

Beqalam



by:

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Overview

"Beqalam" is a project aimed at providing customized notebooks for different professional fields (Doctor, Engineer, Teacher, etc.), in addition to general designs suitable for all users. The products feature practical and attractive designs that help users effectively organize their thoughts and tasks.



Objectives

- Provide high-quality notebooks with customized designs tailored to the needs of different professional groups.
- Help customers organize their time and achieve their goals through effective planning.
- Establish "Beqalam" as a leading brand for planning and organization tools in the market.
- Achieve sustainable sales and increase market share.



Scope

- Designing and producing notebooks for various fields.
- Developing additional products such as To-Do Lists and Calendars.
- Marketing through social media and digital sales strategies.
- Offering customized design services based on client requests.

Key Goals

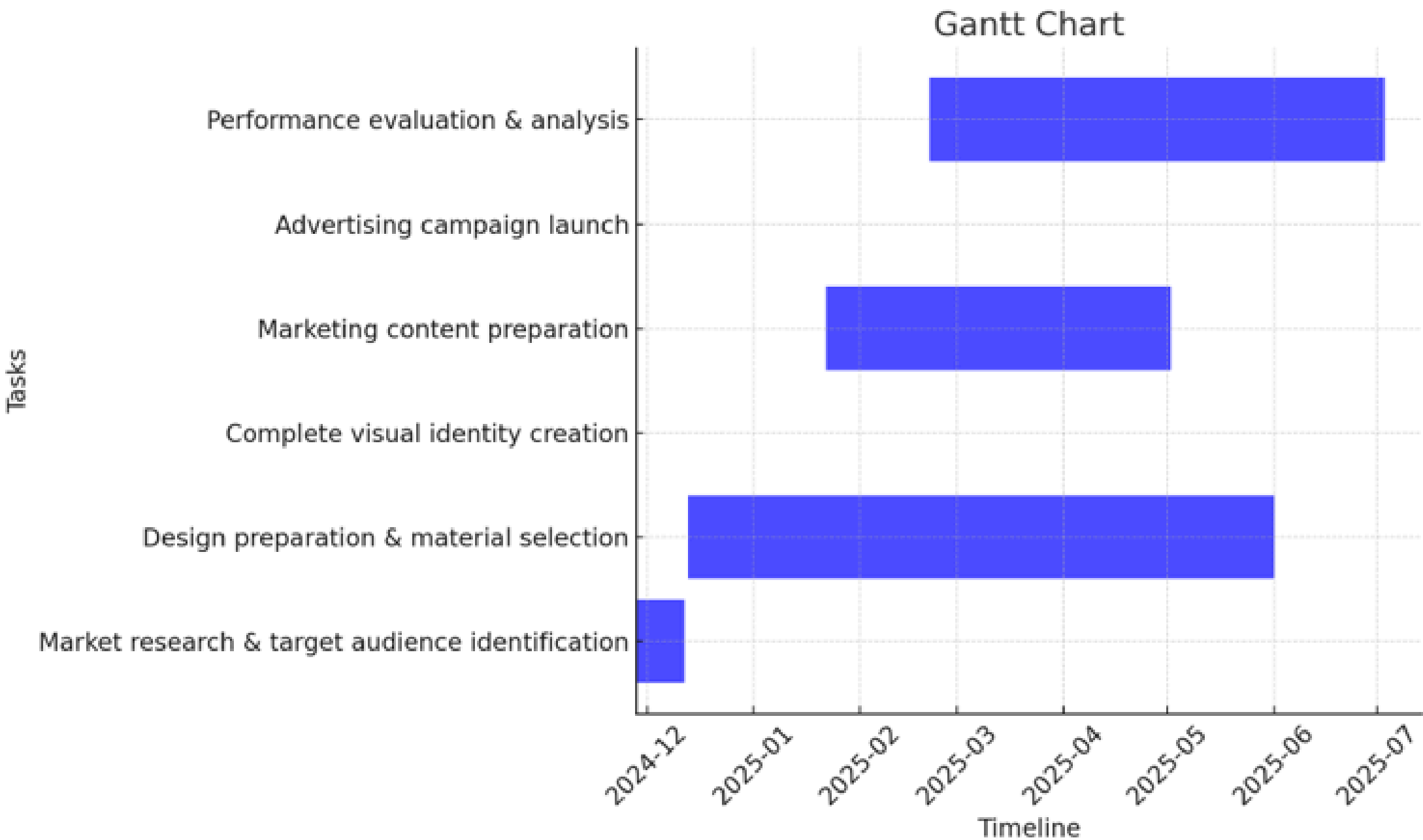


- Expand the client base by 30% in the first year.
- Enhance digital presence through content marketing strategies.
- Launch writing workshops and training programs.

Timeline



Project Gantt Chart



This Gantt chart represents the project timeline and task progress.

Task Assignment & Roles



Role	Responsibilities
Product Design	Designing notebooks and creating graphic designs.
Content Creation	Writing marketing content & managing social media.
Social Media Manager	Implementing marketing strategies & managing ads.
Logistics & Production	Overseeing printing, distribution & quality control.
Customer Service	Handling customer inquiries & post-sales support.

Potential Risks & Solutions



Risk	Mitigation Strategy
High printing costs	Research new suppliers & minimize production waste.
Low ad engagement	Improve targeting strategies & use influencer marketing.
Production delays	Establish backup printing plans & work with multiple suppliers.
Shipping & distribution challenges	Partner with reliable shipping companies & offer multiple delivery options.

Business Canvas Model



Customer Segments

- Students (Schools - Universities)
- Employees across various fields
- Entrepreneurs and business owners
- Companies looking for customized corporate gifts
- Organization and note-taking enthusiasts

Value Proposition

- Unique designs tailored for each profession
- Customizable notebooks upon request
- Additional products like To-Do Lists and Calendars
- High-quality materials suitable for daily use
- Facilitating personal planning and organization

Channels

- Social media platforms (Facebook, Instagram, TikTok)
- E-commerce platforms like Amazon and Noon
- Partnerships with bookstores and stationery shops

Key Activities

- Designing and developing notebooks
- Marketing through social media campaigns
- Running advertising campaigns to attract customers
- Customer engagement and order customization
- Building partnerships with bookstores and e-commerce platforms

Cost Structure

- Printing and production costs
- Shipping and delivery expenses
- Marketing and advertising campaigns
- Employee and team salaries
- Website management and digital infrastructure

Key Partners

- Printing and design companies
- Packaging and delivery companies
- Bookstores and online marketplaces
- Marketers and social media influencers

Customer Relationships

- Engagement on social media platforms
- Providing educational content on planning and organization
- Special discounts and offers for loyal customers

Key Resources

- Professional graphic design team
- Printing and binding technologies
- E-commerce platform for order management

Revenue Streams

- Online notebook sales
- Corporate and educational bulk orders
- Custom-designed notebooks
- Additional products such as stickers and organizational planners

Competitors Analysis



Name	Instagram	TikTok	Facebook
دونها	20.4k	1056	288k
H2Do	89.7k	855	186k
Tip of the day	119k	16.5k	697k

Marketing Mix



Product

- Custom notebooks with innovative designs for each profession.
- Personalized notebook customization upon request.
- Additional products like To-Do Lists and Calendars.

Place

- Online sales through Facebook, Instagram, and TikTok.
- Possible collaborations with e-commerce platforms like Jumia and Amazon

Price

- Cost-based pricing strategy with competitive profit margins.
- Discounts for bulk orders or custom notebooks.
- Price range: 90-200 EGP depending on product type & customization.

Promotion

- Social Media: Targeted ad campaigns on digital platforms.
- Marketing Content: Educational and engaging content on effective notebook use.
- Discounts & Promotions: Special discounts during events like back-to-school season.

SWOT Analysis



STRENGTHS:

- Offering specialized notebooks tailored to various professional fields, providing a unique edge over competitors.
- Ability to create customized notebook designs for individuals or specific industries on demand.
- A professional design team capable of producing attractive and colorful notebooks to suit diverse tastes.

WEAKNESS:

- As a new venture, gaining customer trust might take time
- Producing customized notebooks with unique designs can be expensive at the start.
- Relying solely on online promotion might limit access to customers who prefer seeing products in person before buying.

S W
O T

OPPORTUNITIES:

- The increasing trend of customized items offers a significant market opportunity.
- Potential to expand offerings with additional products like to-do lists and calendars.
- Providing custom-designed notebooks for companies and institutions as a marketing tool or corporate gifts.
-

THREATS:

- The presence of many competitors offering similar products in the market.
- Shifts in design trends require constant updates to product offerings.
- Any increase in the cost of paper or printing may impact profitability.

Buyer Persona



Beqalam Persona				
Background	Job title(s), life stage, career path, family, etc.	Job Title: University Student Life Stage: Young adult, undergraduate Career Path: Aspiring business professional Family: Lives with parents	Job Title: Marketing Manager Life Stage: Young adult, early career professional Career Path: Marketing, tech industry Family: Lives independently	Job Title: Life Coach, Motivational Speaker Life Stage: Mid-career professional Career Path: Self-improvement and coaching Family: Married with two children
Demographics	Sex, age, location, average income, language, etc.	Sex: Male Age: 20 Location: Cairo, Egypt Average Income: Limited, dependent on parents Language: Arabic, English	Sex: Female Age: 28 Location: Giza, Egypt Average Income: High, stable Language: Arabic, English	Sex: Male Age: 35 Location: Qalyubia, Egypt Average Income: High Language: Arabic, English
Interests	Eg. What other brands do they interact with on social media?	Engages with brands like Moleskine, H2D, and productivity apps. Follows influencers in academic and personal development spaces.	Follows brands like Erin Condren, Apple, and productivity gurus. Engages with professional development content.	Follows brands like FranklinCovey, TED Talks, and self-improvement blogs. Engages with motivational and coaching communities.
Other relevant traits	Any additional info here will help inform the kind of content/messages you share on social media.	Engages with brands like Moleskine, Papyrus, and productivity apps. Follows influencers in academic and personal development spaces.		
Favorite social networks		Instagram, YouTube, LinkedIn, Facebook	LinkedIn, Instagram, Facebook	Facebook, YouTube, LinkedIn
Least favorite social networks	Which are they least active on or avoid altogether?	Twitter, Pinterest	Snapchat, TikTok	Snapchat, TikTok
Buying behavior	How does social media fit into the buying journey? Is your target customer using it for research, looking at business/product reviews, direct shopping (on Instagram, for example)?	Uses social media for product research and reviews. Influenced by peer recommendations and social media ads. Prefers direct shopping on Instagram and Facebook.	Uses social media for research and direct shopping. Follows trends and recommendations from influencers.	Frequently purchases books, planners, and motivational tools. Engages with online reviews and community recommendations.
Spending power	How much money does your audience have to spend? How do they approach purchasing decisions in your product/price category?	Moderate, values affordability and quality.	High, willing to invest in products that improve productivity.	High, invests in high-quality, impactful products.
Decision maker(s)	*Also for B2B: Who tends to make the buying decisions? Are you targeting the CEO? The CTO? The social marketing manager?	By Self	By Self	By Self
Challenges	What are your customers' challenges/pain points?	Balancing academic responsibilities with personal interests. Staying organized and motivated.	Managing multiple work projects. Finding time for self-care and personal interests.	Balancing work commitments with family life. Continuously innovating in his coaching practice.
Goals	What are their goals?	Achieve high academic performance. Efficiently manage multiple projects and activities. Prepare for a successful career.	Managing multiple work projects. Finding time for self-care and personal interests. Maintain work-life balance.	Inspire and guide clients towards personal and professional growth. Develop new self-improvement content and workshops. Stay organized and motivated.
How we (business, product, or service) can help?	How can your business/product/service help solve customer challenges and/or solve goals?	Provide a notebook designed for effective time management and motivation, helping him stay organized and focused.	Provide a stylish and functional notebook to help her organize tasks, manage time, and stay motivated.	Provide a notebook that aligns with his philosophy of constant growth and personal excellence, aiding in organizing his thoughts and plans.
Purchasing barrier?	Eg. "not enough time to learn a new tool." "limited technology budget"	Price sensitivity and value perception.	Assurance of product quality and effectiveness.	Ensuring the notebook's content and design align with his values.
Messaging	How will you position your business/product/service to this persona on social media?	Price sensitivity and value perception.	You can optimize your work and life balance with Insight notebooks.	Optimize your work and life balance with Insight notebooks.
Preferred content type	What are the kinds of content your audience is most likely to engage with? Video, Stories, GIFs, product demos, etc. What about the content mix? Social media rule of thirds, 80/20 rule, etc.	Visual content (photos, infographics), videos, and success stories.	Informative articles, how-to guides, and video tutorials.	Informative articles, how-to guides, and video tutorials.

KPIs



KPI	Measurement Method
Monthly order rate	Number of notebooks sold per month.
Social media engagement rate	Likes, comments, shares, and impressions.
Customer satisfaction	Ratings and reviews on e-store & social media pages.
Repeat purchase rate	Number of customers making multiple purchases.
Market share growth	Monthly sales comparison & customer base expansion.

Digital Tools Used



- Social media platforms (Facebook, Instagram, TikTok) for brand visibility.
- Metricool & Meta Business Suite to monitor marketing performance.
- Canva & Grammarly to enhance content quality.

Content Calendar



Topic	Content	Date	Design Link	CTA	Notes	Status
ترويجي	<p>أفكارك غالية... متسبهاش تضيع!</p> <p>كم مرة جت لك فكرة عبقرية وبعدين نسيتهها وسط زحمة اليوم؟ 🤔</p> <p>استنوا بقلم هيجبلكم سر نجاح أغلب اصحاب البيزنس هتخلي أفكاركم أوضح وتنظيمكم أحسن!</p>	8/2	https://drive.google.com/file/d/1YZZpPATzFyWo6WebQVaQi8bggI_9uP5S/view?usp=drivesdk	استنوا بقلم	محمد ايمن	Posted
تفاعلي	<p>##النجاح #Commina Soon</p> <p>كل سنة دراسية هي بداية جديدة مليانة فرص وإمكانيات!</p> <p>لو حاسس إنك محتاج تنظيم أكثر، جرب تكتب أهدافك في نوت بوك خاص بيك 📝</p> <p>🎯 حدد 3 أهداف ليك السنة دي، وابدأ بتنفيذهم من أول يوم!</p>	10/2	https://drive.google.com/file/d/1YagiwSPQq6YQxmWVyDz-SWdT3h-VAB4Z/view?usp=drivesdk	إيه أكبر هدف دراسي حابب تحققه السنة دي؟ شاركنا في الكومنتات!	اسراء	Posted
ترويجي	<p>انه أكتر هدف دراسي حابب تحققه السنة دي؟ شاركنا في الكومنتات!</p> <p>لو بتدور على هدية مختلفة لشخص مميز، جرب نوت بوك بقلم! 📖</p> <p>- يكتب فيها أحلامه وأفكاره</p> <p>- يخطط بيها لحياته</p> <p>- يسجل أجمل اللحظات</p>	12/2	https://drive.google.com/file/d/1Yjmwid_Ep5cvGPDt6GN7_6XFTY01I7a/view?usp=drivesdk	خلي هديتك تبقى جزء من كل لحظة في حياته! اطلب نوت بوك بأسم صاحب الهدية دلوقت	اسراء	Posted
احتفالي	<p>لو هتكتب رسالة حب في نوت بوكك، هتكتب إيه؟ 📖</p> <p>##بقلم ##دُون_مشاعرك ##اكتب_بالحب</p>	14/2	<p>video 1:</p> <p>https://drive.google.com/file/d/1YvQiPAkZ6g6mZPytXO2XE10ztq7lk2pl/view?usp=drivesdk</p> <p>video 2:</p>	هتكتب إيه؟	2 videos - reel ✓ - story ✓ اسراء	Posted

Content Calendar



Topic	Content	Date	Design Link	CTA	Notes	Status
تعريفي	بقلم.. مش مجرد نوت بوك! إحنا بنصمم دفتر يحكي حكايتك، لكل شغلانة وكل مجال عندنا تصميم مخصوص. شوف تصاميمنا اللي معمولة بحب عشان تكون جزء من يومك.	16/2	om/file/d/1_-wfNAwc_nLiIGKNDfMTToNHUrG5Zx-MWP/view?usp=drive_link	شوف تصاميمنا	هاجر	Posted
ترويجي	التحضير لسنة دراسية ناجحة يبدأ من تنظيم أفكارك وأهدافك! 📌 مع نوت بوك بقلم، هتقدر: ✅ تكتب كل محاضراتك وأفكارك بسهولة ✅ تخطط لمهامك وجدولك اليومي ✅ تسجل ملاحظاتك بطريقة منظمة وممتعة ابدأ السنة وانت مستعد! اطلب نوت بوكك الخاص دلوقتي! #بقلم #نوت_بوك_لكل_مجال #نظم_وقتك	18/2	https://www.canva.com/design/DAGe60RFQdU/qRvazmk7bhnpe tcM44K2Zg/edit?utm_content=DAGe60RFQdU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton	ابدأ السنة وانت مستعد! اطلب نوت بوكك الخاص دلوقتي!	شهد	Posted
تعليمي	مش لازم تقعد بالساعات عشان تذاكر، المهم إزاي تذاكر بذكاء! ✅ طريقة اليومودورو: ذاكر ٢٥ دقيقة وخذ راحة ٥ دقائق ✅ نظام الأولويات: ركز على المواد الصعبة أولاً ✅ كتابة الملاحظات: استخدم نوت بوك بقلم عشان تلخص أهم النقاط إيه طريقته المفضلة في المذاكرة؟ شاركنا تجربتك! 📌 #بقلم #ادرس_بذكاء #تنظيم_الوقت	22/2	https://www.canva.com/design/DAGdlpUUdBU/c4wdt4fnRzSBrNvilxXSVg/edit?utm_content=DAGdlpUUdBU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton	إيه طريقته المفضلة في المذاكرة؟ شاركنا تجربتك! 📌	شهد	Posted

Content Calendar



Topic	Content	Date	Design Link	CTA	Notes	Status
تفاعلي	<p>كل واحد فينا عنده ستايل معين في المدرسة، قول لنا إنت مين فيهم؟ 🤔</p> <p>- المجتهد النشيط: دائماً في أول صف ومجهّز كل واجباته ✅</p> <p>- المنقذ: اللي الكل بيستلف منه الكشكول قبل الامتحان 📄</p> <p>- صاحب الأفكار العظيمة: اللي عنده مشاريع وخطط بس مش بينفذها أبداً 😞</p> <p>- اللي عايش في عالمه الخاص: بيكتب في نوت بوك ويعيش في خياله</p> <p>قول لنا إنت مين فيهم؟ ولو في نوع ثاني ضيفه في الكومنتات! 📝</p> <p>#بقلم #العودة_للمدرسة #شارك_معنا</p>	22/2	https://drive.google.com/file/d/1fRn8q_jOQ3jQ-VLo1uGlyXzenJlTtOjl/view?usp=sharing	قول لنا إنت مين فيهم؟ ولو في نوع ثاني ضيفه في الكومنتات! 📝	هاجر	Scheduled
ترويجي	<p>(لنوت بوك المهندسين)</p> <p>"للناس اللي بتحول الأفكار لرسومات ومشاريع، نوت بوك المهندسين من بقلم معمول مخصوص ليك.</p> <p>قسم واضح للرسومات، ملاحظاتك، وكل الأفكار اللي بتيجي فجأة. بقلم.. دفتر لكل تفاصيلك!"</p> <p>جرب نوت بوك معمول على قد مجالك</p>	25/2		جرب نوت بوك معمول على قد مجالك	محمد أيمن	Scheduled
تفاعلي	<p>لو معاك الفرصة تصمم نوت بوك لنفسك.. هيكون شكله عامل إزاي؟</p> <p>تختار غلاف شكله إيه؟</p> <p>تضيف أقسام خاصة بيك؟</p> <p>شاركنا رأيك وقولنا حلمك مع #بقلم</p>	26/2	https://drive.google.com/file/d/1svFnN5jaxw3jLOMi9DRiKLPwV7fXtpl9/view?usp=drive_link	شاركنا رأيك وقولنا حلمك	محمد أيمن	Scheduled

Content Calendar



Topic	Content	Date	Design Link	CTA	Notes	Status
تعليمي	<p>حاسبس إن يومك مش منظم؟ جرب تخطط يومك مع نوت بوك بقلم: اكتب مواعيدك ومهامك. سيب مساحة لوقت الراحة. راجع يومك بسرعة آخر اليوم. مع بقلم، التنظيم أسهل، وأسرع!</p>	27/2	https://drive.google.com/file/d/1dS7om1wPvkmgq1QRS_qNWfQwSPcVz0j2/view?usp=drive_link	جرب تخطط يومك مع نوت بوك بقلم:	محمد أيمن	Scheduled
احتفالي و ترويجي	<p>كل يوم في رمضان له طعمه الخاص.. لحظة الفطار، صوت الأذان، الضحك مع العائلة! </p> <p>خليك مستعد تكتب أجمل الذكريات الرمضانية في نوت بوك "بقلم"، واحتفظ بيها للأبد! </p> <p>ما أجمل أن يكون عندك دفتر يعكس روح رمضان! </p> <p>#ذكريات رمضان #بقلم #اكتب لحظاته</p> <p>رمضان جاي ومعه الخير والبركة!</p>	29/2		خليك مستعد تكتب أجمل الذكريات الرمضانية في نوت بوك "بقلم"	هاجر	
احتفالي و ترويجي	<p>شهر جديد، فرص جديدة، وأهداف تستحق الكتابة! </p> <p>ابدأ رحلتك الرمضانية مع نوت بوك "بقلم" وخطط عبادتك، وصفحاتك اليومية، وكل لحظاته الجميلة و ختم القرآن الكريم </p> <p>كل عام وأنتم بخير! شاركونا خططكم للشهر الكريم!</p> <p>#رمضان كريم #بقلم #ابدأ رحلتك</p>	31/2		ابدأ رحلتك الرمضانية مع نوت بوك "بقلم" وخطط عبادتك	اسراء	
ترويجي	<p>بتفكر تهدي شخص عزيز عليك حاجة مميزة في رمضان؟ </p> <p>نوت بوك "بقلم" هو الهدية المثالية لكل محب للكتابة والتخطيط في الشهر الكريم! </p> <p> اطلب نوت بوكك الخاص دلوقتي وخلي هديتك مميزة!</p> <p>#هدايا رمضان #بقلم #الهدية_الأفضل</p>	1/3		اطلب نوت بوكك الخاص دلوقتي وخلي هديتك مميزة!	حسنا	


أفكار لاستغلال رمضان



Beqalam - بقلم
February 6 at 7:31 PM · 🌐

الحل لكل اللخبطة اللي في دماغك ممكن يكون أبسط مما تتخيل؟
حاجة جديدة جاية... وهتغير طريقة تفكيرك وتنظيمك لحياتك! 🚀
تفتكر إيه الحاجة دي؟ 🤔
#قريبًا #إيه_الجديد #Comming_soon

NEW PRODUCT
COMING SOON
STAY TUNED



Beqalam - بقلم
February 8 at 6:00 PM · 🌐

أفكارك غالية... متسيبهاش تضيع!
كم مرة جت لك فكرة عبقرية وبعدين نسيتهها وسط زحمة اليوم؟ 🤔
استنوا بقلم هيجللكم سر نجاح أغلب اصحاب البيزنس هتخلي أفكاركم أوضح وتنظيمكم أحسن!
#سر_النجاح #Comming_Soon

سر نجاحك
هنا
COMING SOON







Beqalam - بقلم
February 22 at 8:31 PM · 🌐


كل واحد فينا عنده ستايل معين في المدرسة، قول لنا إنت مين فيهم؟ 🤔

- المجتهد النشط: دايماً في أول صف ومجهّز كل واجباته ✅
- المنقذ: اللي الكل يستلج منه الكشكول قبل الامتحان 📖
- صاحب الأفكار العظيمة: اللي عنده مشاريع وخطط بس مش بتنفيذها أبداً 😞
- اللي عايش في عالمه الخاص: بيكتب في نوت بوك ويعيش في خياله

See more



Beqalam - بقلم · Following
Reels · Feb 14 · 🌐



لو هتكتب رسالة حب في نوت بوكك، هتكتب إيه؟ 📖

#بقلم #دوّن_مشاركك #اكتب_بالحب

Beqalam - قلم · Original audio