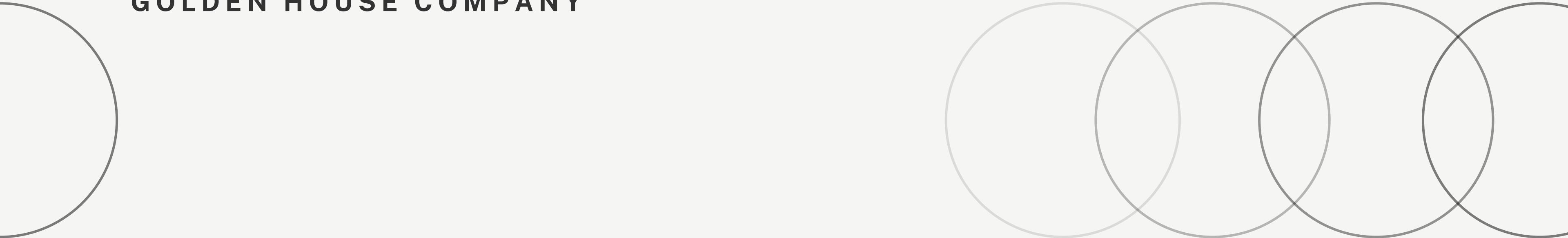


Marketing Plan

GOLDEN HOUSE COMPANY



Content



Business Overview

SOSTAC Model

Competitive Analysis

To outshine them

Buyer Persona

Publishing

Meet the team

Thank you

About Company

Golden House is a leading Egyptian company specializing in prefabricated buildings and caravans, with over 15 years of experience. We provide innovative, high-quality, and customizable solutions to meet client needs across different industries.



Our Services

Fences

Large-scale metal fences for roads and infrastructure

Containers

Large shipping containers for cargo, such as those used by Shein

Additional Services

Aluminum works, steel structures and corrugated sheets

Caravans

For engineers, workers' housing, mobile site offices, and Food Trucks

Warehouses (Gamalon)

Large, fixed steel-structure facility designed for long-term storage of goods, used by hypermarkets and major retailers

Company Insights

Sales Process

Leads are generated through social media and inquiries on landing pages. Qualified prospects receive tailored quotations and consultations. Once approved, contracts and payments are processed, followed by on-time delivery, installation, and after-sales support to ensure customer satisfaction.

Pricing Strategy

Follows a quality-based pricing approach, pricing reflects the premium materials, skilled craftsmanship, and durability offered in every project.

Company Insights

Key Clients

Petroben, Badr Eldin Petroleum, Talaat Mostafa Group, CCC, Orascom, Hassan Allam, Arab Contractors, Carrefour, Palm Hills, Red Sea Construction, LMS, United Engineers, and more.

Marketing Channels

Word-of-mouth, product visibility at major construction projects (15+ companies on the same site recognize Golden House). Future opportunities: social media and B2B exhibitions

Statistics & Reputation

Golden House has delivered hundreds of units across Egypt, including in Madinaty, Libya, North Coast and more. Strong reputation for durability and client satisfaction.



SOSTAC Model

Situation Analysis

External Analysis

Internal Analysis

- The company specializes in manufacturing and selling prefabricated caravans, containers, steel structures, fences, sandwich panels, and aluminum works.
- It provides fast, high-quality, and cost-effective housing and commercial solutions compared to traditional construction.
- Its main competitive advantage lies in local manufacturing, full-service delivery (design, production, transportation, and installation), and strong market presence.
- The company possesses all essential resources, including skilled engineers, technicians, and advanced production facilities.
- Despite a solid market presence, its social media visibility remains weak, indicating potential for improvement through digital marketing initiatives.

Political:

- Regulatory procedures for mobile units and site installations can influence project timelines and logistics.
- Government support boosts prefab opportunities; regulations may affect timelines.

Economic:

- Rising costs pressure profits, but prefabs remain cost-efficient with steady demand.

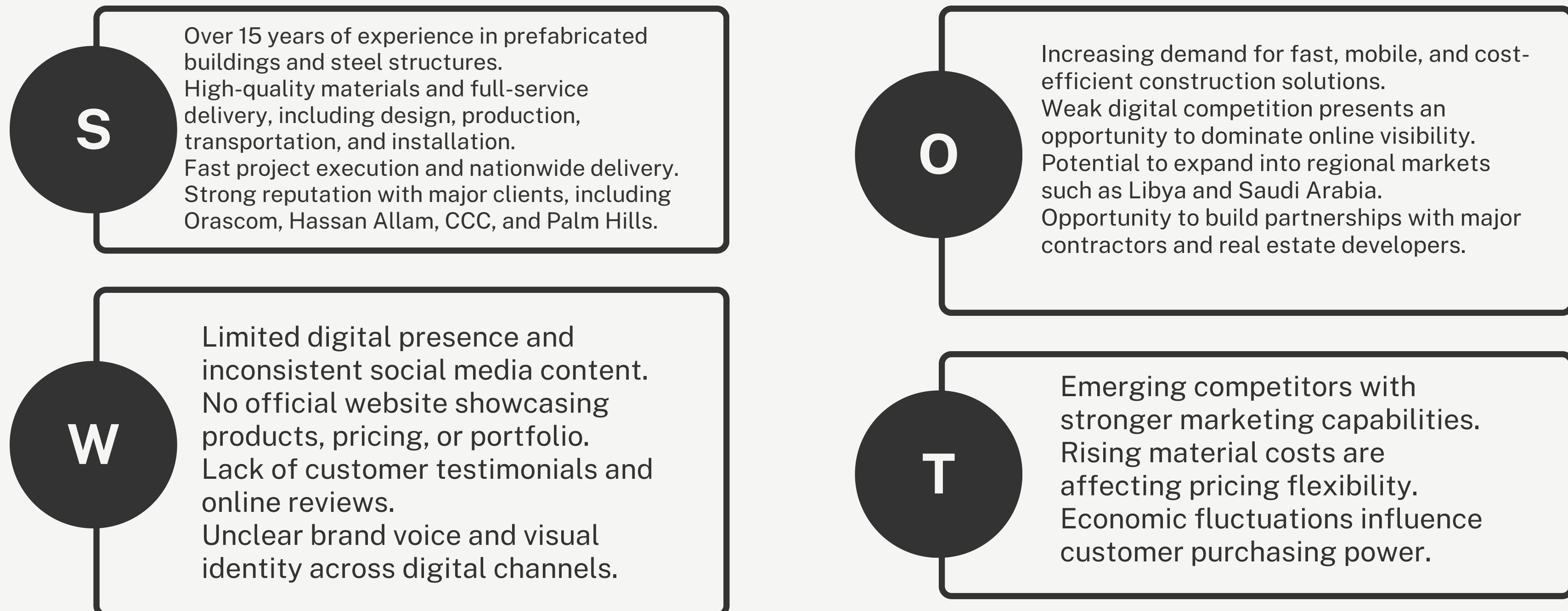
Social:

- Demand grows for flexible, mobile spaces; consumers want quality and transparent pricing.

Technological:

- Material advances improve durability; digital tools and e-commerce boost engagement.

SWOT Analysis



Objectives

Marketing Objectives

Specific:

Increase corporate awareness by expanding the company's presence on Facebook, and Instagram.

Measurable:

Facebook followers: increase from 11 → 200+

Instagram followers: increase from 18 → 200+

Reach: 3,000+ users

Engagement rate: at least 25% of the total follower base

Achievable:

Achievable through consistent posting, optimized content, and basic paid campaigns.

Relevant:

This goal boosts brand awareness and online visibility, driving leads and sales.

Time-bound:

To be achieved within 2 months (October 1st – December 1st).

Financial Objectives

Specific:

Generate direct sales through social media marketing efforts.

Measurable:

Achieve a minimum of 2 confirmed sales during the campaign period.

Achievable:

This goal is realistic, as the company already operates in the market and is now expanding into digital sales.

Relevant:

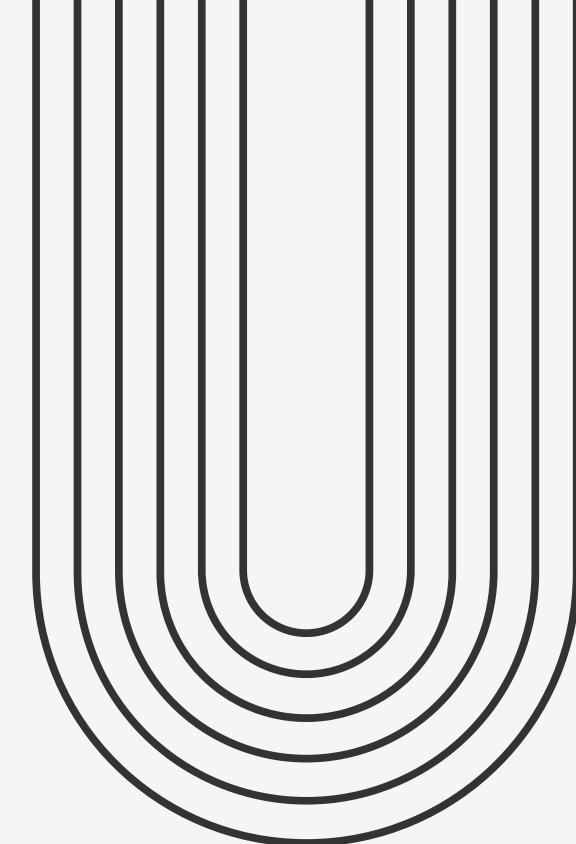
Sales generated through social media will contribute to overall revenue growth and validate the effectiveness of the digital marketing plan.

Time-bound:

To be achieved within 2 months (October 1st – December 1st).

Strategy

Target Segments



Large-Medium B2B Companies

Petroleum & Energy Sector, Government & Army Projects, real estate developers, Events & exhibitions and Construction & Contracting Companies.

Small B2B Companies

Entrepreneurs (Food Trucks, cafés, shops) and private projects.

Individuals B2C

Buyers looking for move-in ready homes, Personal Studio for art, fitness, or content creation, Mobile offices serves as a quiet and portable workspace.

Positioning

Golden House is a trusted local manufacturer delivering high-quality, durable, and customizable caravans across Egypt. They provide fast, cost-effective solutions for residential, commercial, and industrial needs, from food trucks and kiosks to army and petroleum projects, ensuring client satisfaction through reliability, design, and comprehensive after-sales service

Unique Value Proposition (UVP)

Delivering durable, high-quality units **built to last**.

Brand Messaging Suggestions



Entrepreneurs

Quality that keeps your
business running,



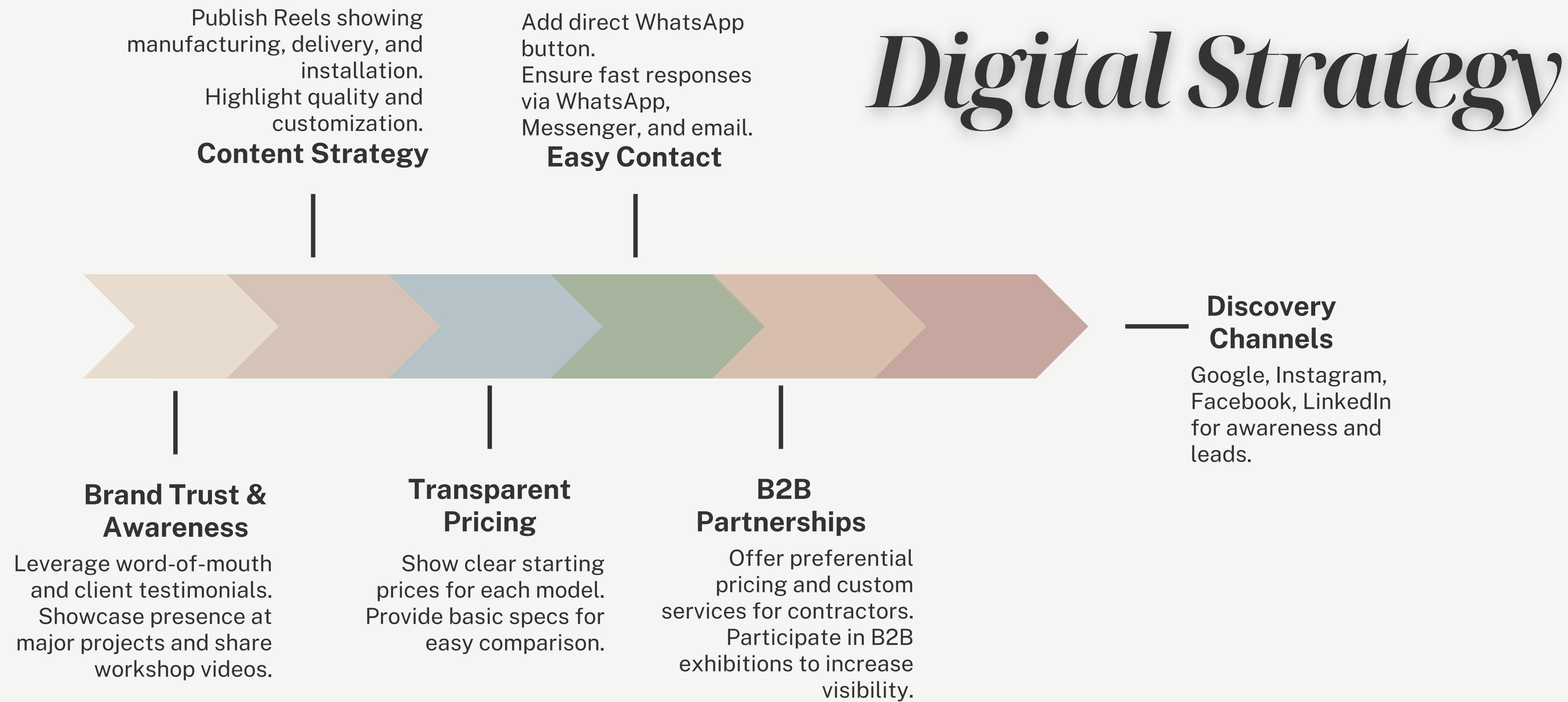
Individuals

We guarantee comfort
and quality



Contractors

Ready-to-install
caravans, with lasting
quality and easy
relocation



Tactis

Content Planning & Calendar (Instagram)

https://1drv.ms/o/c/acae16f6f4ec2f46/EsxujXnCE9dMhYJa_-H8cK0BJP3N323Mu3xrUW1cEi42-w?e=7jo0ne

Content Planning & Calendar (Facebook)

https://drive.google.com/file/d/1YLzX6kBvWExCL_fAbXSFrLzApZ9JeFjj/view?usp=drivesdk

Action & Control

Setup: Optimize bio, add Highlights, integrate WhatsApp and define color theme.

Content: Produce Reels, images, write captions and hashtags; tailor by audience.

Publishing

Monitoring and KPI tracking

Reporting

Optimization

Customer Feedback

Competitive Analysis

Project Presentation

- Strong
- Mid
- Weak
- None



	AL RAYAN	EL LEBI	AL SWEDY
Digital Presence			
Defined Price List			
Positioning			
Wide Product Range			
Testimonials			

AL RAYAN

Pricing

Custom quotes per project; no online pricing tables or ranges.

Digital Presence

Basic Wix website; scattered Facebook posts; no LinkedIn, YouTube Shorts, or SEO blog. Minimal social engagement.

Target Audience

Small businesses & entrepreneurs (food trucks, kiosks, retail units)
Contractors & construction sites (site offices, guard rooms)
Event/exhibition organizers
Private buyers seeking ready homes or storage containers

Market Positioning / Value Proposition

Mid-range manufacturer emphasizing quality materials + low cost + fast delivery
Offers custom caravan/container builds, first-grade materials, after-sales service, nationwide shipping

Content Types

Static product images only; no videos, reels, infographics, or blogs.

Content Types

Practical and product-focused, emphasizing quality and quick delivery.



EL LEBI

Digital Precense

Basic Wix website with gallery and contact details. Minimal online visibility, inactive Facebook page, no clear Instagram or YouTube presence.

Target Audience

Contractors, site managers, food truck owners, event organizers, industrial clients, and private buyers seeking ready units or storage spaces.

Market Positioning / Value Proposition

positions itself as a leading caravan and prefab manufacturer in Egypt, offering fast execution, 24/7 support, high-quality materials, skilled technicians, panel warranty, and nationwide delivery, focusing on reliability and full-service solutions.

Pricing

Custom quotes per project; no online pricing tables or ranges.

Content Types

Mainly product photos and short descriptions. No blog, updates, or educational content.

Brand Voice & Image

Practical, technical, and business-focused tone. Visuals emphasize industrial products rather than lifestyle or branding.



AlSwedy

Digital Precense

Basic website with product gallery and contact info.
Active social links included but limited posting activity.
No clear SEO optimization, reviews, or visible paid campaigns.
Newsletter available for client updates.

Target Audience

Targets both business and individual clients
needing portable, ready-made, or custom-built
units.

Brand Voice & Image

Focuses on practicality, reliability, and after sales
service rather than lifestyle or emotional branding.

Content Types

Mainly static visuals — product and project photos.
No client testimonials, videos, or blog content.
Content focuses on showcasing completed work rather
than engagement or storytelling

Market Positioning / Value Proposition

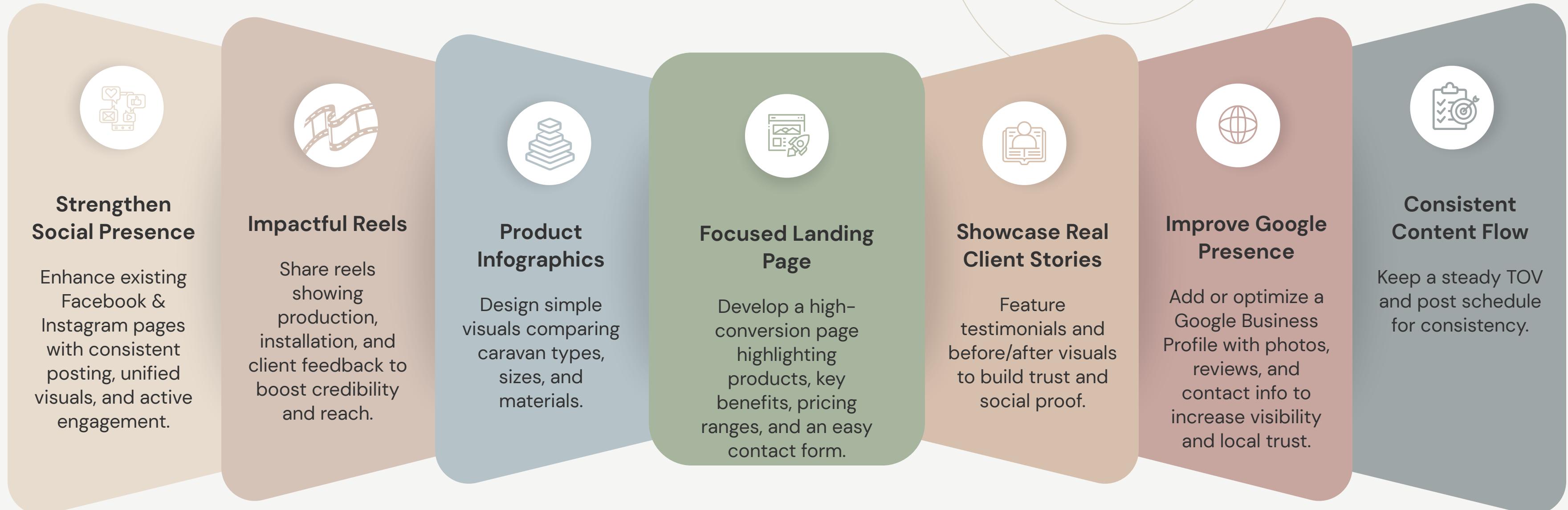
Positions itself as a leading Egyptian provider of caravans and
prefab units, emphasizing quality, skilled craftsmanship, and
tailored solutions that deliver lasting value.

Pricing

Custom quotes per
project; no online pricing
tables or ranges.



To outshine them



Buyer Persona



RAMI

B2B

LOCATION

Cairo, Egypt

OCCUPATION

Small Business Owner

MARITAL STATUS

Single



GOALS:

- Launch a Food Truck quickly and cost-effectively, achieving a fast ROI and entering the market within weeks instead of months.

AGE

32 y.o

INCOME

Medium to high



PAIN POINTS

- Worry about low-quality or unreliable caravans.
- Fear of delivery delays, which could postpone project launch and result in lost opportunities.
- Lack of transparency in pricing and hidden costs.





AHMED

B2C

OCCUPATION

Business Man

AGE

45 y.o

LOCATION

North Coast, Egypt



GOALS:

- Build a small family chalet on his own land for vacations without the hassle of traditional construction, and create extra guest space.

MARITAL STATUS

Married, Family Man

INCOME

Medium to hight



PAIN POINTS

- Concerned that the caravan may not be well-insulated (too hot in summer / too cold in winter).
- Worried about the interior design quality and overall comfort.
- Unsure how to manage maintenance or fix technical issues.

KHALED

B2B

LOCATION

Alexandria, Egypt

OCCUPATION

Procurement Manager at a Construction Company

MARITAL STATUS

Single



MOTIVATIONS

- Lower cost than traditional construction.
- Flexibility in delivery, setup, and customization.
- Comprehensive service including after-sales support.

AGE

40

INCOME

High

GOALS:

- Provide high-quality temporary housing or office units for projects while reducing cost and time.



PAIN POINTS

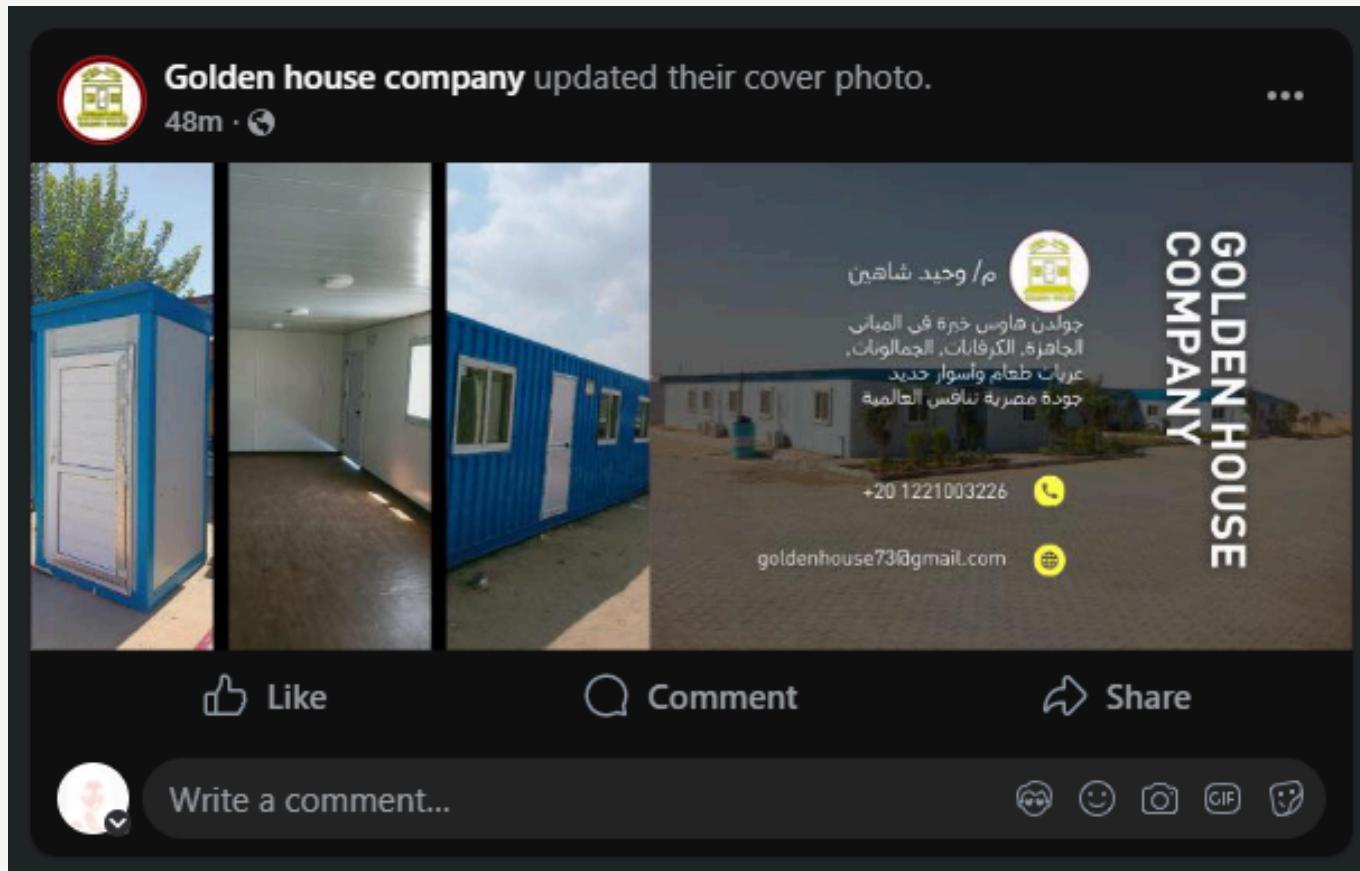
- Unreliable suppliers and delivery delays.
- Poor material quality.
- Need for fast and efficient after-sales service.



Publishing

Facebook Page

<https://www.facebook.com>



Cover

<https://www.facebook.com/photo>



P.P

<https://www.facebook.com/photo>



Post 1

<https://www.facebook.com/photo>

Facebook Page

<https://www.facebook.com>



Story 1

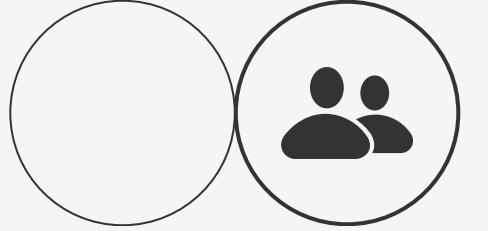
Instagram

<https://www.instagram.com>



Post 1

https://www.instagram.com/p/DQ_Mv8ATjNWz/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==



Engy Mohsen
Team Leader & Reel Maker



Shahd Emad
Media Buyer



Doha Waheed
Account Manager & Moderator



Mahmoud Abd El Hakim
Content Planning & Writing



Zeinab Mohamed
Graphic Designer



Mariam Ayed
Content Creator

*Meet
the
Team*

Thank you
For your attention