

PYRAMIX MARKETING PLAN



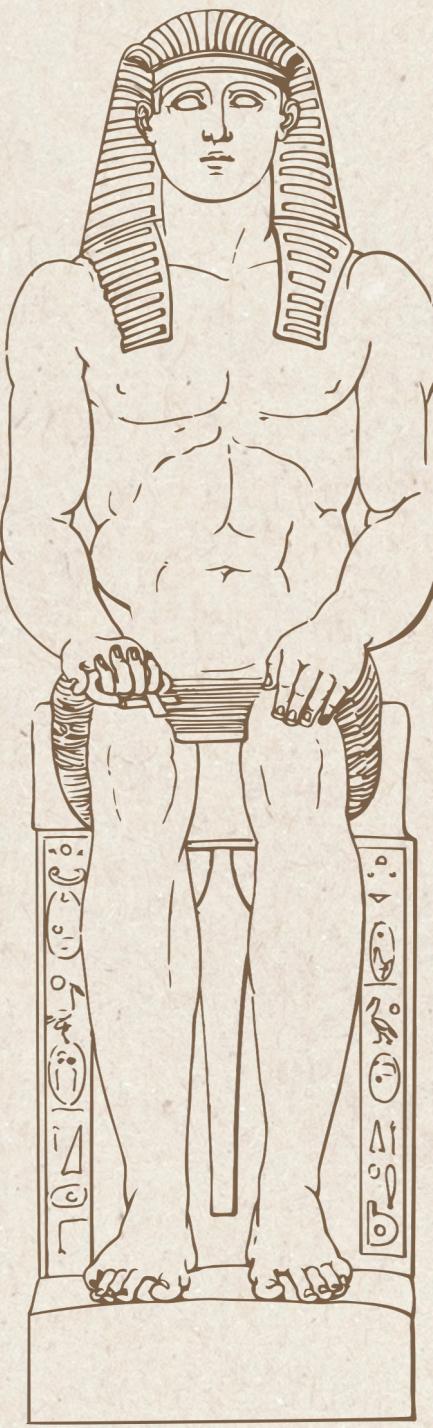
OUR IDEA

is to make a unique and outstanding student activity designed for archaeology, tourism, and hospitality students, as well as any student interested in Egyptian tourism and antiquities.



1. create a one of a kind student activity helping students to get to real market quicker and more efficient
2. educate students, promote tourism, build skills).
3. increase tourism knowledge about our amazing heritage in egypt and our amazing

VISION & MISSION



- Vision: The big-picture dream or long-term purpose of the project.
- Business Goals: The specific objectives you want to achieve

BRAND IMAGE

The Heart of PYRAMIX :

- **We are Pioneers:** The first student-led activity that connects academic learning with the professional tourism market.
- **We are a Practical Bridge:** Our goal is to provide real-world, paid experience that gets students into their careers faster.
- **We are Integrators:** We uniquely combine archaeology, tourism, and hospitality into one immersive experience.

Our Personality & How We Act :

- **Ambitious & Confident:** We are creating something truly "outstanding" and "one of a kind" that will make a real impact.
- **Empowering & Supportive:** We exist to help students and aspiring tour guides succeed in their professional journey.
- **Engaging & Passionate:** We're not a lecture; we're a hands-on adventure. We believe in making heritage exciting for everyone, including Egyptians who may feel disconnected from it.

BRAND IMAGE

Our Look & Feel “Visual Style”

- Aesthetic: Vintage & Artistic. Our style is inspired by the timeless beauty of ancient Egyptian papyrus and line art.
- Color Palette: Earthy and warm, using tones like Sandy Gold, Papyrus Cream, and deep Browns to feel authentic and welcoming.
- Style: Minimalist & Historical. We use clean, classic art to feel both educational and modern.

Our Voice “How We Sound”

- Passionate & Enthusiastic: We talk about our "amazing heritage" with genuine excitement to inspire others.
- Educational & Informative: Our content is built to teach something valuable in a captivating way.
- Welcoming & Inclusive: We speak to everyone—from global tourists to local Egyptians—inviting them to rediscover culture together.



SERVICES OFFERED

“What do we actually deliver?”

- Guided Tour Simulations for aspiring tourist guides with experienced ones to learn from them practically and by actually assisting them, see how they actually will work after graduation as well as it will be paid internship
- spread our culture and heritage through our social media platforms for different kinds of tourists from different places around the world change our youth perspective about our heritage and tourism
- customized guided plans for our special clients from our social media willing to get a detailed unique plan made by our amazing team



UNIQUE SELLING POINT (USP)

1

We are the first student activity in this field also we are looking to make a real, worthwhile student activity to help aspiring tourguids students.

2

combining archaeology, tourism, and hospitality and much more in one unique experience for tourists

3

Together we spread our heritage but what makes us diffrent is our target audience is even egyptians as well who hate or dislike tourism