

UNI-TEE

STRATEGY

INTRO.

“

**Meant to Be
Yours**

”

Brand Core Idea :

Every T-shirt is unique — no one else in the world has the same design.

Why :

People love exclusivity because it makes them feel special and connected to the product.



Mission

- We create unique T-shirts that reflect individuality

vision

- To be Egypt's go-to brand for one-of-a-kind apparel

values

- originality, creativity, quality





PRODUCT : 6 Main Categories + Rare items

- **Menswear Essentials** – Stylish minimalist designs for casual or semi-formal wear.
- **Anime/Gaming Lovers** – Popular anime-inspired prints with a unique twist.
- **Film Buffs** – Iconic movie references reimagined in fresh styles.
- **Classic & Retro** – Vintage typography and old-school graphics.
- **Alexandria Pride** – Local cultural art, city landmarks, inside jokes.
- **Memes Edition** – Monthly Trendy Memes
- **Rarity Edition:** Each design produced in max 1–5 pieces only, Designs are archived after sold

PRICING

Fabric Cost range:

Basic cotton : 90 – 110 LE

Premium cotton : 120 – 150 LE

Oversized or special cuts: 150 – 180 LE

Printing Cost range:

Screen Printing : 30 - 60LE

Packing Cost range:

Box: 20 - 40 EGP per box

Card: 1.5–3 EGP per piece

Total Cost range:

AVG. : 200 - 250

Selling : 350 - 500

Profit : 100 - 200

Shirts



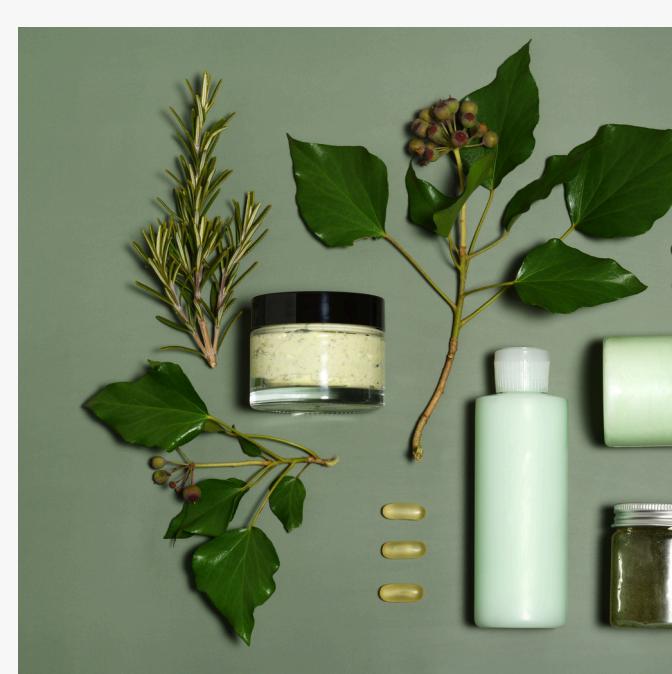
Printing



Packaging



Price



OBJECTIVE

Within the first 3 months:

- generate at least 30 direct sales from Instagram and TikTok
- building a following of 1,000+ engaged users,

with a monthly ad budget of 1,500 EGP.



TARGET AUDIENCE

Primary Customers: 24 – 35 years old, interested in anime, films, pop culture, and limited editions.

Why They Care: They want to stand out from the crowd.

customer profiles

Trend-Seeking Student

Age: 18–22

Occupation: University student

Lifestyle: Active on social media, follows trends on TikTok/Instagram, loves self-expression through clothing or accessories

Goals: Stand out, look stylish without breaking the bank, be part of a cool and inclusive community

Pain Points: Limited budget, overwhelmed by too many fashion options, distrust of low-quality fast fashion

Key Motivators: Affordable style, Rarity models

Marketing Angle: Showcase “wear your vibe” collections, student discounts, and UGC content that highlights diversity and personality.



TARGET AUDIENCE

customer profiles

Young with Creative Edge

Age: 23–28

Occupation: Junior graphic designer, marketing associate, content creator, or freelancer

Lifestyle: Balances work and social life, visits cafés, attends local events, values individuality

Goals: Maintain a polished yet unique look, buy from brands that reflect personal values

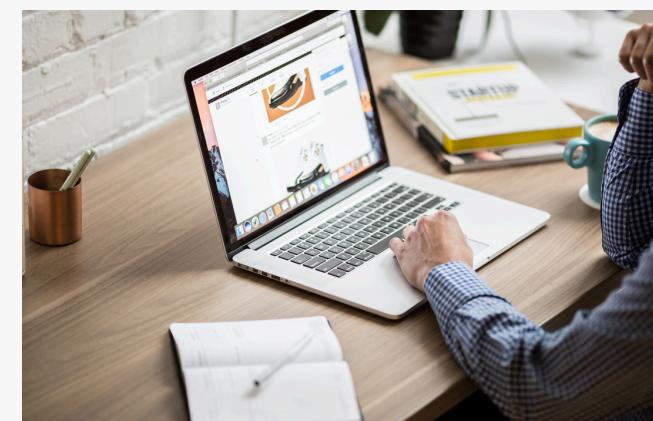
Pain Points: Finding modern, versatile styles that are still expressive; avoiding generic corporate fashion

Key Motivators: Quality, minimal yet creative design, brand story alignment

Marketing Angle: Focus on premium feel, “from office to after-hours” style guides, behind-the-scenes of design process.



TO DO LIST:



Creation

Create unique designs
create package details

Suppliers

premium T-shirts
Printing the package
Printing shirts place

Creating calendar

Create marketing
calendar & strategy

Sales and Marketing

Start the process

Marketing Strategy

Brand Positioning:

Brand Core: One-of-a-kind T-shirts. Once it's sold, it's gone forever.

Unique Selling Proposition (USP): "Wear what nobody else in the world will ever wear."

Emotional Hook: Customers feel special, exclusive, and creative.

Tone & Style: Creative, premium, slightly playful

CORE MARKETING CHANNELS



TikTok

**Short creative videos,
printing process,
reactions**



TikTok

Instagram

**Product drops, styling
videos, behind-the-
scenes**

KPIs

Month 1 (Launch)

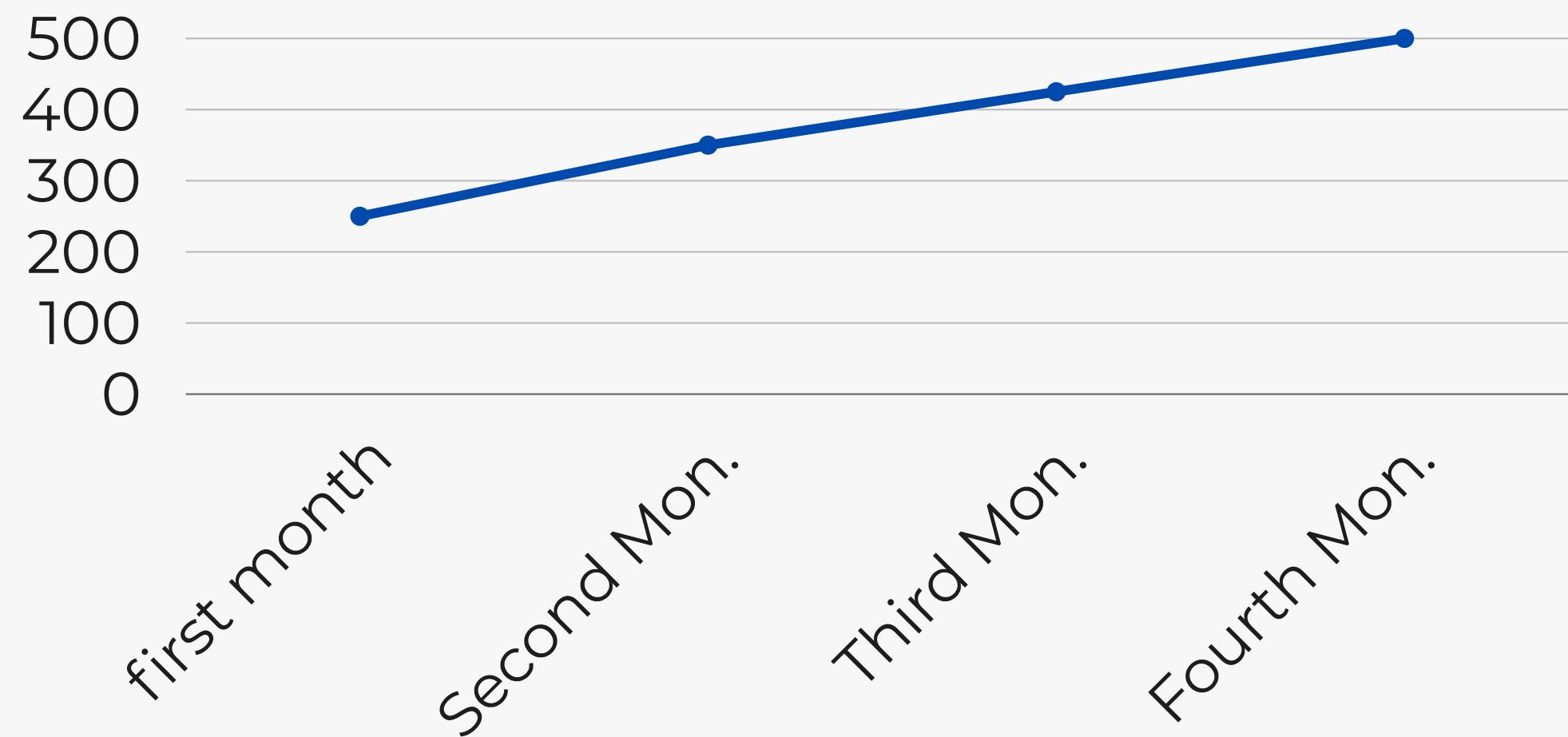
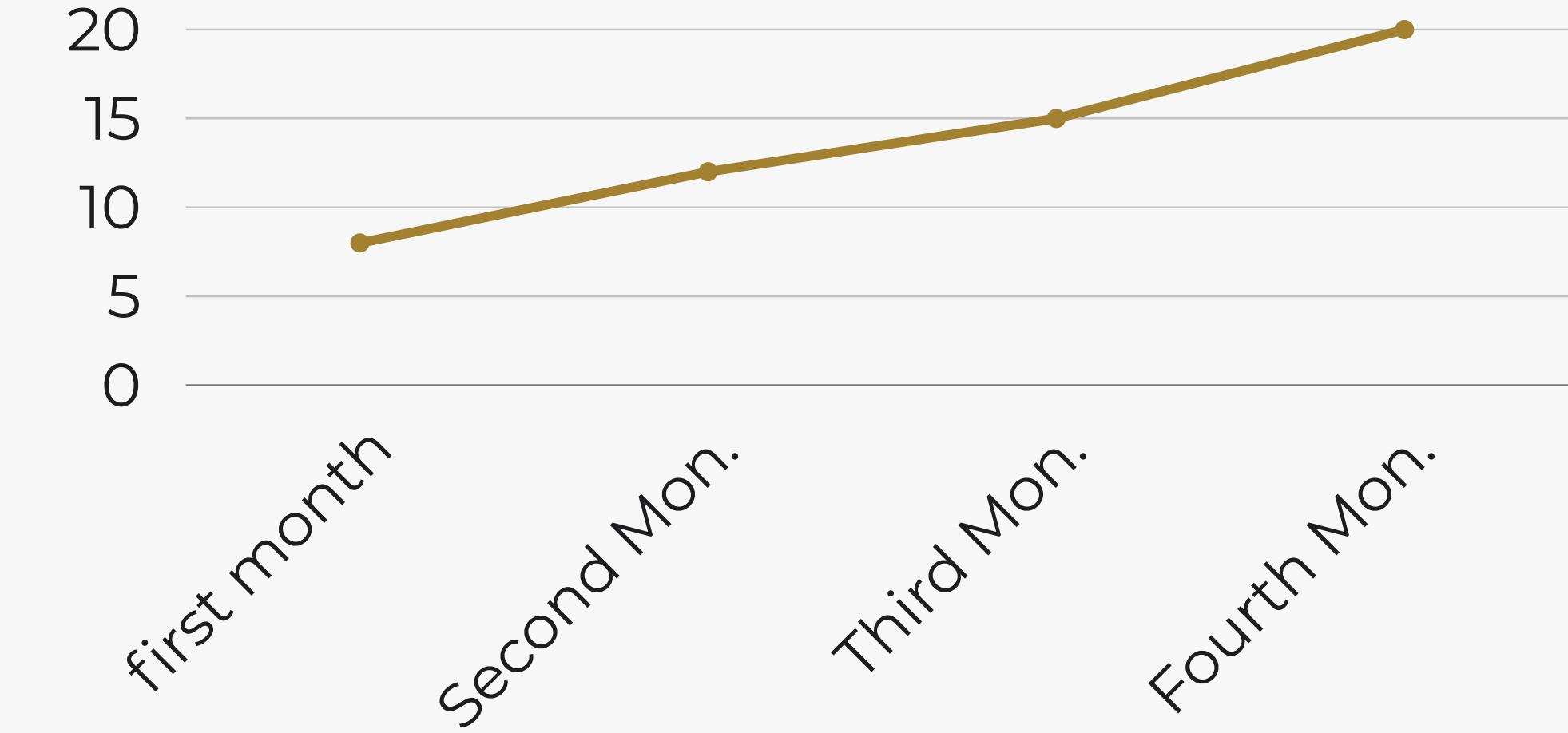
- Reach 20K people via ads.
- +250 followers.
- At least 8 sales.

Month 2

- Reach 25K people.
- +350 followers.
- At least 12 sales.

Month 3

- Reach 30K people.
- +425 followers (hit 1,000 total).
- At least 15 sales.



Content Strategy.

Content Types:

- Limited Drop Announcements
- Behind-the-Scenes (BTS)
- Style Inspiration
- Customer Reactions
- Category Features
- Local Culture Designs

Posting Frequency:

- Instagram: 4 feed posts/week + Stories.
- TikTok: 2 videos/week (focus on trends).
- Facebook: 4 posts/week

Paid Advertising Plan:

Stage 1: Awareness Campaign

Objective: Reach & engagement.

Platform: Instagram

Target: Alexandria , age 16–35, interests in anime, streetwear, pop culture.

Stage 2: Conversion Campaign

Objective: Drive DM sales.

Target: Retarget people who engaged with posts or visited site.

THANK YOU

FOR COMING