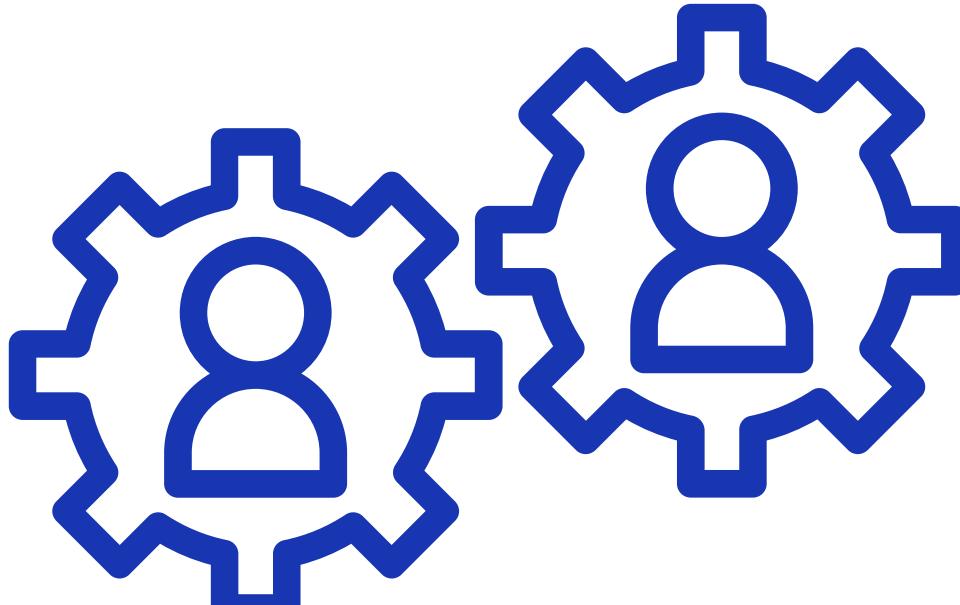
Opportunities:

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

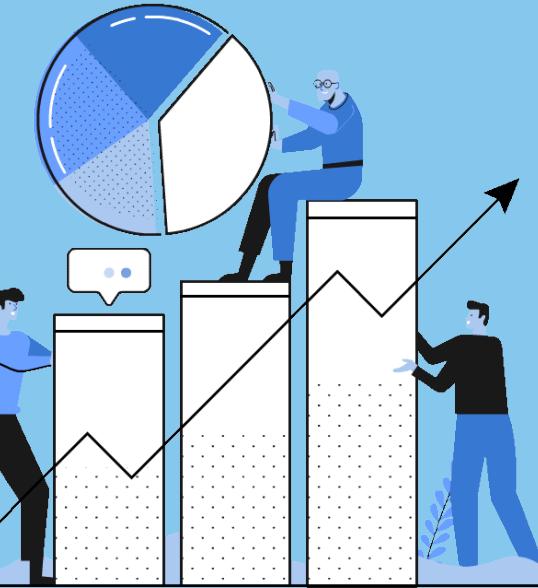
T

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.

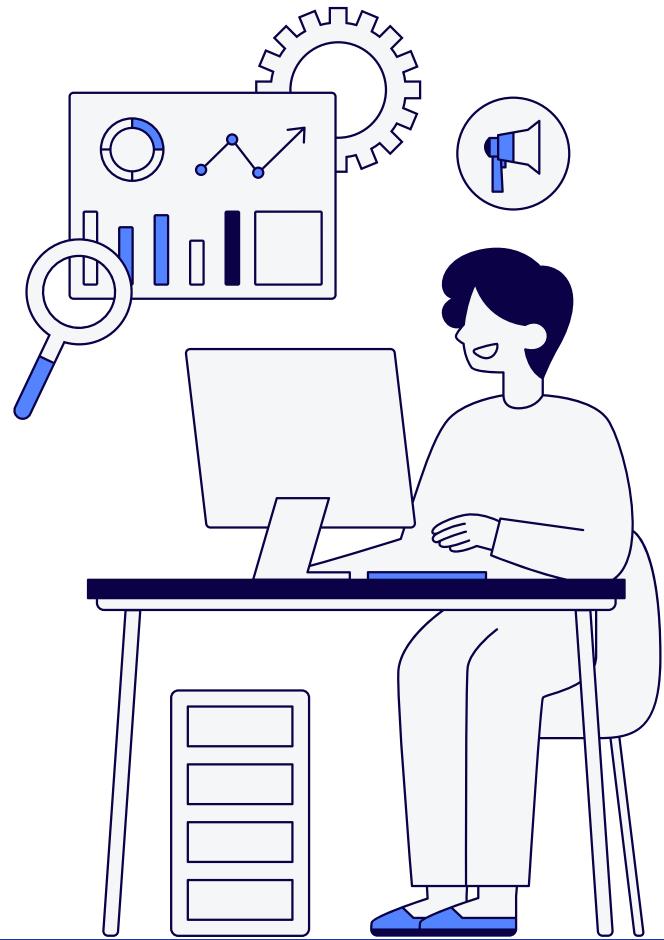
5.Action (Implementation):

- 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



6. PEST analysis

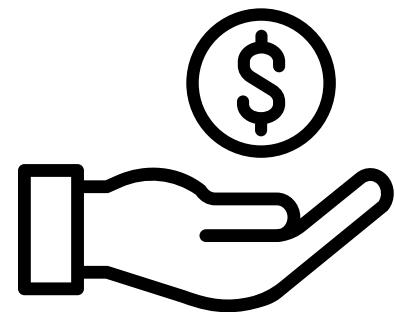




Objectives

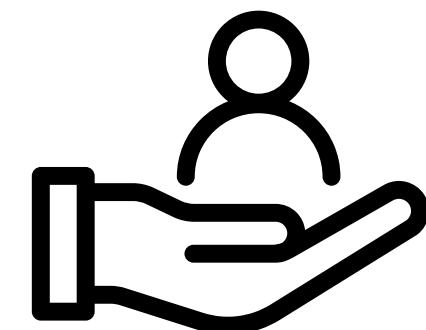
- 5S
- SMART objectives

objectives - 5S



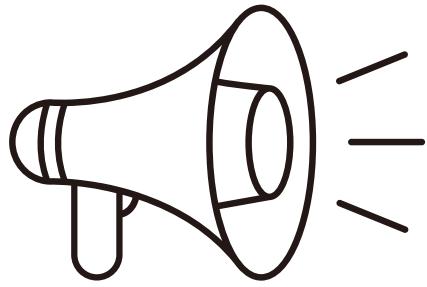
Sell

Increase furniture sales by 20% in the next quarter.



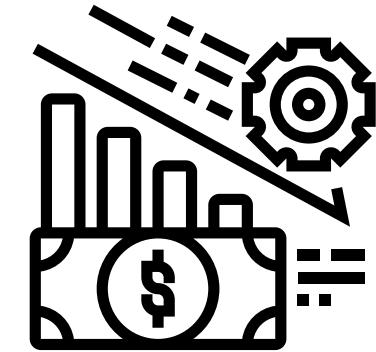
Serve

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



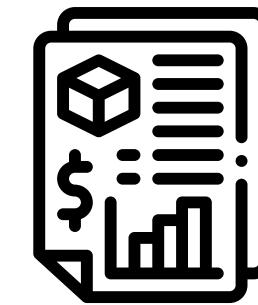
speak

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

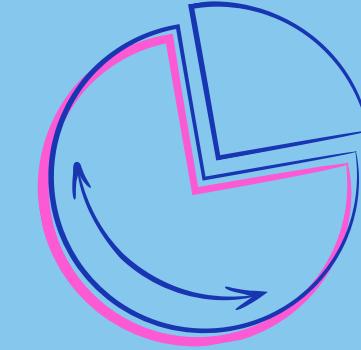
Greatly connects customers with high-quality, affordable furniture from top Egyptian manufacturers. We prioritize personalized service, sustainability, and seamless shopping, ensuring every customer finds the perfect piece with ease.



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

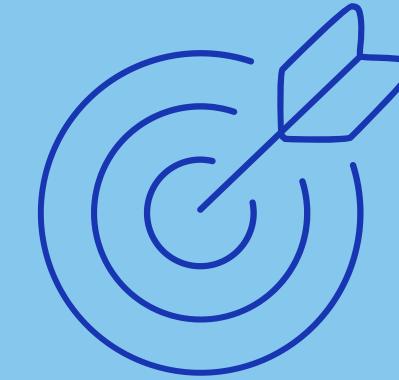
Luxury Lifestyle Designers

- **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



Elegant Homemakers

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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

TACTICS

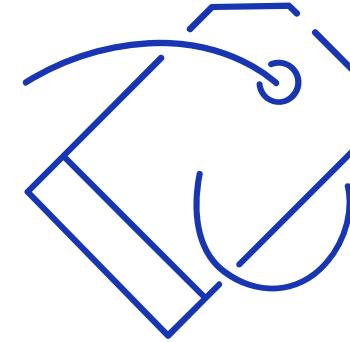


Marketing Mix-4P



PRODUCT

- Offering unique, high-quality furniture classic designs.
- Providing customization options based on customer preferences.
- Showcasing detailed product descriptions, including materials and craftsmanship.



PRICE

- Maintaining competitive pricing while emphasizing premium quality.
- Offering discounts for bulk orders and custom designs.
- Flexible payment options, including cash on delivery and installment plans.



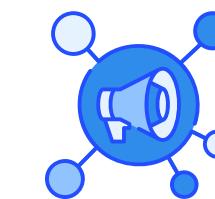
PLACE

- Focusing on selling through social media platforms and the website.
- Ensuring a seamless purchasing experience via direct messaging and WhatsApp.
- Expanding to physical exhibitions to engage with interested customers.



PROMOTION

- Targeted paid ad campaigns in Egypt and the Gulf region.
- Collaborating with influencers in interior design and home decor.
- Using interactive content such as polls and Q&A in stories.
- Providing educational content on classic furniture and maintenance tips.



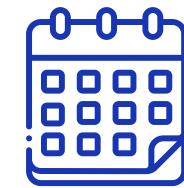
CHANNELS

- Facebook
- INSTAGRAM
- Facebook Ads
- Search Engine Optimization (SEO)



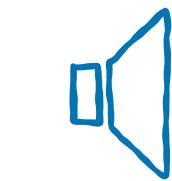
FREQUENCY POSTING

- 4 POSTS/week.
- DAYS STORY DAILY



Time of posting

- Maintain a regular posting.
- schedule to keep your audience engaged



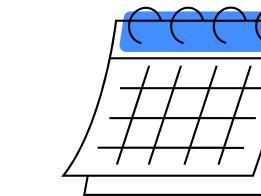
Tone of Voice

- Professional and friendly



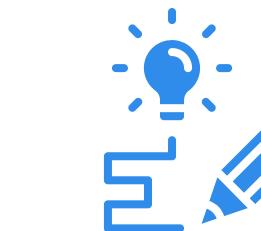
Types of Content

- Used Diversity of content (photos, videos, stories).



Content Calendar

- [View Content Calendar](#)



ACTION

For the full CONTROL plan, click [\[HERE\]](#)

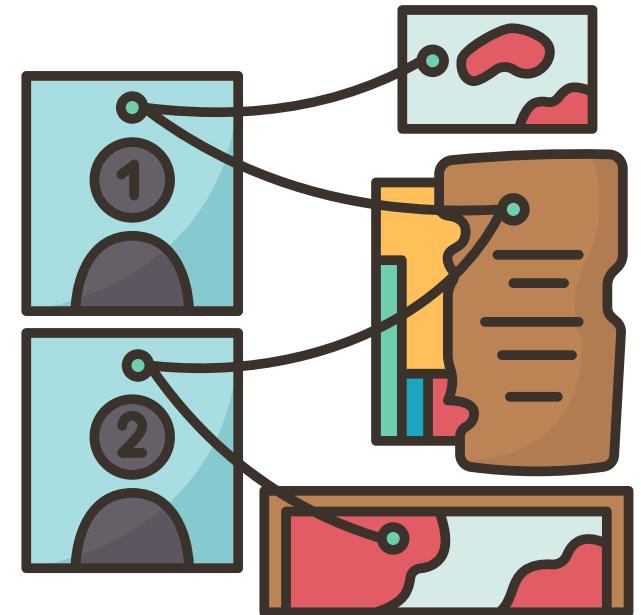
CONTROL

- Key Performance Indicators (KPIs)
- 3-Month Tracking Plan.
- TRACKING

KPIs

KPI	Target	Tracking Method
New Followers	500 new followers	Facebook & Instagram Insights
Engagement Rate	+5% increase in likes & comments	Social media analytics
New Orders	+15% increase in sales	Sales reports
Paid Ad Performance	Lower cost & higher conversion	Facebook & Instagram Ads Manager
Customer Ratings	At least 4.5/5	Customer reviews & follow-ups

Tracking

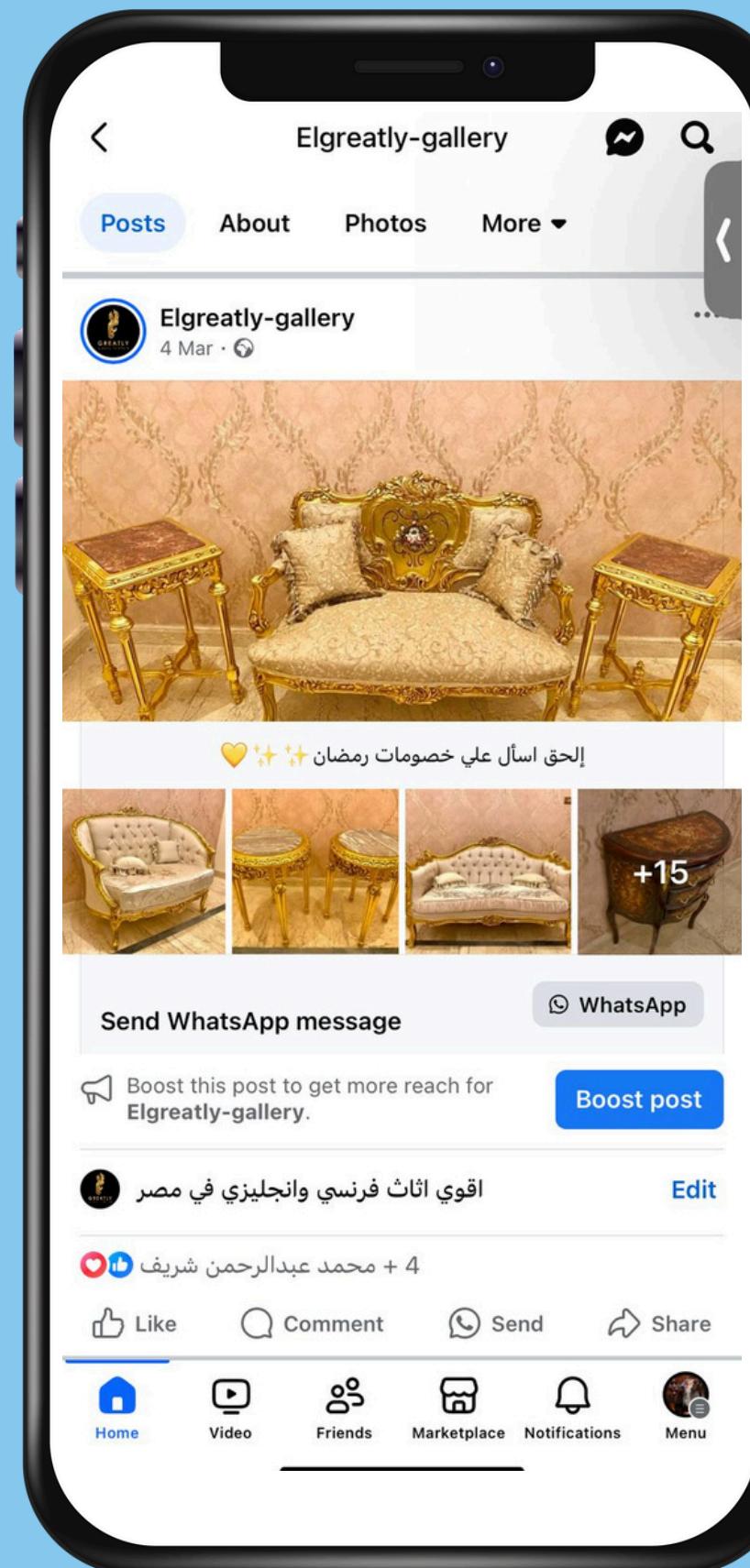


Monthly Tracking:

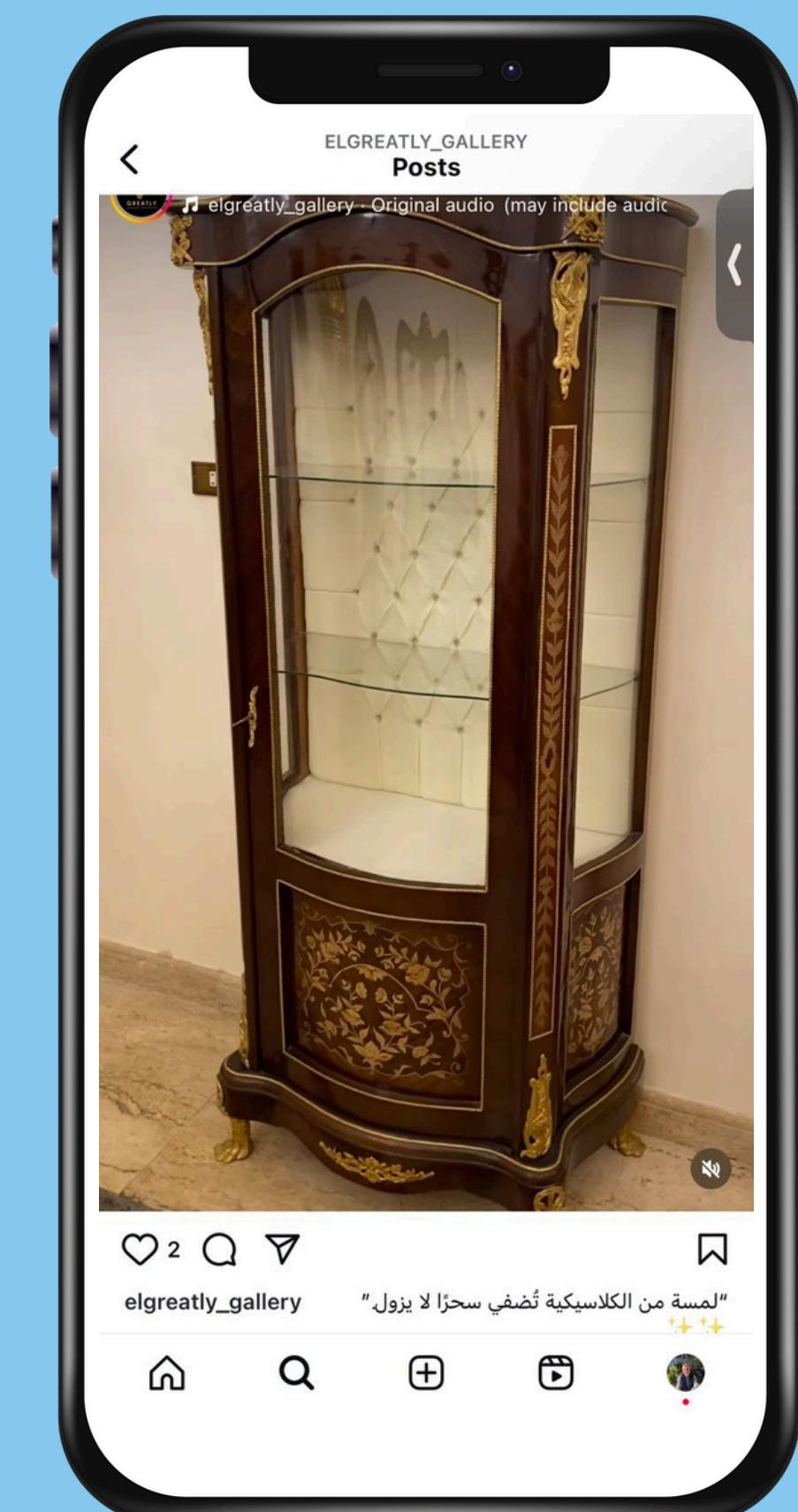
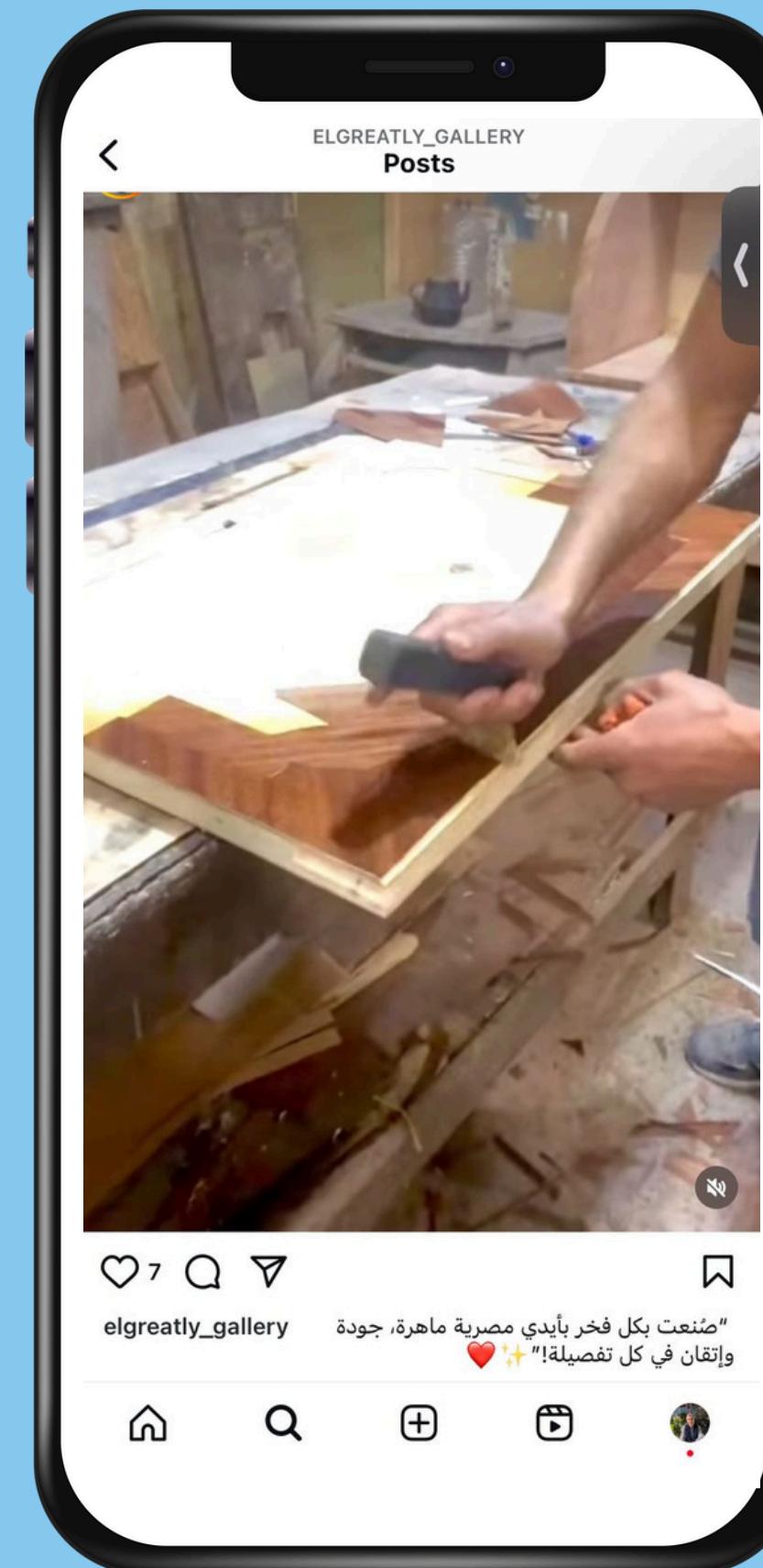
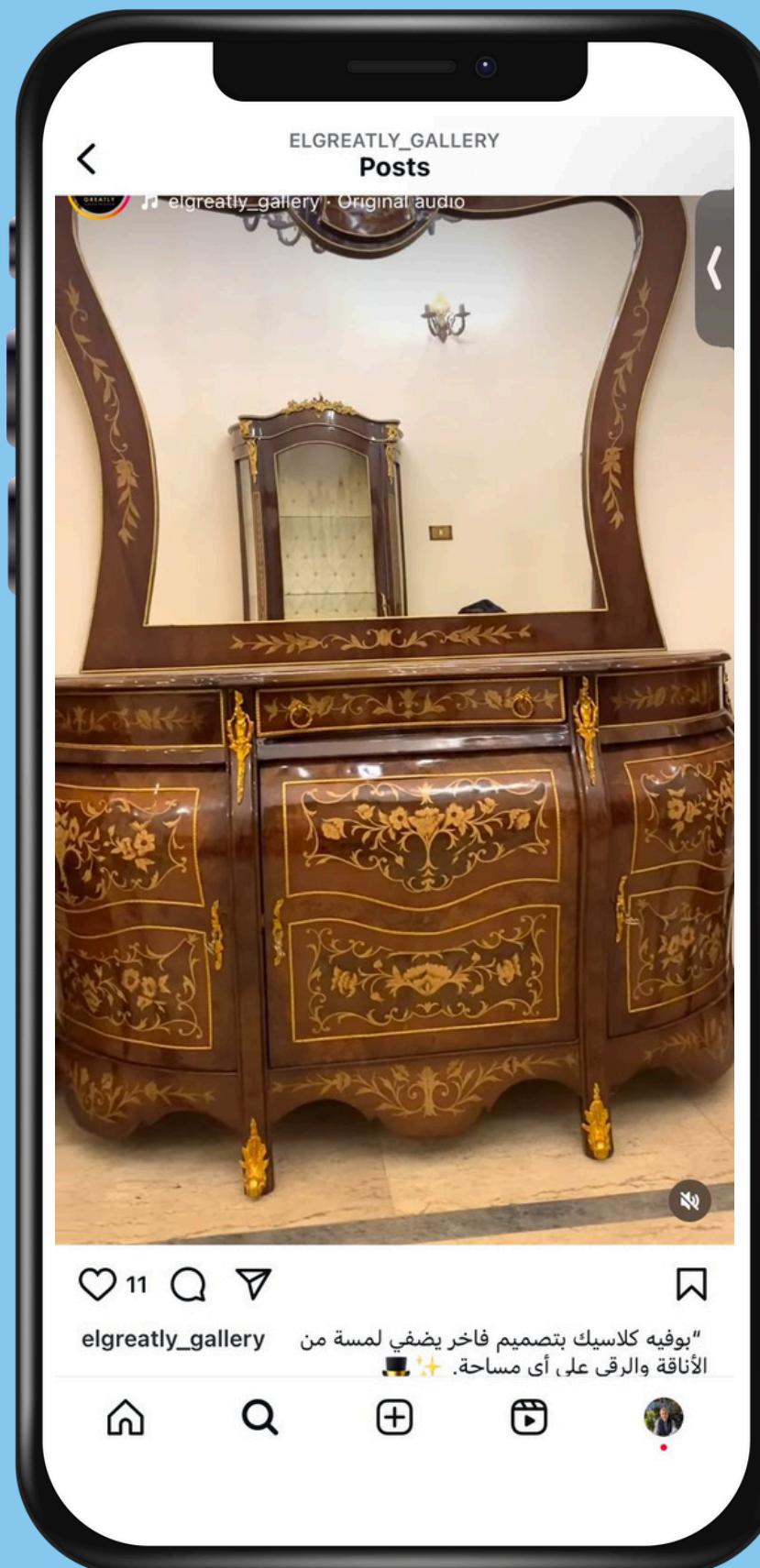
- Month 1: Focus on increasing engagement and brand awareness.
- Month 2: Drive more sales through promotions and discounts.
- Month 3: Enhance customer experience and boost loyalty.

Sample of the content

Sample of the content on facebook



Sample of the content on Instagram



Campaigns

Overview of the Campaigns

Objective

- Enhancing a brand's presence online. to increase brand awareness, improve customer engagement, and ultimately drive sales.

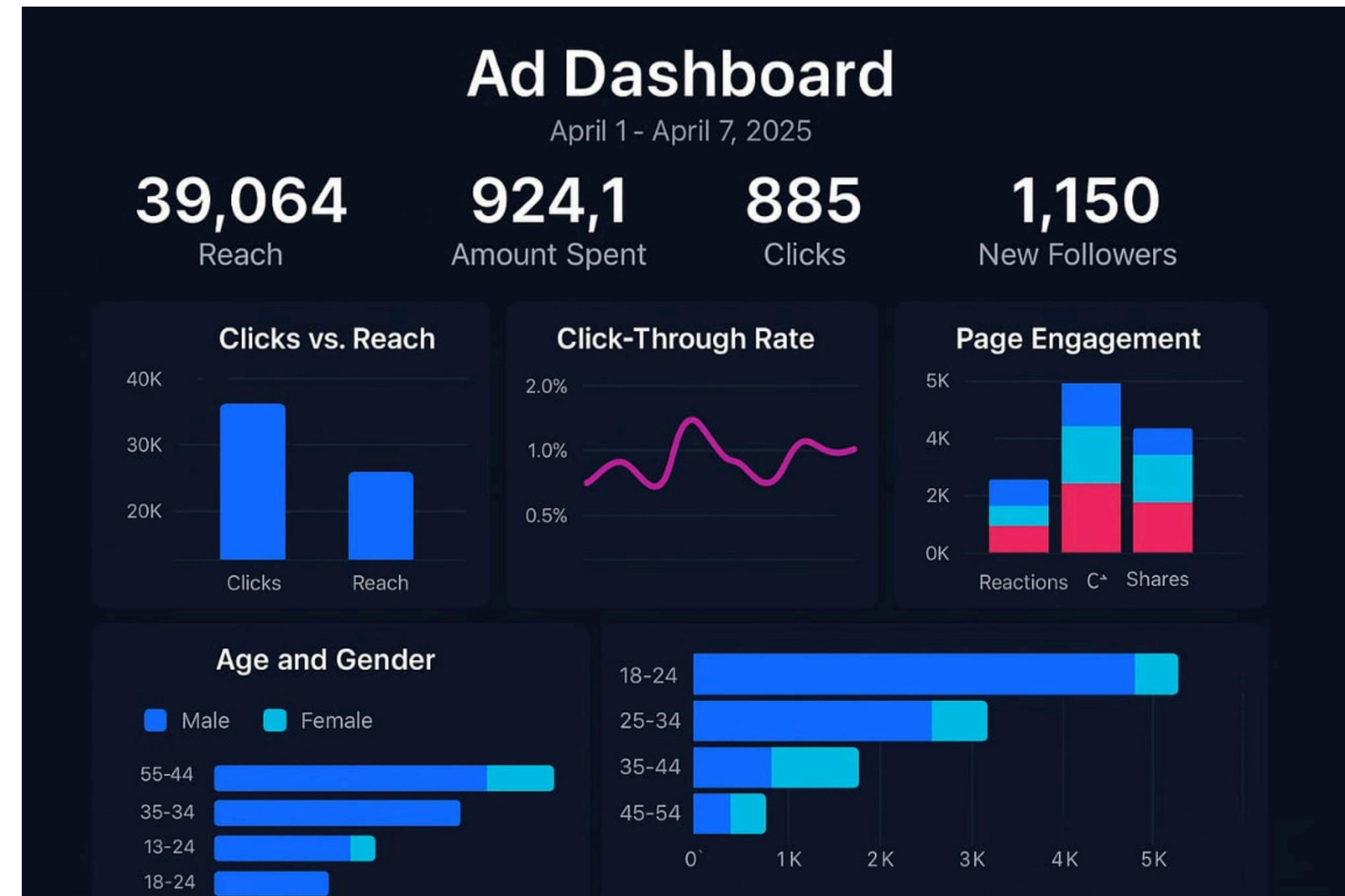
Ad Formats Used:

- Awareness
- Engagement

Campaign Results

Result summary

Campaign Period: April 1–7, 2025



Campaign Results

Metric	Value
Reach	39,064
Impressions	60,559
Frequency	1.55
Amount Spent	EGP 924.1
Link Clicks	885
Post Engagements (Total)	14,570
Comments	17
Shares	7
Conversations (Messenger)	84

Result summary
Campaign Period: April 1–7, 2025



For detailed results
Please click [here](#)

Campaign Results

Cost Efficiency Metrics:

- **Cost per Engagement:** EGP 0.063
- **Cost per Conversation (Messenger):** EGP 11
- **Cost per Follow/Page Like:** EGP 40.18



Campaign Results

Key Insights

- **Strong Engagement Rate:** The post engagement-to-reach ratio is approximately 37%, indicating the content resonated well with the audience.
- **High Efficiency:** The low cost per engagement suggests the ad effectively drove user interaction at a minimal cost.
- **Opportunity for Improvement:** The cost per message initiation (EGP 11) is relatively high, indicating that the Call-to-Action (CTA) may need refinement to encourage more direct messaging interactions.





Customer Support

Customer Support



Recommendations



Recommendations for Elgreatly to Strengthen Market Position and Expand Customer Base:

- **Enhancing Visual Identity:** Developing distinctive and cohesive designs that reflect the brand identity.
- **Interactive Content:** Using stories, special offers, and discounts to engage customers.
- **Content Diversification:** Providing a mix of interior design tips, exclusive offers, and customer testimonials.
- **Improving Consistency:** Increasing the number of weekly posts to maintain continuous audience engagement.
- **Website Development:** Creating an official website to showcase products and facilitate communication and purchasing.

our Team



Zeinab Marouf



Asmaa Mohamed

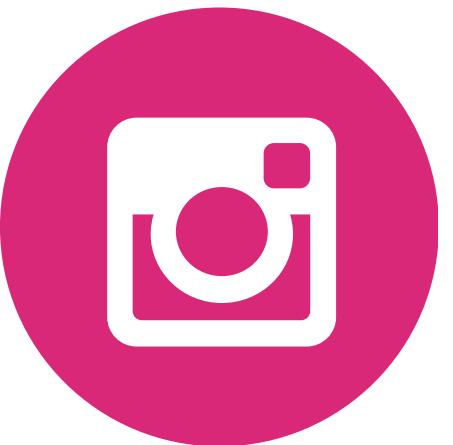
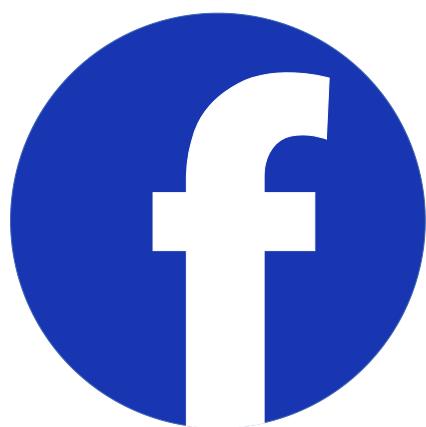


Mohamed Sherif



Mahmoud Aboelnaga

Social media platform



click the icon

53

