

Target audience For ZAT

Demographics:

- Age: 18-45
- Gender: Primarily women, but includes men
- Income: Middle-income
- Location: Mainly Cairo

Psychographics:

- Interests: Skincare, beauty, self-care
- Lifestyle: Care about appearance and maintaining healthy skin
- Values: Affordable products with good quality

Behavior:

- Shopping: Both online and offline
- Reasons to buy: Price-quality balance, solving common skin problems

Costumer Challenges:

- Struggling with acne, dryness, sensitivity, and general skin issues