

MARKETING PLAN



SAIDATY
Bags & Shoes



AGENDA

Brand Overview

Business model Canvas

Sostac

Implementation Plan

Analysis

Recommendations

BRAND OVERVIEW

Saidaty is a modern fashion brand specializing in shoes and bags, available both online and offline. The brand focuses on providing high-quality, imported collections at competitive prices, making stylish fashion accessible to everyone.

Key Advantages:

- Competitive and affordable prices
- Wide range of imported designs
- Physical store and online presence
- Fast and reliable delivery service

Saidaty aims to combine elegance, variety, and convenience for every customer.

BUSINESS MODEL CANVAS

Customer Segmentations:

- University girls and young women (18–45 years old).
- Working women looking for stylish and affordable bags and shoes.
- Brides and customers shopping for special occasions.
- Online shoppers across Egypt (mainly Instagram & TikTok users).

Channels:

- Physical store in Helwan.
- Social media pages: Instagram – TikTok – Facebook.
- Paid social media ads.

Customer relationships

- Fast replies to messages and comments.
- Attractive and trendy content showcasing new arrivals.
- Loyalty offers and discounts for returning customers.
- Interactive posts (stories, polls, outfit ideas).

Value Propositions:

- Trendy and fashionable bags and shoes at affordable prices.
- Wide variety of styles to fit all tastes and occasions.
- Good quality products with competitive pricing.
- Fun and easy shopping experience in-store and online.

Key Resources:

- Reliable bag and shoe suppliers.
- Instagram page and digital presence.
- Sales and customer service team.
- Professional photography and marketing content.

Key Activities

- Product Selection.
- Marketing and Advertising.
- Order Fulfillment.
- Collaborating with influencers and engaging with followers.

BUSINESS MODEL CANVAS

Key Partners:

- Product Suppliers and wholesalers
- Shipping and delivery companies
- Local Fashion Influencer

Cost Structure:

- Advertising and marketing costs.
- Product purchasing and inventory costs.
- Staff salaries or sales commissions.
- Delivery and packaging expenses.
- Store rent, utilities, and decor costs.

Revenue Streams:

- In-store sales.
- Online sales through Instagram and TikTok.
- Custom orders or special product requests.
- Seasonal offers and promotions to attract new customers.

SITUATION ANALYSIS

The situation analysis provides a comprehensive overview of Saidaty's current position in the market.

It examines the brand's internal Analysis, target customers' behaviors, and the competitive Analysis, ending with a full SWOT analysis.

This step helps us clearly understand where Saidaty stands today, identify strengths and weaknesses, and set the foundation for our future strategies and action plans.



INTERNAL ANALYSIS

Saidaty offers trendy, high-quality shoes and bags at affordable prices.

The brand has a strong social media presence and active participation in local events, but it still needs a clearer visual identity and more diverse promotional strategies.

- Hermès Birkin 35
Orange

- Iphone Pro Max
Cosmic orange



- Hermès Birkin 30
Bleu Saphir

- Iphone Pro Max
Dark Blue



- Hermès Birkin 30
Beton

- Iphone Pro Max
Silver



COMPETITOR ANALYSIS

The market includes several local and online competitors offering similar products.

While some focus on price, others emphasize exclusivity. Saidaty's opportunity lies in balancing both, affordable pricing with stylish, premium presentation.

[Competitive Analysis Link](#)



COMPETITOR ANALYSIS

Aseel	Villa Kout
<p>Strengths:</p> <ul style="list-style-type: none">Clear brand positioning: "Your one-stop shop for stylish shoes and bags."Strong social media presence: 102K followers.High engagement rate: 84%.Active use of video content: Reels + short videos.Friendly communication style.Professional presence with a website, making shopping easier.Consistent posting schedule: 1 post per week. <p>Weaknesses:</p> <ul style="list-style-type: none">Limited posting frequency (1 post per week) compared to more active competitors.Product range limited to shoes and bags, restricting potential audience.No visible customer reviews or ratings, which may reduce trust.Relies mostly on social media for sales; limited use of other sales channels.	<p>Strengths:</p> <ul style="list-style-type: none">Clear specialization in women's bags and accessories.High-quality, elegant, and feminine product photography.Consistent visual identity with unified logo and colors.Varied content: short videos (reels), bag photos, offers, and new products.Clear CTAs: "Order Now", "Contact Us", "Share to reach your friends".Organic presence without paid ads.Multiple contact options: Message, Phone, WhatsApp. <p>Weaknesses:</p> <ul style="list-style-type: none">Low follower count (~4,700).Irregular posting; no posts since Feb 2025.Limited engagement: 40–120 likes, 5–15 comments, 3–8 shares.Minimal use of paid advertising.Limited Stories and other interactive content.Medium responsiveness to comments; some are unanswered.

COMPETITOR ANALYSIS

Beauty Bar Store

Strengths:

- Specialized in selling branded bags and shoes at discounted prices, focusing on luxury and style.
- Regular posting schedule: 2–4 posts per week.
- Strong social media presence: 71K followers.
- Good engagement per post: ~300–800 likes, 20–60 comments, 1–2 shares.
- Uses short videos (Reels), product photos, offers, and discounts effectively.
- Friendly and persuasive marketing tone.
- Clear calls-to-action (CTAs): “Order Now”, “Message Us”, “Up to 70% off”.
- Targets consideration and purchase stages of the buyer journey.

Weaknesses:

- No visible reviews on the page, which may reduce trust for new customers.
- Replies to messages are inconsistent; sometimes quick, sometimes delayed.
- Overreliance on discounts.
- Content can be repetitive; limited caption diversity.
- Needs more diverse and engaging content strategy despite visually successful page.

[Competitive Analysis Link](#)

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • DIVERSE PRODUCT RANGE CATERING TO VARIOUS NEEDS (CASUAL, EVENING WEAR, COMPLETE SETS). • OFFERING THE LATEST MODELS ALIGNED WITH GLOBAL FASHION TRENDS. • HIGH-QUALITY HIGH-COPY PRODUCTS CLOSELY RESEMBLING ORIGINALS. • WIDE SELECTION OF SIZES AND COLORS TO SUIT A BROAD CUSTOMER BASE. • EASY ACCESSIBILITY TO PRODUCTS VIA PHYSICAL STORE AND SOCIAL MEDIA CHANNELS. • ACTIVE PARTICIPATION IN BAZAARS AND EVENTS TO INCREASE BRAND EXPOSURE. • CONTINUOUS ENGAGEMENT ON SOCIAL MEDIA THROUGH REGULAR POSTING OF PHOTOS AND VIDEOS. 	<ul style="list-style-type: none"> • INABILITY TO EXPAND INTO ORIGINAL PRODUCTS DUE TO HIGH COSTS. • INADEQUATE RESPONSES TO CUSTOMER COMMENTS (USING THE SAME REPLY FOR ALL QUESTIONS). • LACK OF A DISTINCT VISUAL IDENTITY FOR THE STORE. • RELYING SOLELY ON COMPETITIVE PRICING WITHOUT DIVERSE PROMOTIONAL STRATEGIES. • LIMITED OFFERS AND DISCOUNTS COMPARED TO COMPETITORS, WHICH MAY REDUCE ATTRACTION OF NEW CUSTOMERS. • NO INSTALLMENT PAYMENT OPTIONS AVAILABLE THROUGH FINANCING APPS LIKE VALU. 	<ul style="list-style-type: none"> • INCREASING DEMAND FOR HIGH-COPY PRODUCTS DUE TO RISING PRICES OF BRANDED ITEMS. • COLLABORATIONS WITH LOCAL INFLUENCERS TO PROMOTE PRODUCTS. • LAUNCHING SEASONAL OFFERS AND INNOVATIVE MARKETING CAMPAIGNS. • INTRODUCING A LOYALTY PROGRAM THAT REWARDS REPEAT CUSTOMERS WITH POINTS OR DISCOUNTS. • OFFERING CUSTOMIZATION OPTIONS, SUCH AS ALLOWING CUSTOMERS TO REQUEST SPECIFIC COLORS OR SIZES. • PROVIDING PACKAGE DEALS, LIKE MATCHING BAG AND SHOE SETS AT A SPECIAL PRICE. 	<ul style="list-style-type: none"> • HIGH COMPETITION FROM SIMILAR PHYSICAL STORES AND ONLINE SHOPS. • PRICE FLUCTUATIONS AND CHANGES IN THE DOLLAR EXCHANGE RATE AFFECTING IMPORT COSTS. • DELAYS OR INTERRUPTIONS FROM SUPPLIERS CAUSING STOCK SHORTAGES. • RAPID CHANGES IN FASHION TRENDS LEADING TO ACCUMULATION OF OUTDATED PRODUCTS.

BUYER PERSONA

USER PERSONA 1



NAME: MAI

AGE: 25

LOCATION: CAIRO

OCCUPATION: OFFICE EMPLOYEE

MARITAL STATUS: SINGLE

KIDS: NO

INCOME: 10.000 LE

LANGUAGE: ARABIC - ENGLISH

Interests	Fashion, photography, accessories, brands	Motivessts	Stylish brand appearance & affordable price
Education	Media graduate	Online Behavior	Stylish brand appearance & affordable price
Websites	Instagram, Pinterest, TikTok	Goals via Product	Follows fashion trends and shops online regularly
Obstacles	Worried about low-quality materials or product not matching pictures		

BUYER PERSONA

USER PERSONA 2



NAME: ENGY

AGE: 20

LOCATION: TANTA

OCCUPATION: STUDENT

MARITAL STATUS: SINGLE

KIDS: NO

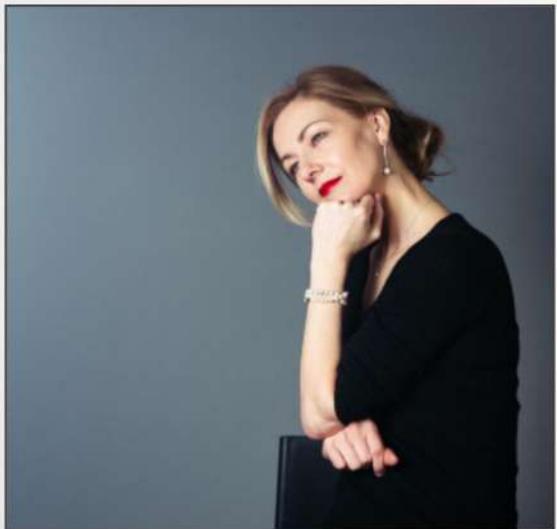
INCOME: MONTHLY ALLOWANCE

LANGUAGE: ARABIC - ENGLISH

Interests	Fashion, TikTok, photography, casual wear	Motivessts	Trendy look and new colors at affordable prices
Education	University student	Online Behavior	Buys from pages with discounts or gifts
Websites	TikTok, Instagram, Shein	Goals via Product	Stay trendy and stand out among friends
Obstacles	Price concerns or difficult payment options		

BUYER PERSONA

USER PERSONA 3



NAME: MONA

AGE: 43

LOCATION: CAIRO

OCCUPATION: HR SPECIALIST

MARITAL STATUS: MARRIED

KIDS: 2

INCOME: 35000

LANGUAGE: ARABIC - ENGLISH

Interests	Prefer high quality , offers and deals n practical handbags for her daily essential	Motivessts	Stylish brand appearance & affordable price
Education	Mass comm graduated	Online Behavior	Stylish brand appearance & affordable price
Websites	Noon, Amazon , Namshi , Aldo	Goals via Product	Follows fashion trends and shops online regularly
Obstacles	Worried about low-quality materials or product not matching pictures		

BUYER PERSONA

USER PERSONA 4



NAME: AHMED

AGE: 27

LOCATION: GIZA

OCCUPATION: ENGINEER

MARITAL STATUS: ENGAGED

KIDS: NO

INCOME: 20000

LANGUAGE: ARABIC - ENGLISH

Interests	Details, careful choosing, making loved ones happy	Motivessts	Wants fancy, nicely wrapped gifts at a reasonable price
Education	Engineering degree	Online Behavior	Checks girls' reviews or asks sister's opinion
Websites	Facebook, Instagram, Noon	Goals via Product	Choose gifts that delight his mom or fiancée
Obstacles	Worried gift won't please or look authentic		

OBJECTIVES(SMART GOAL)

**INCREASE INSTAGRAM FOLLOWERS BY 25%,
TIKTOK FOLLOWERS BY 30%**

Measurable: Increase Instagram followers by 25%, TikTok followers by 30%, and achieve at least 5,000 total engagements per month.

INCREASE SALES, AND POSITION

Relevant: Boosting engagement and followers will drive brand awareness, increase sales, and position Saidaty as a trendy, must-follow fashion brand.

12 POSTS, 8 REELS, AND 4 SHORT VIDEOS PER MONTH

Specific: Create high-quality, engaging content for Instagram and TikTok: 12 posts, 50 reels, and 40 short videos per month to showcase shoes & bags.

CONTENT REVIEWS AND PERFORMANCE TRACKING

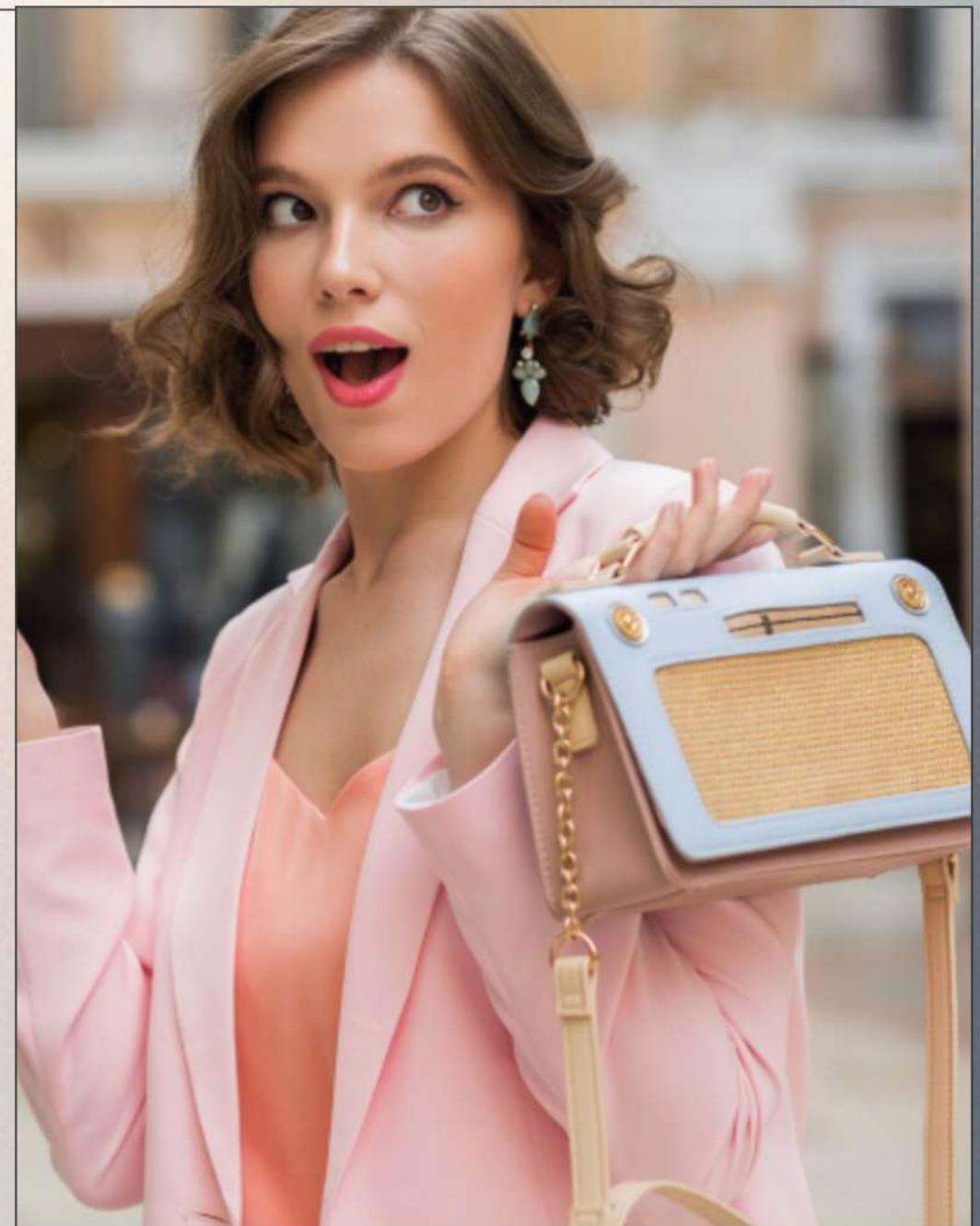
Time-bound: Reach these targets within 3 months, with weekly content reviews and performance tracking.



SEGMENTATION

Saidaty segments its market based on demographic, psychographic, and behavioral criteria to identify the most profitable customer groups:

- Demographic: Women aged 18–45, middle to upper-middle income level.
- Geographic: Primarily Helwan and greater Cairo with nationwide online delivery.
- Psychographic: Fashion-forward, style-conscious women seeking affordable luxury.
- Behavioral: Customers influenced by social media, following trends, and seeking coordinated fashion sets.



TARGET AUDIENCE

GENDER



PSYCHOGRAPHICS

- Fashion-conscious individuals who care about how they look.
- Like to stay updated with local and international trends.
- Seek style and quality without overspending.
- View bags and shoes as a reflection of their personal style.
- Appreciate brands that feel authentic, elegant, and relatable.

BEHAVIOURS

- Purchase mainly during sales seasons, holidays, and new collection launches.
- Engage most with brands through Instagram and Facebook.
- Prefer quick communication via WhatsApp or DMs.
- Love to see coordinated looks (matching shoes + bags).
- Often influenced by visuals, videos, and influencer content.

INCOME

- Moderate — values quality at a fair price

AGE: 18-45

LOCATION: EGYPT , SAUDAI AND EMIRAT

USP (UNIQUE SELLING POINT)

-Saidaty provides the latest global fashion trends in handbags and shoes — high-quality, perfectly matched sets that allow every woman to feel elegant, confident, and fashionable without overspending.

-There's no deposite

Saidaty
MARKETING PLAN



VALUE PROPOSITION

-Affordable elegance with Perfect quality.” Saidaty offers coordinated, trendy, and premium-looking products that enable women to express their personal style confidently while maintaining a reasonable budget.



POSITIONING

Saidaty is positioned as an affordable fashion boutique that combines elegance, quality, and trendiness. The brand bridges the gap between Smart fashion and local affordability, ensuring every woman has access to international style and high-quality craftsmanship.



TACTICS - (4PS)

PRODUCT

PRICE

PLACE

PROMOTION

Product	<ul style="list-style-type: none">- Wide range of handbags and shoes including casual, classic, and occasion wear.- Matching sets (bag + shoes) offering complete styling solutions.- High-quality high-copy products that closely resemble premium brands.- Seasonal collection updates following international trends.- over 50 professional product videos to showcase details.
Price	<ul style="list-style-type: none">- Affordable pricing structure.- Seasonal promotions, bundle offers, and loyalty discounts.- Competitive pricing to appeal to both middle-income and Upper-income customers.



TACTICS - (4PS)

PRODUCT

PRICE

PLACE

PROMOTION

Promotion	<ul style="list-style-type: none">- Social media campaigns and influencer collaborations.- Giveaways, contests, and user-generated content (#SaidatyStyle).- Ads promoting seasonal collections and matching sets.
Place	<ul style="list-style-type: none">- Physical store located in Helwan.- Online sales through Instagram, Facebook, TikTok, and WhatsApp Business.- Egypt and Saudi delivery and participation in fashion bazaars.



MARKETING CHANNELS

- Instagram: Core visual marketing platform for new arrivals, product styling, and influencer content. ([Link Instagram](#))
- Facebook: Customer engagement, reviews, and promotions. ([Link Facebook](#))
- TikTok: Trend-focused short-form videos showcasing collections. ([Link Tiktok](#))
- WhatsApp Business: Direct sales, personalized customer service, and special offers.
- Offline: Store activations, bazaar participation, and loyalty engagement programs.



POSTING FREQUENCY

Instagram: 1–2 posts daily and 3–5 stories.

Facebook: 1 -2 post daily and 3-5 stories.

TikTok: 7–10 short videos weekly.

WhatsApp: 2–3 broadcasts weekly featuring new arrivals and promotions.

A structured weekly content calendar ensures consistent brand visibility.



TONE OF VOICE

Saidaty's tone of voice is friendly, elegant, confident, and relatable. It combines simplicity with style, often using light Egyptian Arabic blended with English for a modern touch.

The communication aims to inspire customers while maintaining authenticity and warmth.

Example : “Your bag deserves to shine just like you!
Discover the new collection now.”



CONTENT CALENDAR

Content Types

- Product Photoshoots: Professional photos showing product details and styling options.
(Already shot by a professional photographer – over 50 high-quality videos and product visuals.)
- Video Reels: “How to style it” reels, unboxing, and “day in the life” videos featuring Saidaty products.
- Testimonials: Customer feedback and “before & after” transformation stories.
- Matching Sets Content: Posts showing shoes + bag combinations with outfit ideas.

[CONTENT CALENDAR LINK](#)



ACTION PLAN

Month	Activity	Responsible	Expected Outcome
1	Define brand identity & content plan	Marketing Team	Consistent branding
2	Launch Reels & Influencer Campaign	Social Media	Awareness boost
3	Run seasonal offer (Ramadan/Eid)	Sales + Marketing	Sales increase
4	Launch loyalty program	CRM	Customer retention
5	Back to Work	Marketing Team	Engagement boost
6	Analyze performance & adjust	Manager	Optimize strategy



CONTROL

KPIs

TOOLS

- Monthly sales growth
- Online engagement rate (likes, shares, saves)
- New vs. returning customers
- Store visit frequency
- Customer satisfaction (via Google Form / survey)

- Meta Insights
- TikTok Analytics
- Customer feedback forms
- Loyalty program data

IMPLEMENTATION PLAN

1. Visual Identity Setup

Create a clean and consistent content style, color palette, and product presentation that reflects the “semi-original but premium” positioning.

2. Product Photography

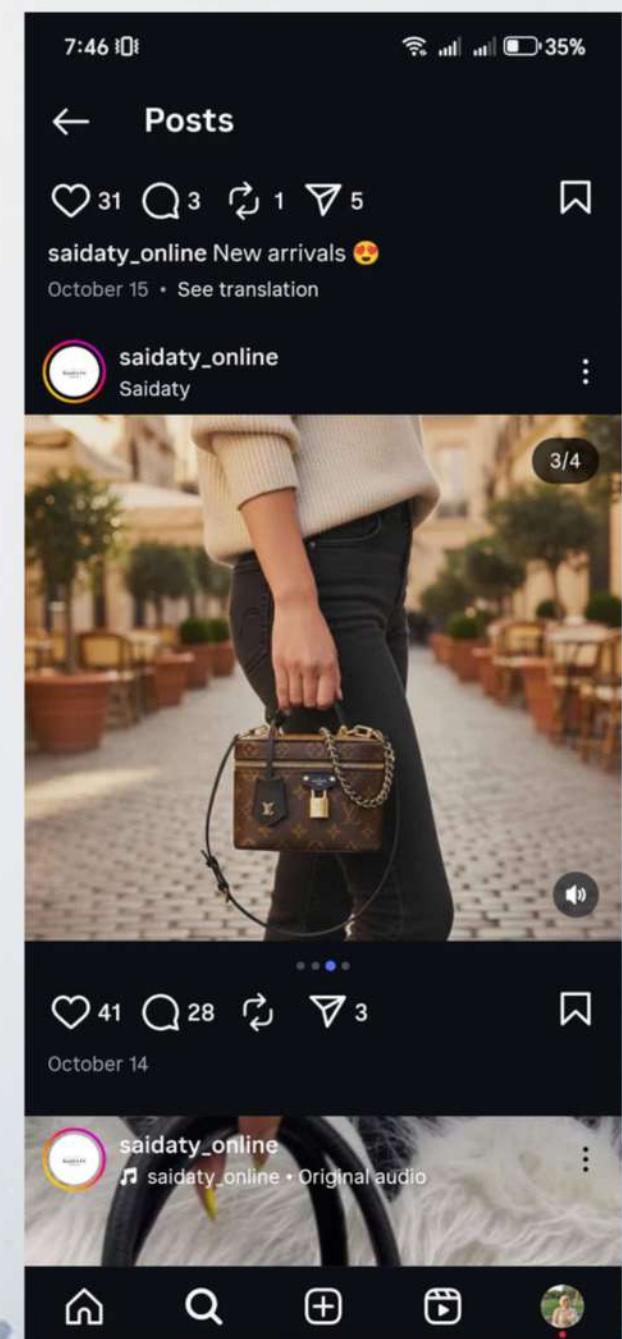
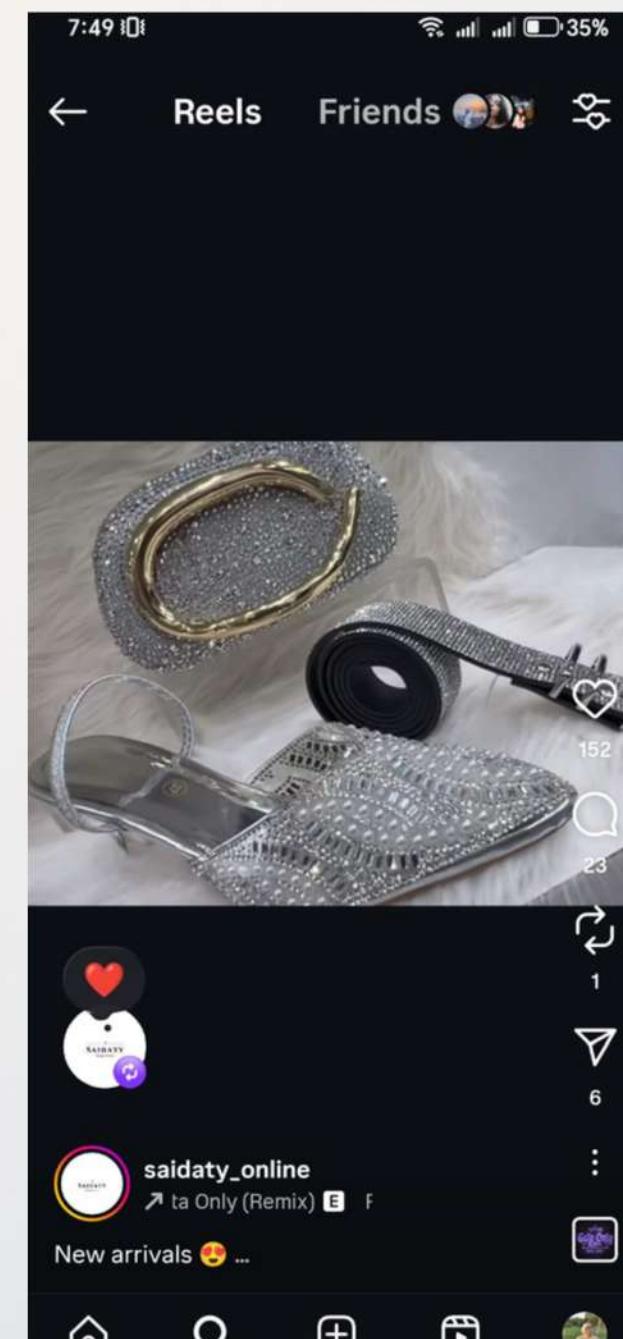
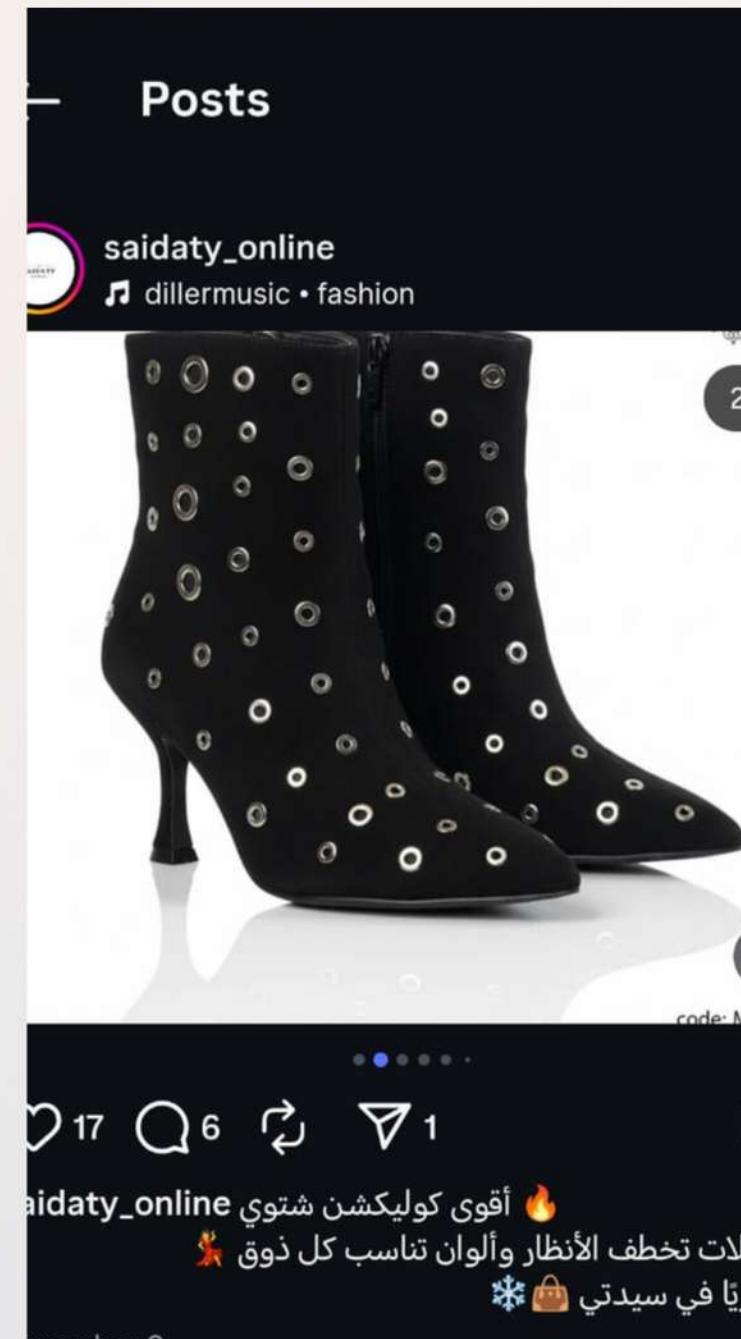
Capture high-quality product photos with clean backgrounds and multiple angles to boost ad performance and page trust

3. Social Media Content Execution

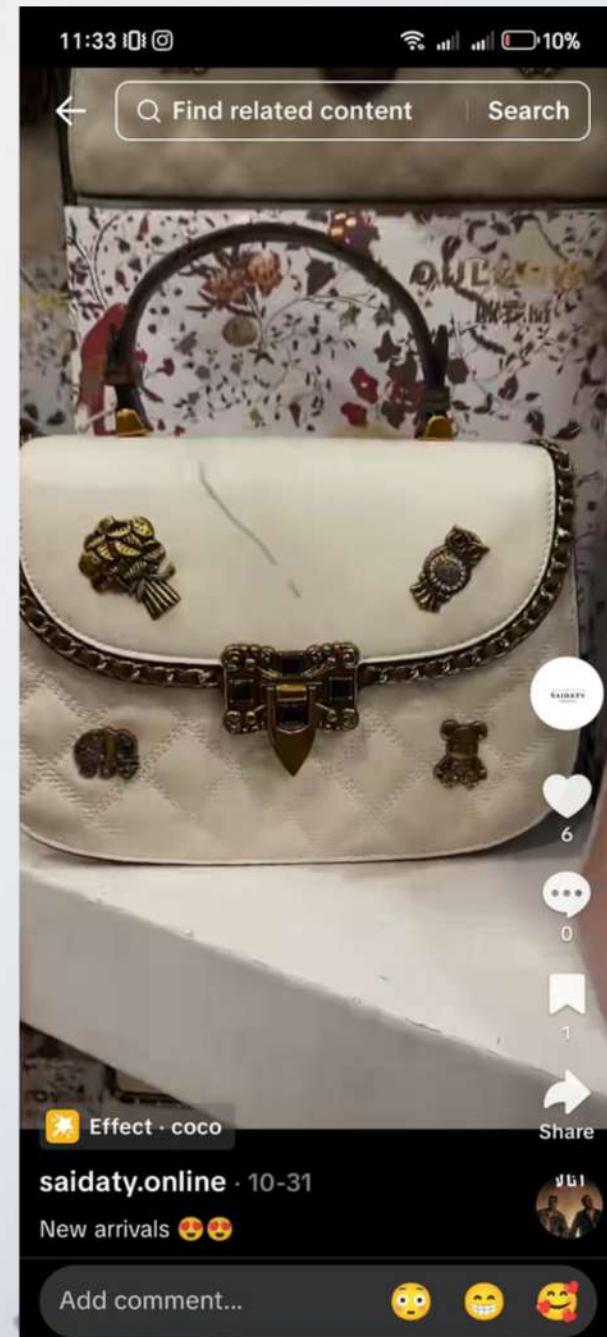
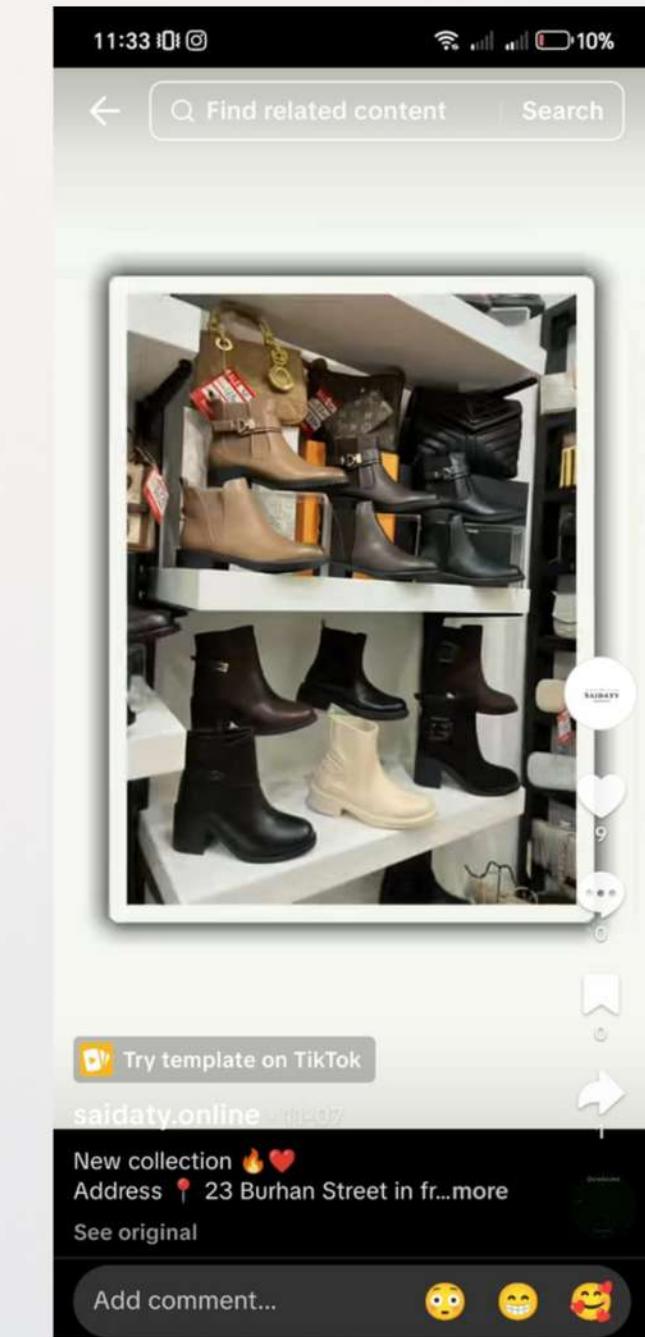
Post 10-20 times weekly:

- Product highlights
- Styling ideas
- Weekly new arrivals

VIDEOS & POSTS



VIDEOS & POSTS



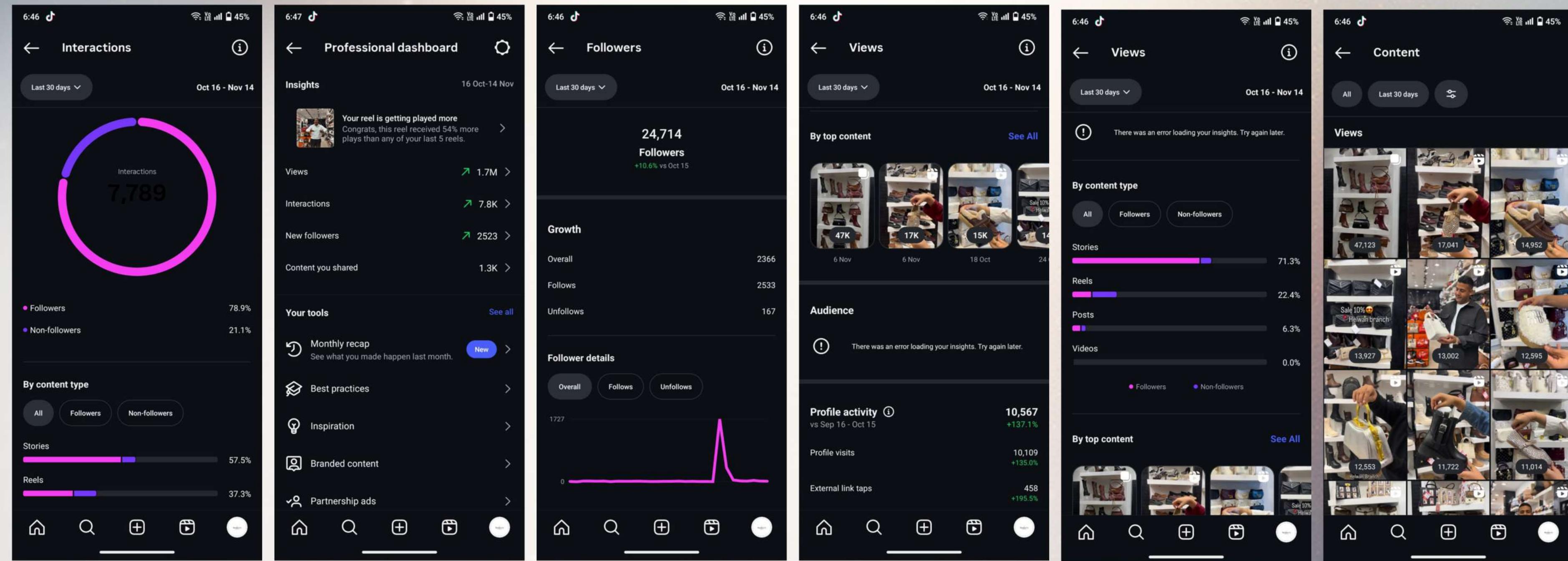
GO TO THE VIDEO

STATISTICS

Period: October 12 to November 13:

- Facebook: followers increased from 45,000 → 49,000 (growth rate: 8.9%)
- Instagram: followers increased from 22,300 → 24,600 (growth rate: 10.3%)
- TikTok: followers increased from 3,744 → 4,068 (growth rate: 8.6%)
- Overall platforms growth rate: approximately 9.2%

INSTAGRAM STATISTICS



FACEBOOK STATISTICS

Professional dashboard (Left and Right Screenshots):

- Top Bar:** Shows time (6:48, 6:47, 6:51, 6:47), signal strength, battery level (45%, 45%, 44%, 45%), and a search bar.
- Navigation:** Home, Insights (highlighted in blue), Content, Engagement, and a message icon.
- Time Period:** Last 28 days (dropdown) and Oct 18 - Nov 14.
- Key Metrics:**
 - 8,050 Interactions** (1-43% from previous 28 days)
 - Videos you post on Facebook are now reels**: Your insights for reels and previously posted videos are now combined under Reels.
 - Reel**: 5K
 - Story**: 2.8K
 - Multi photo**: 118
 - Other**: 61
- Followers:** 49,136 Total followers (16% from previous 28 days)
 - Demographics:** 94% Women, 7% Men
 - Age Groups:** 35-44 (35.0%), 25-34 (34.3%), 45-54 (15.9%), Other (14.8%)
- Earnings:** \$0.00 in approximate earnings (-- from previous 28 days)

Analytics Overview (Top Screenshot):

- Time Period:** Sep 14, 2025 — Nov 8, 2025 (Last 8 weeks dropdown).
- Performance (Reach Tab):**
 - Video views**: 198,803 (-21.57%)
 - Reached audience**: 123,260 (-32.75%)
 - Profile views**: 4,212 (+60.21%)
- Your most popular videos** (with thumbnail images and view counts: 42.2K and 19.5K).

Professional dashboard (Bottom Screenshot):

- Time Period:** Last 28 days (dropdown) and Oct 18 - Nov 14.
- Key Metrics:**
 - Your weekly recap is here** (Oct 26 - Nov 1, 2025)
 - 1.5M Views** (1-1% from previous 28 days)
 - Last 28 days**: 1.5M
 - Previous 28 days**: 1.5M
- Followers:** 1.5M Total followers (16% from previous 28 days)
 - Demographics:** 94% Women, 7% Men
 - Age Groups:** 35-44 (35.0%), 25-34 (34.3%), 45-54 (15.9%), Other (14.8%)
- Earnings:** \$0.00 in approximate earnings (-- from previous 28 days)

RECOMMENDATIONS

- Implement a loyalty points system for regular customers to encourage repeat purchases.
- Enhance customer experience by adding clear descriptions and multiple images for each product.
- Targeted marketing through ads based on interests and focusing on best-selling products.
- Create a website for direct sales.
- Focus on customer interaction:
 - 1- Respond to comments promptly.
 - 2- Collaborate with influencers.
 - 3- Increase promotions and discounts.

Meet Our Team



Team Leader
Samaa Omar



RAHMA ZAKI



Dina Fadel



Ahmed Nagy