Greena

Where Health Meets Nature

Project Management and Planning:

Project Proposal:

Greena is a self-made, local brand dedicated to promoting a healthy lifestyle through high-quality, natural products like supplements, vitamins, and healthy oils. The goal of this project is to raise awareness and support for Greena by launching a promotional campaign that highlights its authenticity, local roots, and commitment to well-being.

Through social media marketing, influencer collaborations, and community engagement, we aim to establish Greena as a trusted and recognizable brand in the health and wellness industry. Our campaign will emphasize Greena's dedication to natural ingredients, ethical sourcing, and positive health benefits.

At Greena, we believe in bringing the power of nature to your daily routine.

Project Plan:

Task Assignments and Roles:

- Moamen Mahmoud (Leader)

- Naira ElSayed

- Ahmed Ali

- Malak Mohamed

- Rana Ahmed

- Sara Saber

Digital Materials:

- Social Media Content (Facebook, Instagram, LinkedIn)

- Website Banners

- Email Marketing Templates

- Influencer Collaborations

Print Materials:

- Flyers

- Brochures

- Posters

- Packaging Design

Planning Phase:

Phase	Assigned Members	Start Date	End Date
Project Planning	All	6/2/2025	15/2/2025
Task Assignment	All	6/2/2025	15/2/2025
Content Creation	All	16/2/2025	5/3/2025

Implementation Phase:

Task	Assigned Members	Start Date	End Date
Logo & Branding	All	6/2/2025	5/3/2025
Print Materials	Malak, Sara	21/3/2025	5/5/2025
Digital Materials	Moamen, Naira, Ahmed	21/3/2025	5/5/2025

Review Phase:

Task	Assigned Members	Start Date	End Date
Final Review of Project	All	5/5/2025	9/5/2025

Risk Assessment & Mitigation Plan:

1. Limited Brand Awareness:

- Risk: Greena is a new brand with minimal recognition.

- Solution: Use targeted digital advertising and collaborate with influencers to build awareness.

2. Market Competition:

- Risk: Competing brands may offer similar products at lower prices.

- Solution: Highlight Greena's unique value proposition, such as natural ingredients and ethical sourcing.

3. Customer Trust:

- Risk: Potential customers may be skeptical about product quality.

- Solution: Provide transparency through product certifications, customer reviews, and testimonials.

4. Logistical Challenges:

- Risk: Delays in production or distribution could affect campaign success.

- Solution: Partner with reliable suppliers and create backup distribution plans.

KPIs (Key Performance Indicators):

1. Brand Engagement:

- Social Media Engagement Rate

- Website Traffic and Click-Through Rate

- Number of Newsletter Subscribers

2. Sales Growth:

- Conversion Rate from Website Visits

- Increase in Product Sales

- Repeat Customer Rate

3. Customer Feedback:

- Review Ratings and Customer Testimonials

- Number of Customer Service Inquiries Resolved

System Analysis & Design:

Problem Statement & Objectives:

Problem:

As a new brand, Greena needs to build strong brand awareness, establish credibility, and attract a loyal customer base in the competitive health and wellness market.

Solution (Objectives):

- Develop a visually appealing and consistent brand identity.

- Launch a digital marketing campaign that highlights the benefits of Greena's natural products.

- Utilize influencer partnerships and community engagement to create trust and credibility.

Functional & Non-Functional Requirements:

Functional Requirements:

- An interactive website with product details, blog content, and purchasing options.

- Social media campaigns with engaging posts, videos, and advertisements.

- Packaging design that reflects Greena's brand identity and values.

Non-Functional Requirements:

- High-quality visuals and branding materials for consistency.

- Secure and user-friendly e-commerce integration.

- Scalable marketing strategies to expand brand outreach.

Software & Tools:

- Adobe Photoshop & Illustrator - For branding and visual design.

- Adobe InDesign - For brochure and packaging layout.

- Social Media Management Tools - For scheduling and tracking engagement.

Branding & Visual Identity:

- Logo: A modern, nature-inspired design representing health and vitality.

- Color Palette: Earthy tones and vibrant greens to emphasize Greena's natural products.

- Typography: Clean and professional fonts that enhance readability and aesthetics.

System Deployment & Integration:

- Social Media: Facebook, Instagram, LinkedIn.

- Printed Materials: Flyers, brochures, and posters for promotional use.

- E-commerce Website: A user-friendly online store for direct purchases.

At Greena, we are committed to making natural wellness accessible to all, one product at a time.