

Marketing Plan

•••

Agenda

About Us
mission, vision, value
STP
Swot analysis
7p's
Sostac
5c's



mission, vision, value

vision

We look forward to seeing the elderly living in a nice and quiet community. We hope that they never feel that they are getting old or that they have problems because of their age

mission

We want anyone who knows how dangerous it is to ignore the elderly properly. We want every elderly person at home to feel safe, confident in dealing with, without anxiety, without feeling forgotten, without feeling many physical and psychological diseases. We want him to be smiling and reassuring all the time

values

We believe in every son's inner feelings towards his elderly parents. We believe that he feels that when he feels the need, he stays with him without fear, so he stays with him reassured.

Honesty readbilty integrity honor



STP MODEL

segmentation

segment 1

age: 18 to 30

gander: male, female

family size: 1 to 3

status: single and married

educational: high and medium

income: A, B

personality: social

country: Egypt

segment 2

age: 30 to 60

gander: male, female

family size: 3 to 5

status: married

educational: high and medium

income: A, B

personality: social, Introvert

country: Egypt

segment 3

age: 60 to 80

gander: male, female

family size: 5 to 8

status: married

educational: high and medium

income: A, B

personality: social, Introvert

country: Egypt

targeting

target audience

we target people who

• Age: 18 to 30

• gander: male, female

• family size: 1 to 3

• status: single and married

educational: high and medium

• income: A, B

• personality: social

• country: Egypt

stakeholders

the stakeholders are

• age: 60 to 80

• gander: male, female

• family size: 5 to 8

• status: married

educational: high and medium

• income: A, B

personality: social, Introvert

• country: Egypt

positioning

better healthcare for the elderly, better smile



swot analsis



strength

Provide a community
Activities we will do
trusted information
strong data for persons
doctors Consulting

opportunity

events
advantage of the digital
presence right now.

weaknesess

low budget our social presence

treats

competitors
protocols
corona virus
Economic situation

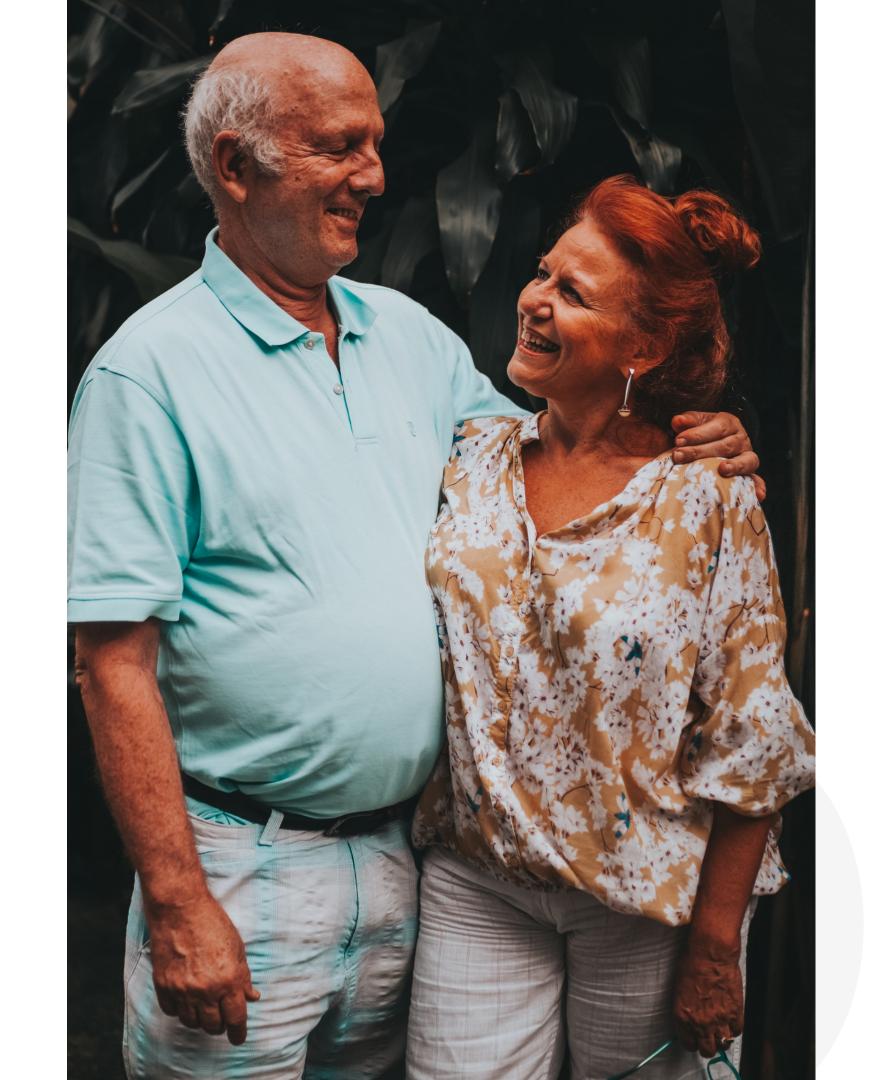


SOSTAC MODEL



check it from the link

Click here





7p's MODEL

	service	place	promotion
	Older.HC is a website for elderly	in Egypt and the our presence will be online just some activities will be offline	we will use word of mouth strategy and digital marketing
•	price	people	physical evidence
	it's non profit organization	people having a good experience in his specialist	Use of facilities and other material factors that help the success of the

process

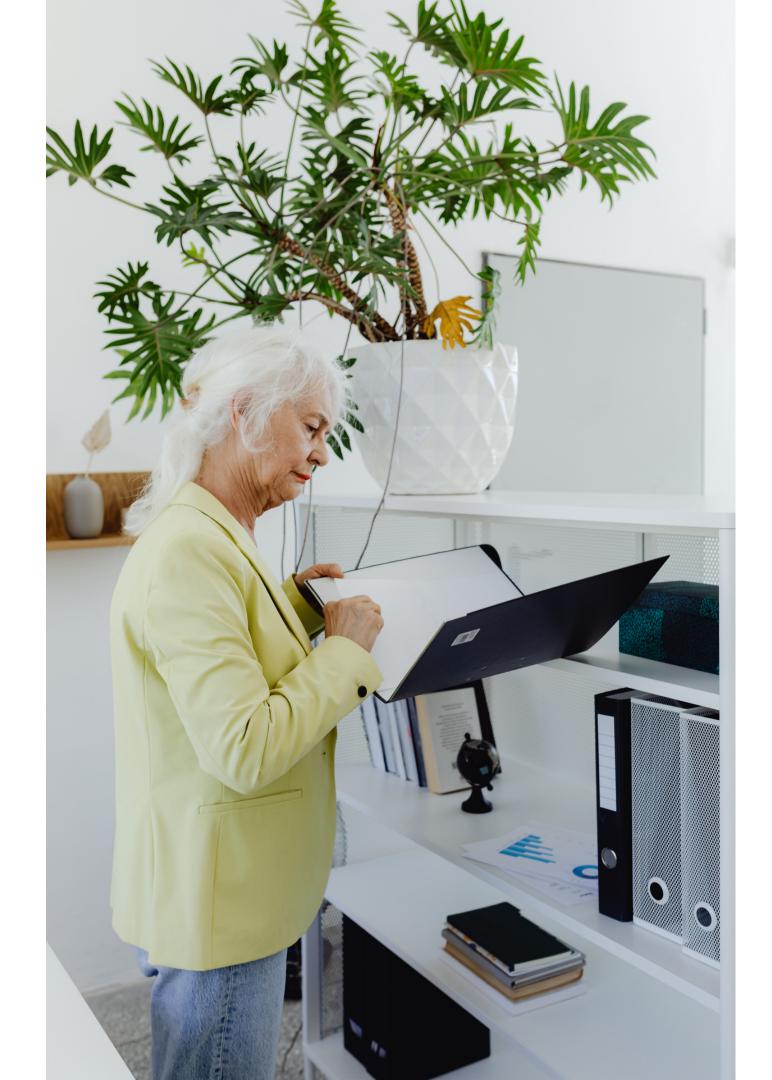
all the processes will be done At the highest level in harmony and compatibility using highly experienced people



5C's MODEL

check it from the link

Click here







Thank you!

Let us know if you have questions or clarifications.