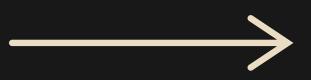




Team 1

Instructor : Safy Eldin Ahmed



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# INTRODUCTION



## BRAND NAME: UNI-TEE

### CONCEPT:

UNI-TEE IS A YOUTH-ORIENTED BRAND OFFERING PRINTED T-SHIRTS WITH ARTISTIC, EXPRESSIVE, AND CONTEMPORARY DESIGNS THAT REFLECT THE CUSTOMER'S PERSONALITY.

### STYLE:

- \* CONTEMPORARY
- \* ARTISTIC
- \* EXPRESSES UNIQUENESS AND INDIVIDUALITY
- \* FEMININE OR MASCULINE TOUCH DEPENDING ON THE DESIGN





# OBJCTIVE

- **Increase Brand Awareness:** Boost brand awareness within the first 6 months.
- **Achieve Sales Growth:** Attain a 30% monthly sales growth through social media.
- **Build a Loyal Community:** Establish a community of loyal followers on Facebook , Instagram and TikTok. (500 follow each month)
- **Expand Sales Channels:** Grow sales through local exhibitions and events within the first ( selling 30 t-shirts first month with 50% inc.)





# SWOT ANALYSIS



## Strengths

- Wide variety of designs for different tastes
- High-quality materials (100% cotton, comfortable fit)
- Option for customized printing (personalized designs)
- Competitive pricing for the offered quality
- Fast order processing

## Weakness

- Limited Brand Awareness (New brand)
- Limited financial resources restrict marketing, production scale, and hiring
- Low Market Penetration and no loyal customer yet
- Unproven Product Quality, Customers will hesitate to trust the quality of the t-shirts until the brand builds credibility.
- new online store and social media might reduce customer reach and sales.





# SWOT ANALYSIS



## Threats

- Intense Competition: many local and international brands offering printed t-shirts, making the market highly competitive.
- Changing Fashion Trends: Customer tastes and fashion trends change quickly, which requires constant updates to designs.
- Rising Material Costs: High cost of fabric and printing can affect production expenses.
- Low Purchasing Power: Economic conditions may affect customers' ability to spend on non-essential items like fashion.
- Shipping and Delivery Issues: Delays or poor service from delivery companies can negatively impact customer satisfaction.

## Opportunities

- Exclusive & Unique Designs : making memes on shirts from the current trends
- Launch special collections for seasons or occasions. related to specific group
- Focus on High-Quality material even with the rising cost material
- Premium Packaging (Brand Experience) , Beautiful packaging with a thank-you card or free sticker.





#### Product :

- Unisex printed t-shirts (100% cotton)
- Customizable shirt designs
- Limited edition themed collections (seasonal, cultural, memes, movies, quotes, etc.)

#### Place :

- Online: Selling through social media like: Instagram and Facebook and Tiktok
- In Addition to Delivery: Offering fast and reliable shipping.

#### Process :

- Simple order steps: Choose – Customize – Order – Receive.
- Secure online payment methods ( Vodafone Cash, Cash on Delivery)
- Flexible return and exchange policy
- Customer support for inquiries and assistance

#### Promotion :

- Social Media Ads: Run targeted paid ads on Instagram and Facebook
- Influencers: Collaborate with micro-influencers to reach new followers.
- Customer Reviews: Share real feedback from happy customers.
- Challenges: Encourage interaction and boost visibility with fun social media activities.

#### People :

- Target Audience: Youth 15 – 28 who love fashion and use clothing to express their personality.

#### Price :

- Competitive Pricing: Start with attractive prices to attract customers while maintaining quality.
- Offers & Discounts: Provide special prices for bulk purchases or seasonal promotions.
- Bundle Deals: Sell t-shirts in bundles.

#### Physical Evidence :

- Professional product packaging with brand name and logo
- Printed invoices
- Thank you cards or discount vouchers included in the package
- High-quality product photos and posts on social media



# SEGMENTATION

## Demographic Segmentation

- Age : 15 – 28 years (Gen Z are the most active on social media and love unique T-shirts)
- Gender: Male & Female
- Income Level: Middle-income groups who can afford casual fashion purchases
- Education: High school, college students, young professionals

## Psychographic Segmentation

- Lifestyle: casual streetwear lovers, social media active
- Values: Interested in self-expression

## Behavioral Segmentation

- Occasion-based: Buy for events, concerts, travel, or gifts
- Repeat buyers if quality & designs are good
- Benefits : Style, comfort, affordability, unique designs

## Geographic Segmentation

- Local: Start in alexandria



# VALUE PROPOSITION



- **Uni-Tee** offers high-quality, locally designed and printed t-shirts that reflect cultural pride, modern style, and personal identity. With unique prints inspired by local art and expressions, it connects fashion with community storytelling — giving customers the chance to wear something meaningful, expressive, and proudly local.

# COMPITITOR ANALYSIS

## Direct Competitors :

- They sell the same product to the same target audience, often in the same price range or style.
- Ex: stores that sell printed t-shirts ( The Shirt Guy - T-SHIRT ART PRINT - Wanaseg - Cursed Shiva )

## In-Direct Competitors :

- They don't sell exactly the same product, but they compete for the same customer money or attention.
- Ex: stores sell t-shirts for gen-z ( in your shoe - Van Dutti - Pull & Bear - Tomato )

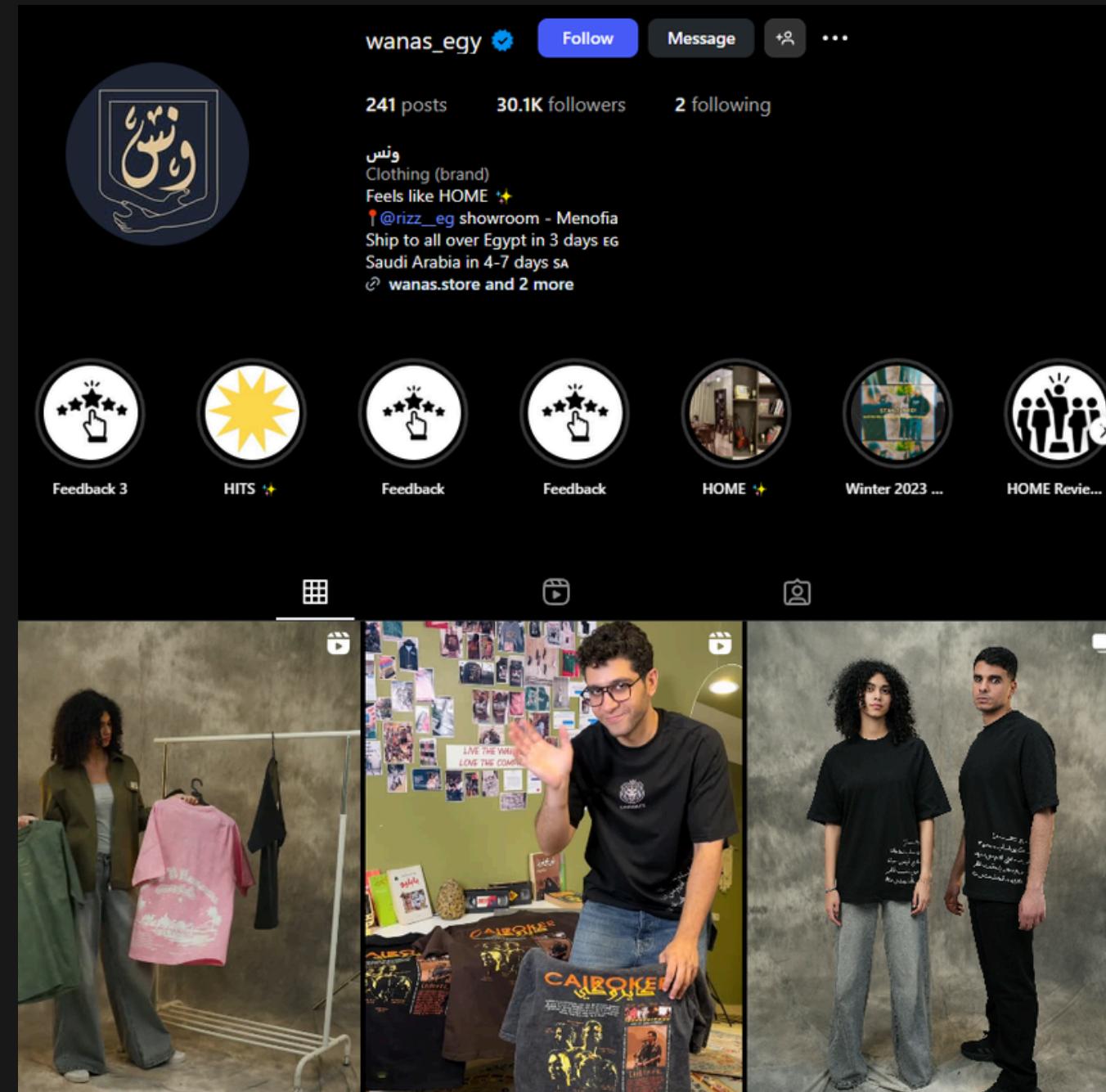


# COMPITITOR ANALYSIS

## WANAS\_EGY:

- Platforms : website - instagram - Tiktok
- followers : Ig ( 30,100 ) - Tlk ( 4212 )
- Posting : doesn't post often
- Currently running ads
- High engagement
- top performance post

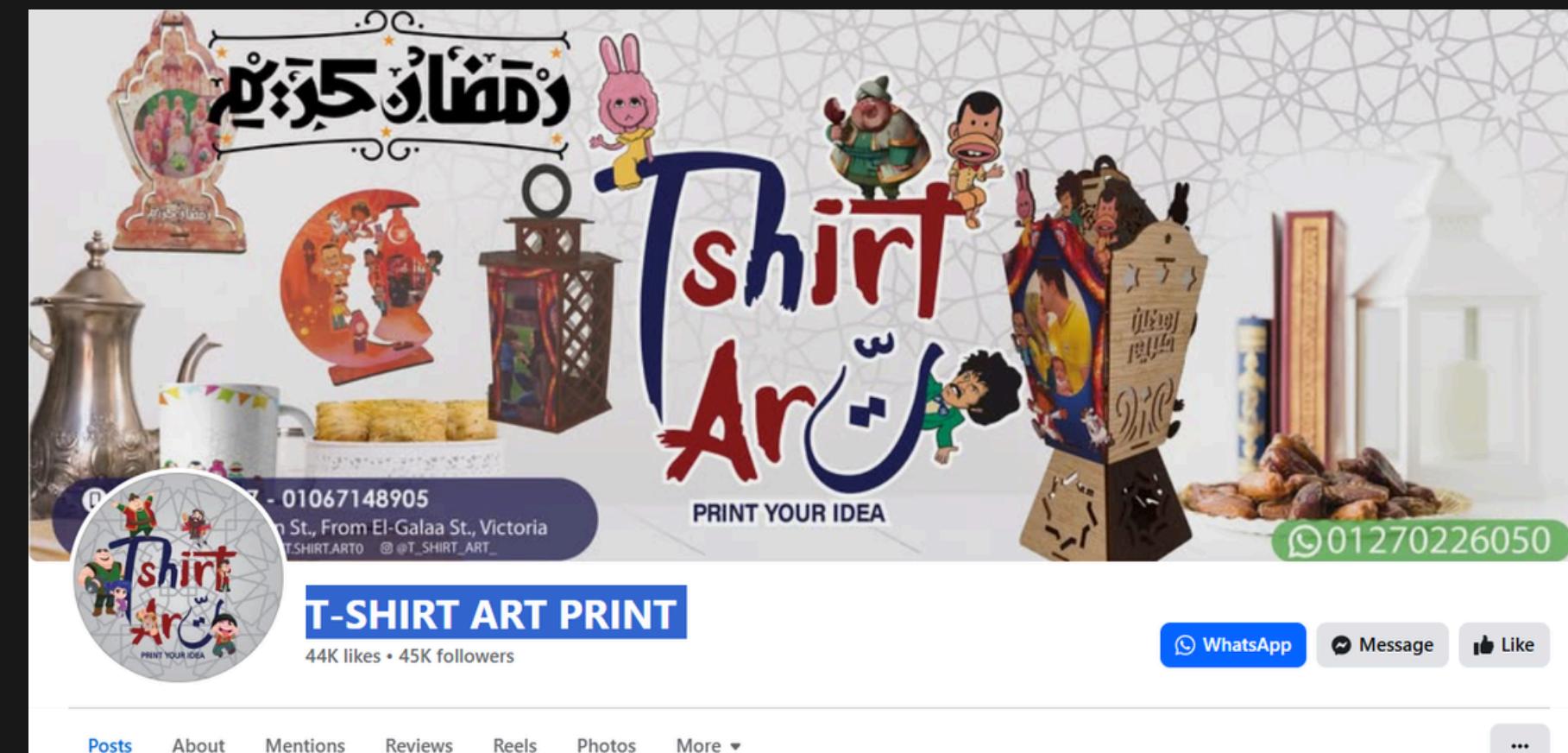
about T-shirts for  
Cairokee concert



# COMPITITOR ANALYSIS

## T-SHIRT ART :

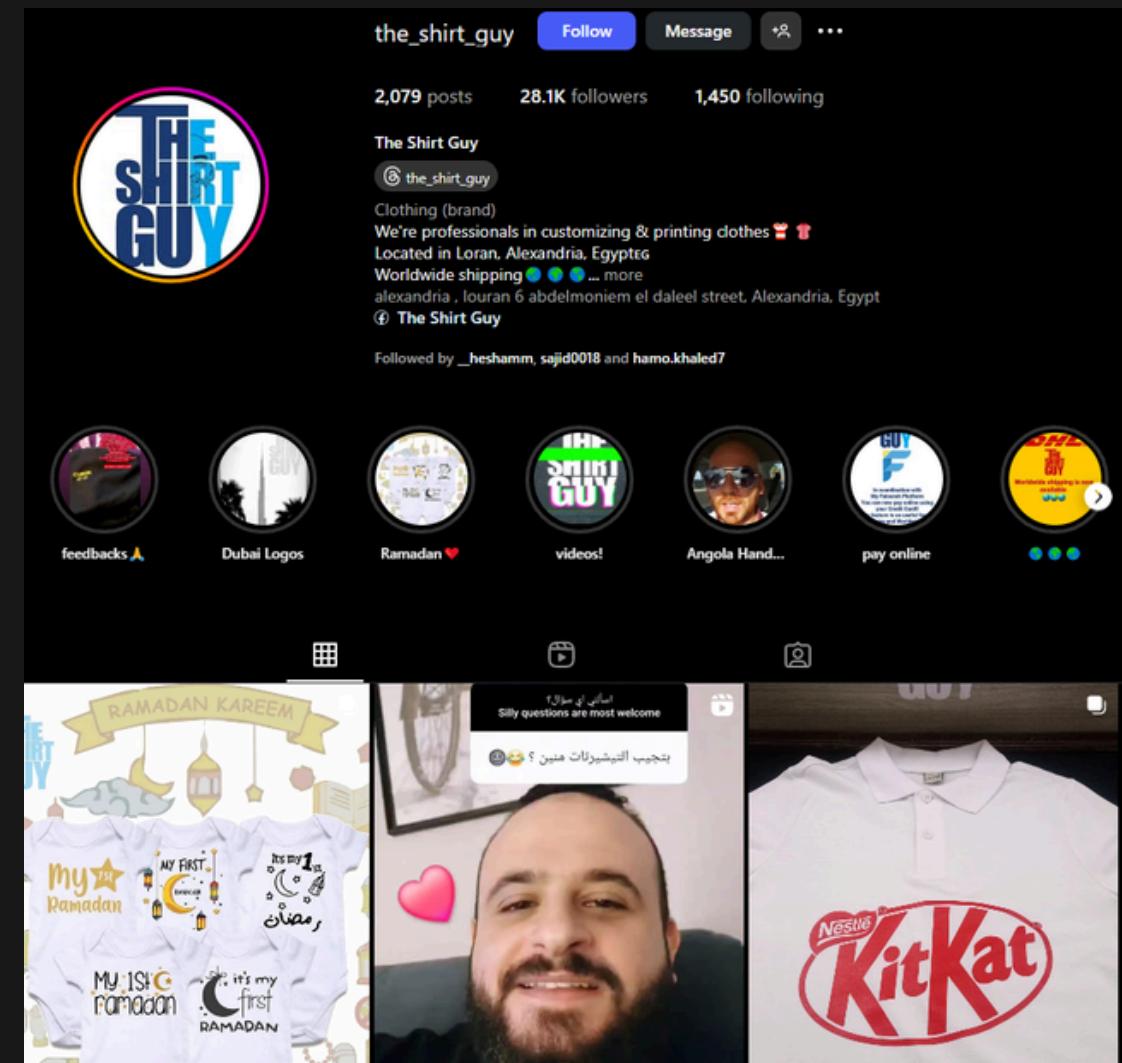
- Platforms : Main Facebook - instagram (not active)
- followers : Facebook (44,000)
- Posting : Post offen
- Currently no running ads
- Depend on reels
- very low engagement



# COMPITITOR ANALYSIS

## THE SHIRT GUY :

- Platforms : Facebook - instagram
- followers : Facebook (34,000) - Instagram (28,100)
- Posting : not active
- Currently no running ads
- very low engagement





# THANK YOU

A photograph of a person from the waist up, facing slightly to the left. They are wearing a white t-shirt with a graphic design featuring a hand holding a video game controller, with the letters 'F' and 'T' visible. The background is dark.

**Mohamed Galal**

**Mona Ehab**

**Lamyaa Mohamed**

**Shimaa Ali**

**Amira Hesham**

**Areej Ali**

Team 1  
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