Business Summary

Details About company: Yasmina is a cosmetics and skincare brand based in Beheira, Egypt. The company manufactures high-quality beauty and personal care products and distributes them across all Egyptian governorates through trusted shipping services

USP : 100% natural products at affordable prices (starting from EGP 500).

Current Goal: Strengthen brand image, increase official page sales, and expand reach to Class A

Category: **Cosmetics (Natural Skincare & Haircare)**

Market Location: Egypt

Products and details :

1-**Haircare Products:** Hair Serum, Conditioner (Balsam), Shampoo, Hair Cream, Hair Mask (Hair Spa Cream), Anti-Hair Loss & Hair Growth Lotion.

2-**Skincare Products:** Instant Whitening Cream, Therapeutic Whitening Cream, Moisturizing Cream, Sunscreen, Body Perfume Cream .

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SMART Objective

Goal 1:**Increase the number of follower** In the facebook page from

1.5K to 6K through 2 months

Goal 2:Increase the online sales by 20 %by

Facebook and Instagram official pages within 3 months by promoting

whitening cream and face wash with paid campaigns .

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SWOT Analysis

Strengths	Weaknesses
100% natural products: This is a strong competitive advantage in a market focused on health and beauty. **Affordable prices starting at 500 EGP:** This attracts a wide range of customers while maintaining quality. **Existing sales:** The brand is not at a zero-stage. **Diverse products:** The brand offers a variety of skin and hair care products.	**Sales reliance on personal accounts instead of the official page:** This indicates a weakness in digital identity management. **Small and limited production volume.** **Limited market presence compared to competitors:** This suggests weaker branding. **Lack of a clear marketing plan targeting the Class A demographic**
Opportunities	**Threats**
Increasing consumer awareness of natural and healthy products: This is a growing global trend. **Growing demand for hair and skin care products, especially from high-income demographics.** **Potential to build a strong visual identity and professional branding.** **Expanding to other platforms (Instagram, TikTok) to reach the Class A demographic.**	**Large competitors with strong marketing and branding budgets.** **Price volatility and the cost of natural raw materials.** **Difficulty in convincing the Class A demographic to purchase from a new brand without sufficient trust or strong reviews.** **The potential for new brands with similar ideas and products to enter the market.**

Competitor Analysis

SocialMedia	Competitor 1	Competitor 2
page name & link	https://www.facebook.com/share/1J6CwAxiR2/ دنيا حامد	https://www.facebook.com/share/1B7gUHz81x/ صفاء غنيم
NO of like or follower	١٨١K Followers	251k Followers
page created	August 18, 2022	August 5, 2022
visual identity	بتعتمد علي Reels كتير مهتمه بالتريند	بتعتمد علي Aiكتير بتعمل Reelsكتير
publishing rate	3:4 posts per day	2:3 Posts per day
Engagement Rate	١٠٠:٥٠٠ like	30:250 like
major product or service	Face Care	Body Care
Average price	200 – 600LE	200 -500 LE

Strengths	Weaknesses
Strong Audience and Engagement: The brand has a large follower base with high engagement, which is a solid foundation for growth. **Active Marketing:** Running ads and maintaining a consistent presence shows a proactive approach to attracting new followers. **Competitive Pricing:** The reasonable prices make the brand accessible to a wider audience, boosting its appeal. **Smart Content Strategy:** The frequent use of Reels capitalizes on platform algorithms to maximize reach and visibility.	**Lack of a Visual Identity:** This is the biggest weakness. The absence of a consistent visual style makes the brand unprofessional and hard to remember. **Unspecialized Content:** The diverse content prevents the brand from being seen as an expert in any single niche, which can affect customer trust and long-term loyalty.

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Competitor Analysis 2

Strengths	Weaknesses
Robust Community & High Engagement: The brand has successfully built a loyal community with active followers, which serves as a powerful foundation for its growth. **Effective Organic Growth:** Its ability to achieve significant reach and expansion **without relying on paid advertising** is a major advantage. This proves the content is genuinely engaging and valuable to the audience. **Platform-Savvy Strategy:** By focusing heavily on content like Reels, the brand is effectively leveraging social media algorithms to boost visibility and attract new followers organically.	**Inconsistent Visual Identity:** This is the most significant flaw. The lack of a clear and cohesive visual brand (e.g., specific colors, fonts, or style) makes it difficult for the brand to be instantly recognizable and memorable. **Generalist Content:** The wide variety of content prevents the brand from establishing itself as an expert in a specific niche. While this might attract a broad audience, it can hinder long-term trust and authority in the market. .

Audience

Gender :female

Age: from 18 to 50

Location : Egypt (especially Cairo ,Alexandria,Behaira)

Interest: Beauty ,Skincare and organic product

Marketing STP

Positioning	Targeting	Segmentation
Demographic: Women 20–35, Class B **Geographic:** Greater Cairo, Alexandria **Psychographic:** Concerned about hair loss, want natural growth solutions Behavioral: Prefer herbal/natural haircare over chemical products	Class B women with hair loss/weak hair problems, seeking safe natural remedies	*Yassmin Brand offers 100% natural herbal haircare solutions that fight hair loss and boost growth, giving women stronger, longer, and healthier hair without harmful chemicals.*
Demographic: Women 20–40, Class A Geographic: Cairo, Alexandria, Beheira Psychographic: Care about daily skincare, bright & healthy lookBehavioral: Use whitening & face wash as daily routine	Class A women, employees & university students in premium areas, focused on natural skincare	*Yassmin Brand provides 100% natural skincare solutions that brighten and protect the skin, offering a premium yet affordable experience for women who care about natural beauty*

Buyer Persona

الاسم	ليلى
الخلفية	طالبة جامعية
النوع /العمر	أنثى –سنة 22
الحالة الاجتماعية	عزباء
مستوى الدخل	متوسط
السلوك الرقمي	التسوق من متاجر الأزياء ومستحضرات التجميل +متابعة إنستغرام، تيك توك، ويوتيوب
الصفات	اجتماعية
الكلمات المفتاحية	شوفته ترند –أحتاج مكياج يدوم طول اليوم –هل مناسب للبشرة الدهنية؟ –أشوف ريفيو
الأهداف	تجربة الترندات الجديدة +منتجات تجميل عالية الجودة بأسعار معقولة
التحديات	كثرة الخيارات –الحساسية /القلق من الجودة –محدودية الميزانية
كيفية المساعدة	دليل للمنتجات حسب نوع البشرة –ريفيوهات وفيديوهات توضيحية –عروض وباكجات مخفضة
الاعتراضات	الخوف إن المنتج مش أصلي –السعر غالي مقابل الجودة
الرسالة التسويقية	ازهقتي من المكياج اللي ما يقعدوش طول اليوم؟ أو من المنتجات اللي أسعارها خيالية؟ مع ياسمينا، راح تعرفي الفرق! منتجاتنا مصممه عشان تعطى بشرتك اشراقه طبيعيه وتخليكى واثقه من نفسك طول اليوم من الجامعه للشغل وحتى في سهراتك جربي بنفسك وشوفي ازاى مكياجك ممكن يكون سهل وسريع ومناسب لستايلك

Social Media Channels

Channel	Posts Numbers	Post Type
Instagram	**10 per month**	**carousel/ reel**
Facebook	**12 per month**	**single /reel**

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Action Plan

إطلاق حملة إعلانات ممولة على إنستجرام وتيك توك

إنتاج فيديوهات **Before/After**

خصم **20%** على أول طلب**Online**

Buy 1 Get 1 Free على منتجات العناية بالبشرة

Box عرائس مجموعة منتجات بسعر خاص

Thanks