

Marketing Plan



2021

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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



04

segmentation



segment 1

age: 18 to 30
gender: 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
gender: 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
gender: 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
- gender: 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
- gender: 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

Older.HC is a website
for elderly

place

in Egypt and the our presence will
be online
just some activities will be offline

promotion

we will use word of mouth
strategy and digital marketing

price

it's non profit organization

people

people having a good
experience in his specialist

physical evidence

Use of facilities and other material
factors that help the success of the
company

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.

