

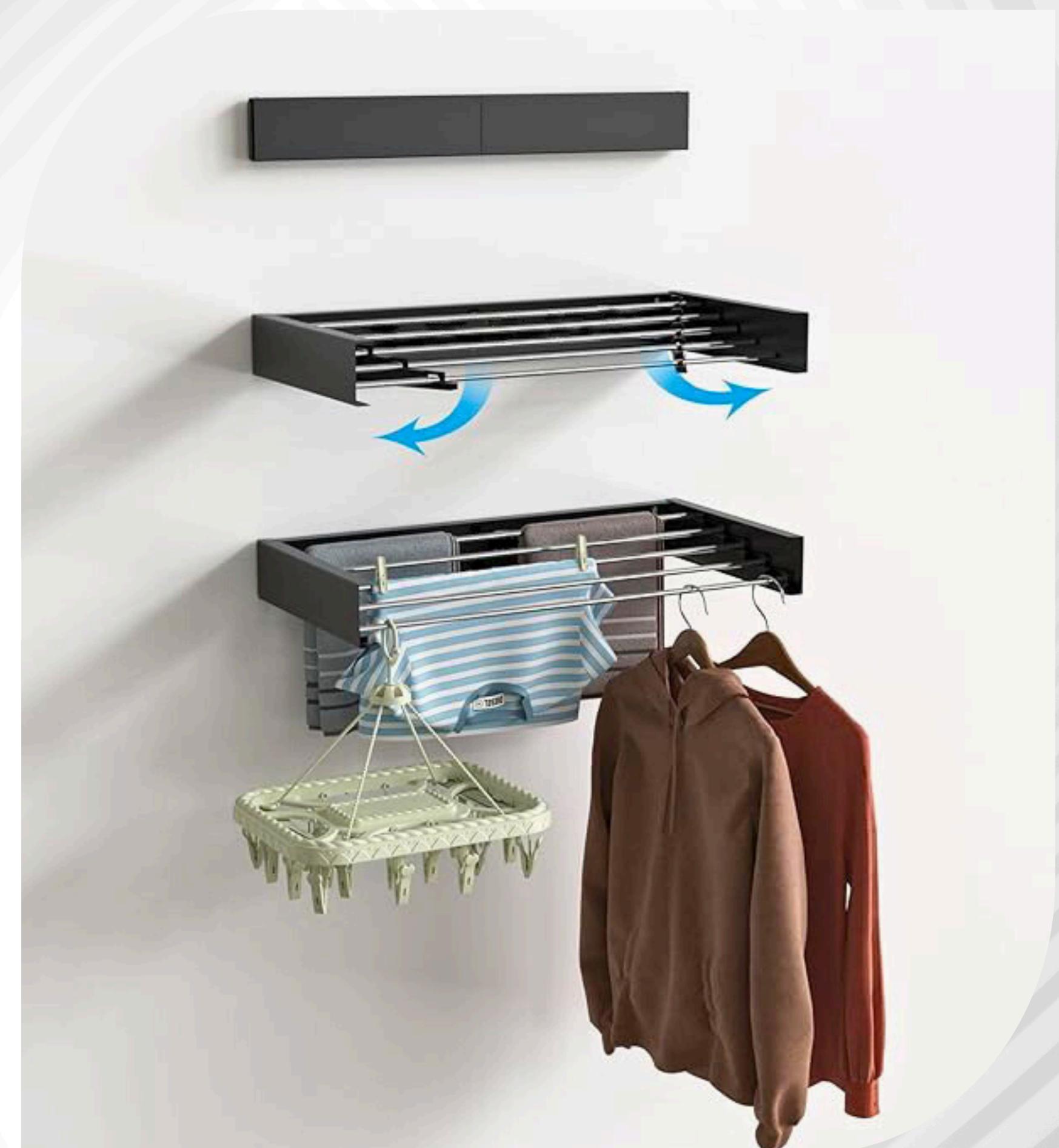
Magic Rack

المنشر السحرى

# Marketing plan presentation

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For -المنشر السحرى Magic Rack



# Content

1 ➔ Business model canvas

Brief

- 2 ➔
- Project overview
  - Vision
  - Objective

situation analysis

- 3 ➔
- Internal analysis
  - customer analysis
  - competitor analysis
  - swot analysis

## Key Partners



- Suppliers: To provide raw material at competitive prices.
- Shipping Companies: To deliver products to customers quickly.
- Retail Chains: To display the product in their stores.

## Key Activities



- Manufacturing: Ensuring the quality and design of the product.
- Marketing: Running ad campaigns and raising awareness about the product.
- Distribution: Delivering the product to customers through various channels.
- Customer Service: Providing technical support and handling complaints or suggestions

## Key Resources



- Manufacturer or Supplier: Responsible for producing the product.
- Marketing Team: To manage ad campaigns and customer relationships.
- Website: To sell the product online.
- Warehouses: For storing products before distribution

## Cost Structure

- Manufacturing Costs: Raw materials and labor.
- Marketing Costs: Social media ads .
- Distribution Costs: Shipping and delivery expenses.
- Customer Service Costs: Salaries for support staff.
- Storage Costs: Warehousing or storage facilities

## Value Proportions



- Space-Saving: The magic clothesline saves space in small areas.
- Ease of Use: Easy to install and use without complications.
- Indoor-Friendly: Perfect for apartments or places with limited sunlight.
- Affordable Price: A practical product at a reasonable price

## Customer Relationships



- Customer Support: Provide technical support for installation or usage issues.
- Warranty: Offer a product warranty to build trust.
- Social Media Interaction: Respond quickly to customer inquiries.
- Loyalty Programs: Discounts or offers for returning customers

## Channels



- Social Media: Facebook, Instagram, or TikTok for reaching a wide audience.

## Customer Segments



- Moms: Looking for quick and easy solutions for drying clothes.
- Students or Young Adults: Living in small apartments with limited space.
- Travelers: Need portable and compact drying solutions.
- Renters: Looking for practical and affordable solutions for temporary living spaces

## Revenue Streams



- Direct Sales: Selling the product through e-commerce or physical stores.
- Advertising: we have website .
- Wholesale: Selling to bulk buyers.

# BRIEF: MAGIC RACK

## Project Overview:

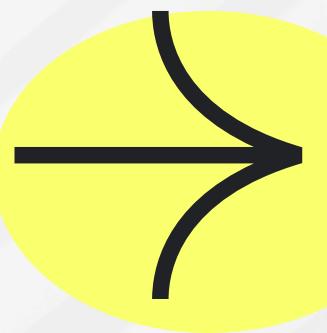
The Magic Clothes Dryer is a locally manufactured product by NATIONAL STEEL Factory, designed to provide a practical and innovative solution for drying clothes easily in small spaces. Thanks to its smart and durable design, the dryer combines high quality with affordability, making it an ideal choice for Egyptian families.

## vision:

The Magic Clothes Dryer (MAGIC RACK ) - An Innovative Egyptian Product to Simplify Your Daily Life building a positive image of Egyptian-made products in the home goods sector .

## objective:

customer :Promote awareness of the product as a high-quality locally manufactured item.  
company : Increase sales in the Egyptian market through effective digital marketing strategies.



# Internal Analysis

## Feature

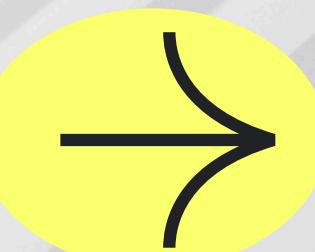
- 1 - Unique and foldable design, lightweight and rust-resistant materials, ease of storage
- 2 - Using weather-resistant materials, which increases the product's lifespan
- 3 - materials, which increases the product's lifespan.
- 4- A reasonable price compared to traditional alternatives
- 5- it can be openend and folded easily.

## Advantages

- 1 - Foldability and storage
- 2 - Rust and corrosion resistant..
- 3 - supports multiple weights.
- 4 - Internal and external usability: It can be placed inside the house, on the balcony, or even in gardens, as needed.
- 5 - Easy to transport and move: Lightweight and easy to carry, making it ideal for travel or transferring between rooms easily.
- 6- Sleek and modern design: It suits home decor and looks elegant when placed anywhere.
- 7- Easy and quick assembly: It does not require complex tools for installation or disassembly, making it user-friendly for everyone.

## Benifits

- 1 - It addresses the issue of small spaces and provides a practical alternative to the traditional drying rack.
- 2 - Faster and more efficient drying: It ensures the distribution of clothes in a way that allows air to flow freely, helping to accelerate the drying process compared to traditional drying racks..
- 3 -Energy-efficient: A natural alternative to electric clothes dryers, helping to reduce electricity consumption..
- 4 - Carry a large number of clothes at once without affecting its balance or stability.



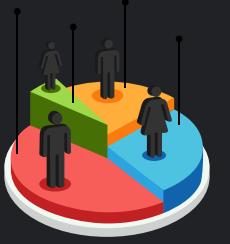
# Customer Analysis



# Segmentations



# Demographic Segmentation



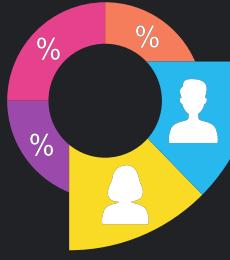
## Age

1 - 25–35 years:

- Young professionals or newlyweds setting up their homes.
- Need compact and stylish solutions for small spaces.

2 - 36–45 years:

- Parents or homeowners with families.
- Require durable and spacious drying racks for heavy laundry loads.



## Gender

1 - Women:

- Focus on homemakers and working mothers who manage household chores.

2 - Men:

- Target bachelors or men living alone who prioritize convenience.



## Income Level

1 - Middle-Income Households:

- Value for money is a priority.
- Practical features and durability attract this group.

2 - Upper-Middle-Income Households:

- Interested in premium design and additional features like adjustable height or sleek finishes.



# Geographic Segmentation



## *Urban Areas*

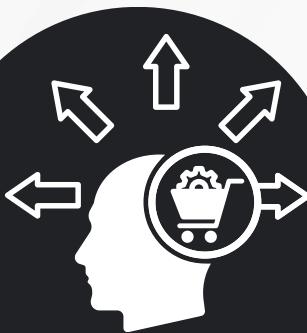
- Apartments with limited balconies or outdoor spaces.
- Residents need compact, space-saving solutions.
- Installation of outdoor drying racks is prohibited in new cities.

## *Rural Areas*

- Preference for sturdy, long-lasting racks for outdoor or indoor use.

# Behavioral Segmentation

10



## ***Buying Habits***

### 1 - Online Shoppers:

- Prefer convenience and detailed product descriptions.
- Use platforms like Jumia, Amazon, or social media ads.

### 2 - In-Store Shoppers:

- Want to see and feel the product before purchasing.

## ***Usage Patterns***

### 1 - Daily Users:

- Households with frequent laundry needs.

### 2 - Occasional Users:

- Individuals or families who do laundry once or twice a week.

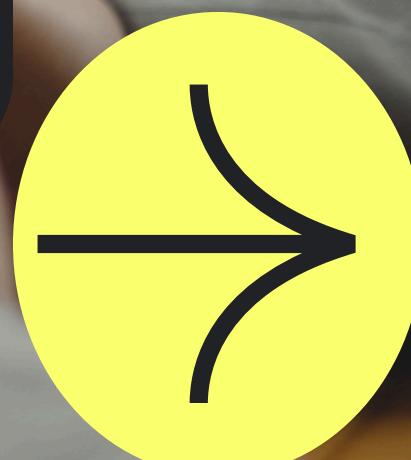
## ***Loyalty Levels***

### 1 - First-Time Buyers:

- Need reassurance through discounts or guarantees.

### 2 - Repeat Customers:

- Offer loyalty rewards or bundles for additional purchases



# Psychographic Segmentation



## *Lifestyle*

- 1 - Minimalists:
  - Appreciate sleek, functional designs.
- 2 - Eco-Conscious Consumers:
  - Value energy-saving and environmentally friendly products

## *Values*

- 1 - Quality-Oriented:
  - Seek durable, long-lasting products.
- 2 - Cost-Conscious:
  - Look for affordable options with essential features.

# Competitor Analysis



# Competitor 1(farhan steel)



## Strengths

- 1 - Strong follower engagement: This indicates a dedicated and interested audience, which is positive for building brand recognition and boosting sales.
- 2 - Continuous publishing of existing offers, especially for grills Non-continuous for continuous deployment of the magic saw.
- 3 - 3 years warranty- present on snapchat / instagram / tiktok / youtube (not active).
- 4 - Respond and replay to all comments to increase followers and sales.

## Weaknesses

- 1 - Non-continuous for continuous deployment of the magic saw.
- 2 - There is only one size, one meter, and only 900 pounds Irregular posts on magic rack .

## Buyer journey

Awareness and interest stage:  
give advices around the presence of the product in home and then buyer ask information about the product then buy with offer.

- Having only one size reduces the chances of sales and comments on the platform.

# Competitor2(ElBanhawe Group)



## Strengths

1 - Strong follower engagement: This indicates a dedicated and interested audience, which is positive for building brand recognition and boosting sales.

2 - 3-year warranty. There are 3 types of sawmills deployment of the magic saw.

3 - Publishing every 5 days for three types of sawmills.

## Weaknesses

1 - irregular content post/ each 5 days not continuous.

2 - Not respond to all comments and not always accurate in answers

3- Reply but not always accurate

4- The magic decorative diffuser is not coated with an electrostatic layer.

## Buyer journey

Awareness and Interest Stage:  
Given that the strengths focus on product quality and offers, customers are likely in the awareness and interest stage of the buyer journey. This means they are just starting to learn about the platform and are seeking more information.

# SWOT Analysis

## Strengths

- 1 - Compact and Space-Saving Design:
  - Ideal for small apartments or homes with limited space.
  - Foldable and easy to store.
- 2 - High Durability:
  - Made from strong materials (e.g., stainless steel) that ensure long-term use.
- 3 - User-Friendly:
  - Lightweight, easy to assemble and disassemble.
- 4 - Affordable Pricing:
  - Offers value for money compared to similar products.
- 5 - Versatile Usage:
  - Suitable for both indoor and outdoor use.
- 6 - Made Locally (Support for Local Economy):
  - Appeals to consumers who prefer supporting domestic industries.

## Weaknesses

- 1 - Design Limitations:
  - Might not cater to families with very high laundry loads.
- 2 - Target Market Constraints:
  - Predominantly targets middle-income families, limiting appeal to high-end consumers.
- 3 - Potential for Imitation:
  - The design could be easily replicated by competitors.

## Opportunities

- 1 - Expanding Market Demand:
  - Increasing demand for space-saving home solutions due to urbanization and smaller living spaces.
- 2 - E-commerce Growth:
  - Online platforms like Jumia, Amazon, and social media ads can boost sales and reach a broader audience.
- 3 - Export Potential:
  - Expanding to neighboring countries with similar market needs.
- 4 - Collaboration with Retailers:
  - Partnering with supermarkets, hypermarkets, and home goods stores to reach more customers.
- 5 - Innovations and Upgrades:
  - Adding features like adjustable height, color options, or extra drying tiers.
- 6 - Focus on Sustainability:
  - Marketing the product as eco-friendly and energy-saving.

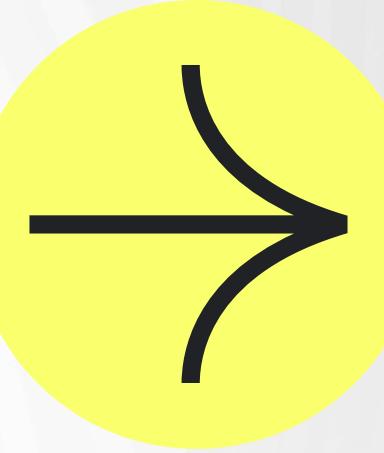
## Threats

- 1 - Market Competition:
  - Competing products from local and international brands with similar features.
- 2 - Price Wars:
  - Competitors may lower prices to attract budget-conscious customers.
- 3 - Economic Fluctuations:
  - Changes in consumer spending habits due to inflation or economic downturns.
- 4 - Customer Preferences:
  - Preference for traditional drying methods in certain areas or cultural resistance to new products.
- 5 - Logistics and Supply Chain Issues:
  - Rising costs of raw materials or delivery delays may impact profitability.



# Marketing Mix

Product / Service Marketed (magic rack)	Price	Place	Promotion
<b>Modern and durable design</b>	<b>60cm 4 ropes (690 EGP)</b>	<b>official website</b>	<b>Content Marketing</b>
<b>Space-saving</b>	<b>80cm 5 ropes (790 EGP)</b>	<b>Social media channels</b>	<b>Paid advertisements</b>
<b>Easy to assemble and disassemble</b>	<b>100cm 6 ropes (850 EGP)</b>	<b>commercial markets</b>	<b>offers</b>
<b>Rust-resistant and weatherproof</b>	<b>120cm 6 ropes (890 EGP)</b>	<b>E-commerce stores</b>	<b>Customer Service</b>



# strategy



# Content Strategy

## Goals

- Increase brand awareness and engagement.
- Drive sales through targeted content.
- Educate customers on product benefits and usage.
- Build a loyal customer community.

## Target Audience

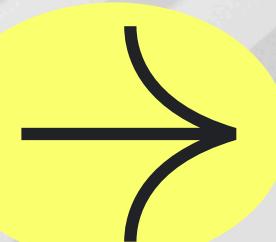
- Homeowners and apartment dwellers with limited space.
- Busy professionals looking for convenient laundry solutions.
- Families needing efficient drying solutions.
- Online shoppers interested in home improvement products.

## Content Pillars

- **Educational Content :** Tips on efficient laundry drying, space-saving hacks, product tutorials.
- **Promotional Content :** Discounts, offers, and limited-time deals.
- **User-Generated Content :** Testimonials, reviews, and real-life product usage.
- **Engagement Content :** Polls, Q&A sessions, and interactive challenges.
- **Lifestyle Content :** How Magic Rack fits into modern living spaces.

## Content Formats

- Short-form videos (Reels, TikToks) showcasing product benefits.
- Carousel posts for step-by-step guides and comparisons.
- Stories for daily engagement and time sensitive promotions.
- Blog posts and infographics for SEO driven content.
- Email newsletters for customer retention.



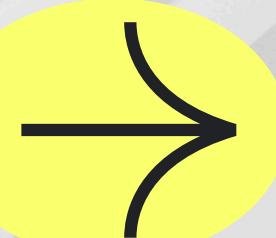
# Content Strategy

## *Distribution Channels*

- Facebook, Instagram, and TikTok for engagement and awareness.
- YouTube for detailed product demonstrations.
- Company website for blog content and customer testimonials.
- Email marketing for direct communication and offers.

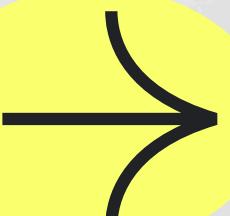
## *Performance Metrics*

- Engagement rate (likes, shares, comments).
- Website traffic and conversion rate.
- Sales attributed to content campaigns.
- Customer feedback and testimonials.

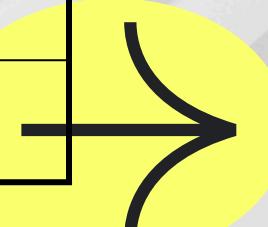


# Magic Rack - Content Calendar

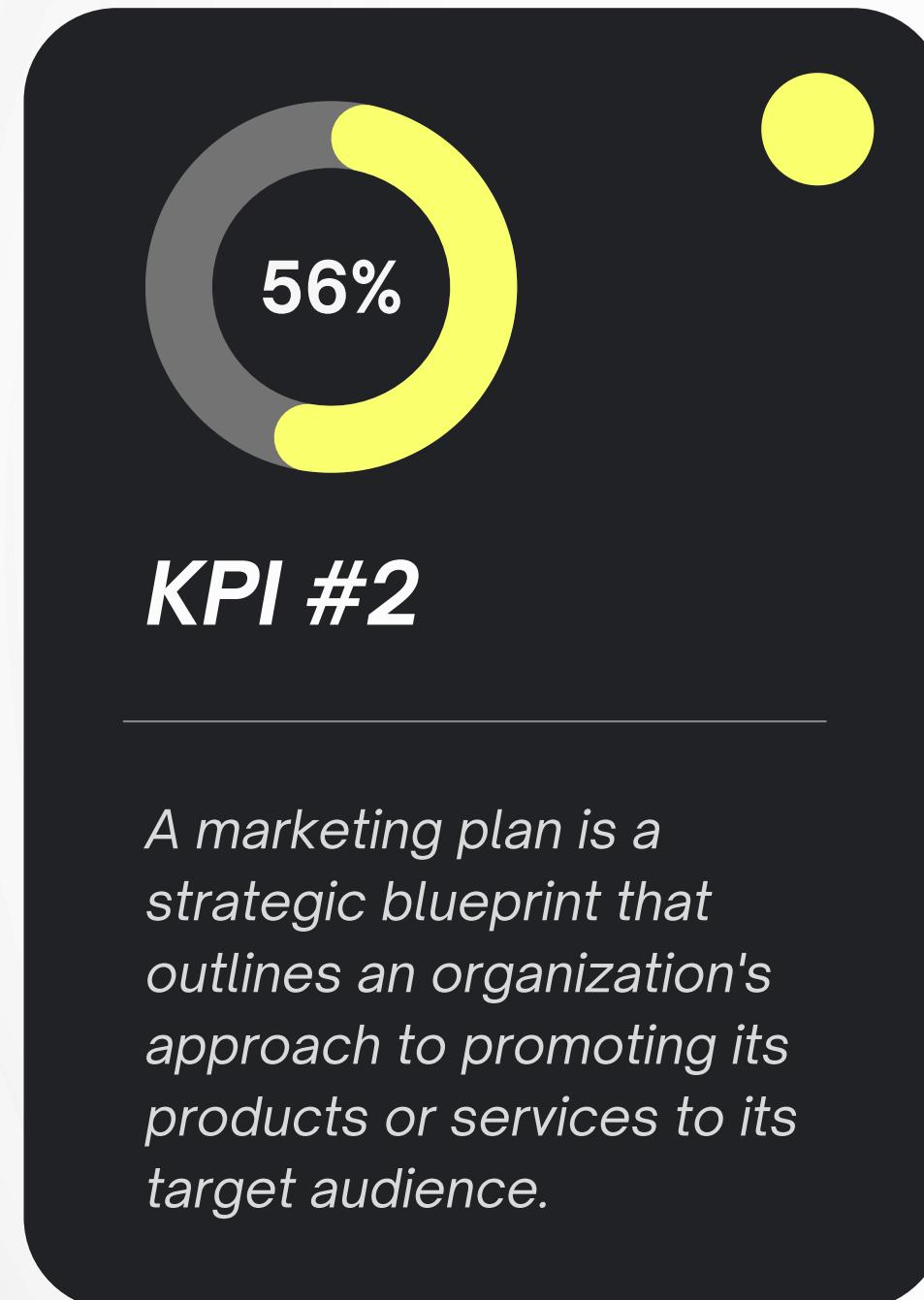
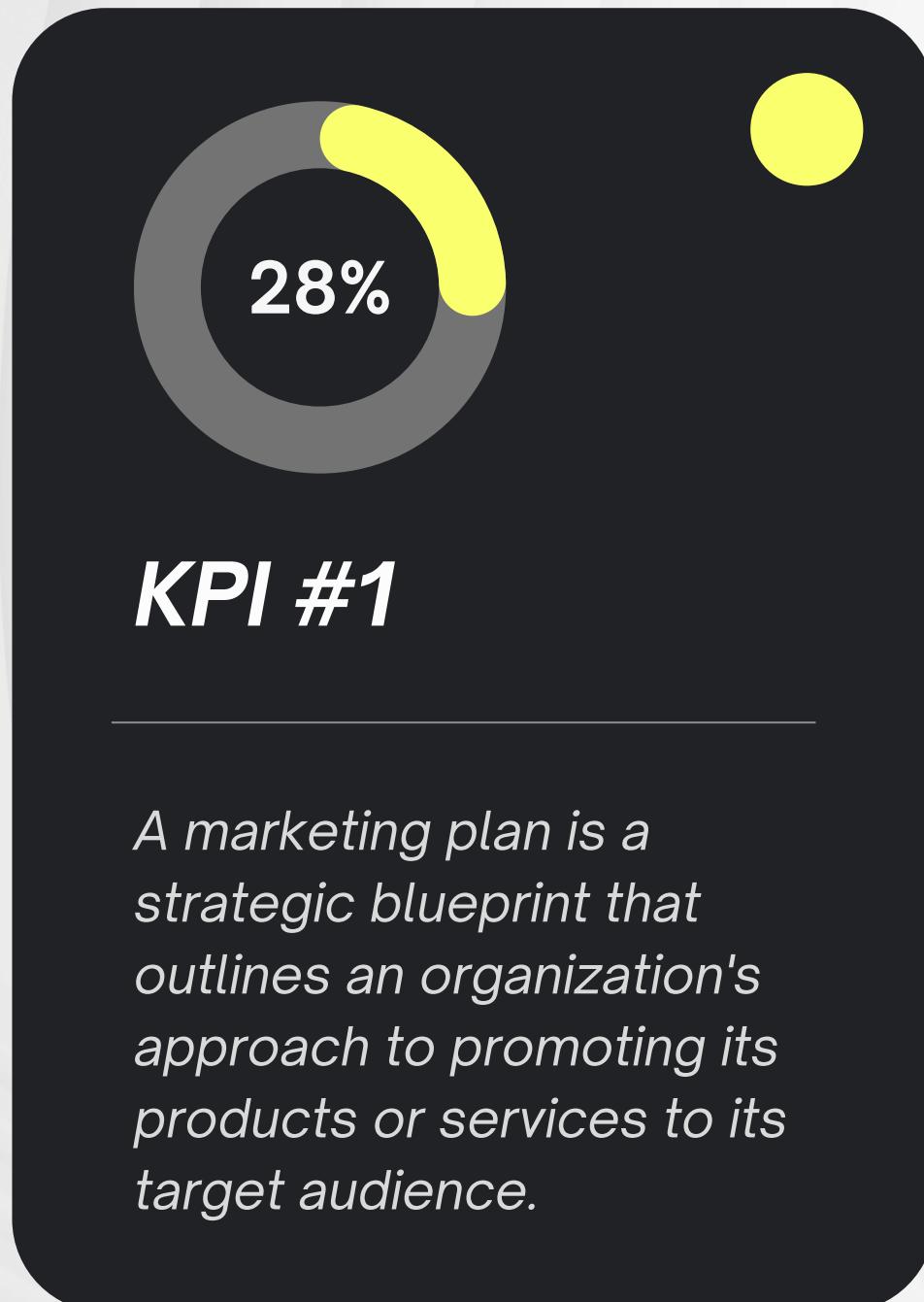
A strategic content plan for marketing  
Magic Rack effectively in March

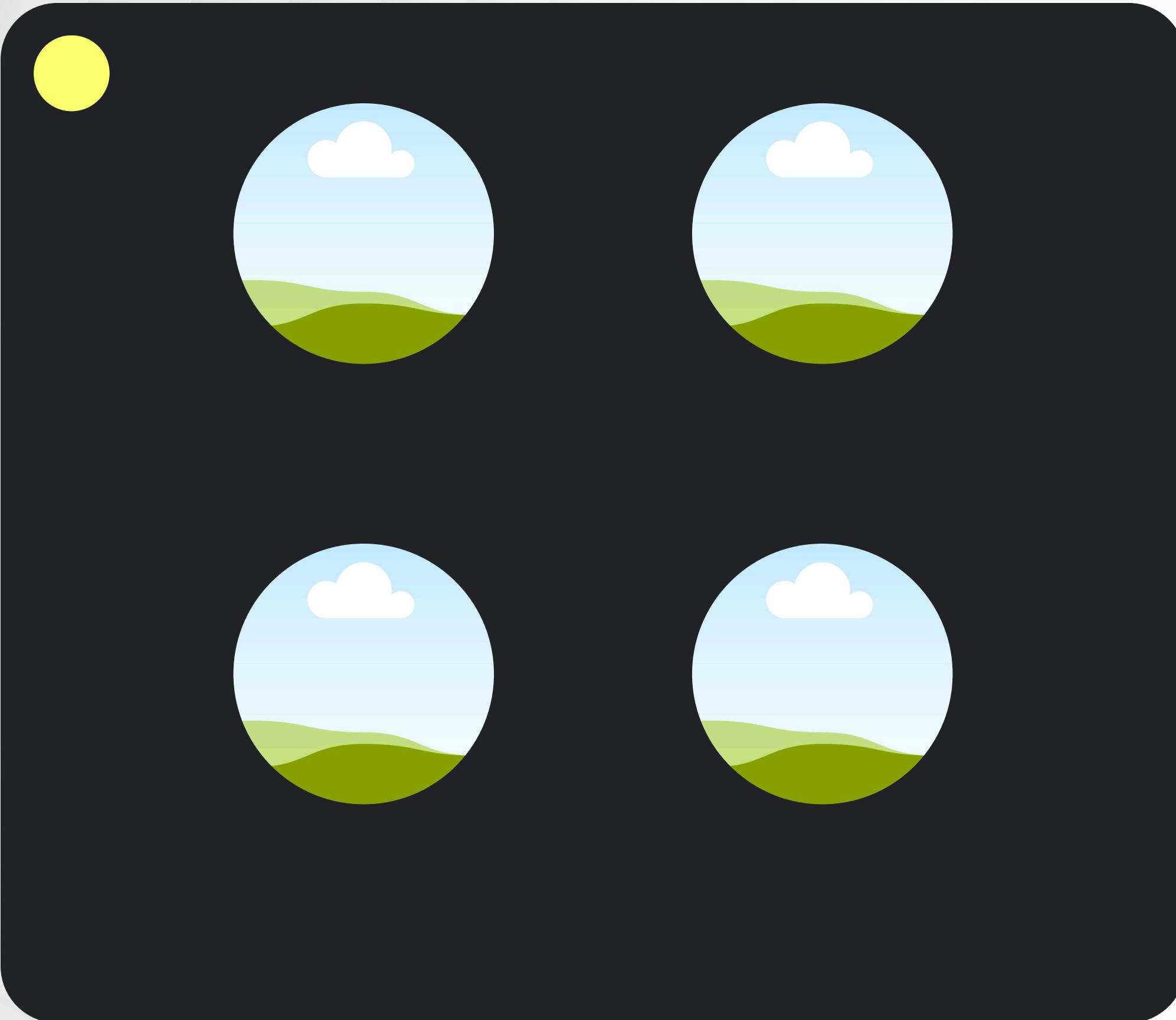


Day	Content Type	Post Idea	Format
1	Ramadan Offer	Welcome Ramadan with the best laundry solutions! Limited-time offers.	Video/Static Post
3	Customer Testimonial	"This drying rack saved me from clutter!"	Image/Quote
5	Educational Tip	"How to dry clothes faster indoors?"	Reel/Infographic
7	Special Offer	"Limited-time discount: Save 10% this week!"	Static Post
9	Lifestyle Content	"Struggling with small spaces? Here's the best solution!"	Video/Before-After
11	User-Generated Content	Customer photos & videos using Magic Rack	Story/Post
13	Behind the Scenes	"How we ensure top quality for Magic Rack."	Video/Story
15	Engagement Post	"How do you dry clothes in winter?" (Poll/Q&A)	Story
17	Problem-Solution	"Say goodbye to bulky drying racks!"	Video/Before-After
19	Flash Sale	"48-hour sale! Order now & save!"	Static Post
21	Mother's Day Offer	"The perfect gift for Mom! Special Mother's Day discounts."	Video/Carousel
23	Customer Highlight	"Our customers love Magic Rack! Here's why:"	Video/Quote
25	FAQ	Answering common questions (e.g., weight capacity, storage options)	Reel/Story
27	Comparison	"Why Magic Rack is better than traditional drying racks?"	Carousel/Infographic
28	Installment Plan	"Own a Magic Rack now and pay over 6 months! 0% down payment, 0% interest, 0 fees!"	Static Post/Reel
29	Giveaway	"Win a Magic Rack! Like, comment & share to enter."	Static Post



# Key Performance Indicators



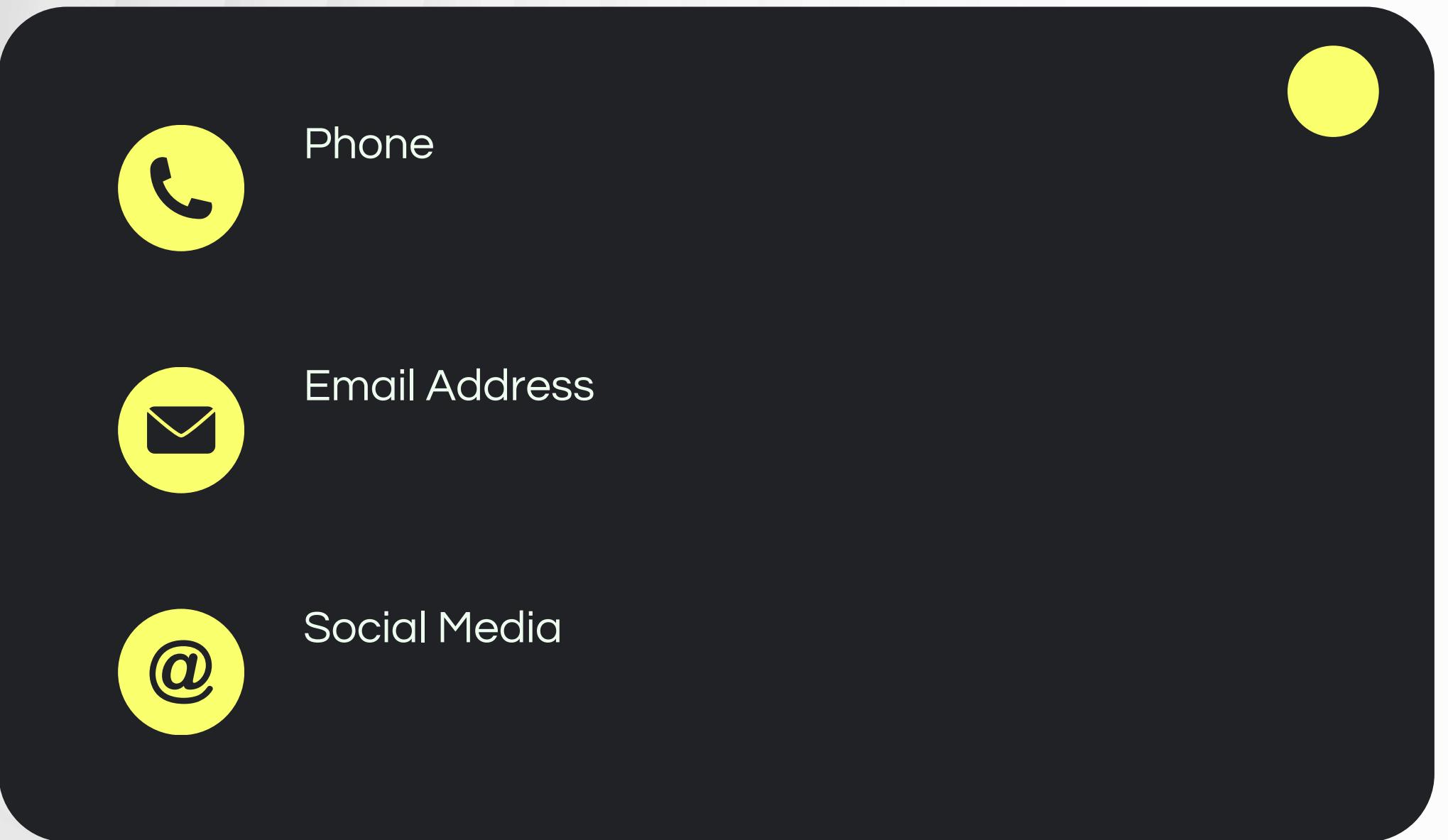


# Meet Our Team

*A marketing plan is a strategic blueprint that outlines an organization's approach to promoting its products or services to its target audience.*



# Get in Touch



[www.reallygreatsite.com](http://www.reallygreatsite.com)