

# I-SHOE

## -THE ONE JUST FOR YOU-



# Who are we



# "I-SHOE"

**the one just for you**

I SHOE is an innovative startup that offers individuals the opportunity to design and create their own unique, comfortable, and personalized shoes and sneakers. By harnessing the power of online customization, I SHOE empowers customers to express their individuality through their footwear.



# Business Model Canvas



# SWOT Analysis

## 1 Strengths

- Unique and personalized product offering.
- High-quality materials.
- The product is priced to reflect its premium quality.
- Our cooperative team work.
- Co-Creation Products

## 2 Weaknesses

- Higher price point compared to other brands.
- Limited brand awareness.
- Longer production times.
- Limited financial recourse.

## 3 Opportunities

- Gen Z growth, preferences, and independence
- Influencer's impact on the target audience.
- World-wide internet.
- Fast-changing fashion trends and customer preferences.

## 4 Threats

- Competition from established brands.
- Political issues and Dollar rate.
- Gas and Cargo price.



# Objectives

## Financial Objective:

- **Revenue Growth:** Aim to increase total revenue by 15% by the end of Q4 through increased shoe sales and improved profit margins.
- **Profit Margins:** Optimize manufacturing and customization costs to ensure a profit margin of at least 25% per pair sold.
- **Sales Target:** Achieve a monthly sales target of 100 pairs of customizable shoes by leveraging eCommerce and social media platforms.

## Marketing Objective:

- **Social Media Growth:** Increase followers across key platforms (Instagram, TikTok, Facebook) over 2000 followers next 3 months, targeting fashion-conscious young adults.
- **Posting Strategy:** Maintain a consistent posting schedule with 3-4 posts per week across platforms, focusing on product highlights, customer stories, and behind-the-scenes content.
- **Shoe Sales:** Convert social media engagement into sales, aiming for 80% of total sales to come from direct social media interactions and 20% from the website. Income from Campaigns: Launch paid ad campaigns on Instagram and TikTok, with a target ROAS (Return on Ad Spend) of 4:1, ensuring sustainable income growth from each campaign.

# Buyer persona



## Lily Yasser

### BIO

Highly organized, outgoing, and creative. Lily thrives in a fast-paced environment and enjoys creating memorable, personalized experiences for her clients. She is detail-oriented and passionate about trends in fashion and event décor.

### LIFE STYLE

The oBusy and dynamic, managing events for clients ranging from corporate functions to weddings. She enjoys going to trendy restaurants and attending creative workshops in her free time.

### DEMOGRAPHIC

Female  
Single  
24 years  
New Cairo, Egypt  
Bachelor's Degree in Event Management  
Party Planner at event planning company  
EGP 15,000  
Arabic, English, French

### INTERESTS

- Event design and decor, following trends in both fashion and interior design.
- Networking at social events, often attending fashion shows and exhibitions in Cairo.
- Social media for event inspiration (Pinterest and Instagram).
- Traveling to explore new event styles and fashion trends in places like Dubai and Europe.

### MOTIVATION (GOALS)

- Seeks unique fashion choices to stand out creatively in both personal and professional settings.
- Aims for a polished, stylish look at events to impress clients and represent her brand.
- Invests in high-quality, customizable shoes that are both comfortable for long days and stylish for formal occasions.

### NEEDS

- Customization\*: Offer a variety of customization options that allow Lily to design shoes that reflect her professional style.
- Comfort\*: Ensure that the shoes are designed for long wear, with options for comfortable soles and supportive fits for event days.
- Affordability\*: Provide flexible pricing for customization to cater to Lily's need for high-end design at a price point she can manage.

### ONLINE BEHAVIOR

- Preferred Shopping Method: Shops online for convenience, especially via Instagram and trendy e-commerce platforms.
- Product Research: Uses social media for inspiration, follows local influencers, and checks customer reviews before buying.
- Buying Habits: Looks for customizable shoes that match different themes, particularly for events where standing out is essential.
- Time Spent Researching: Invests time exploring options, favoring brands that offer unique products not widely available.



# Unique Selling Proposition

We empower customers to design their own shoes and sneakers, allowing them to express their unique style and preferences while maintaining high-quality materials and advanced production. All of this through our user-friendly online platform simplifies the customization process.





## SMART:

- Objectives: Increase brand awareness by 20% within the first 6 months.
- Generate 1,000 unique visitors to the website per month within the first year.
- Achieve a 15% conversion rate from website visitors to paying customers within the first year. 5.

# **4 CS' Of marketing mix .**





# 1- Customer solution

1. **Consumer Needs:** Research market trends to understand style preferences, materials, and customization options that consumers seek in shoes. Ex. Trendy, fashionable, and innovative
2. **Customer Persona:** Create detailed personas (e.g., young adults, fashion enthusiasts) to align marketing with target demographics.

## 2- Cost

### Transparent Pricing:

- Clearly communicate the pricing structure for customized shoes, including base prices and additional costs for premium materials or complex designs.

### Value Proposition

Highlight the value of customized shoes compared to mass-produced alternatives, emphasizing uniqueness and personal expression.

### Special Offers:

Implement targeted promotions and discounts, such as first-time buyer discounts, seasonal sales, and loyalty rewards programs to make the product more appealing.

**So the cost will be nearly 2000 - 4000 EGP per pair**

# Project pricing

## - Estimated Cost

- **Minimum: EGP 37,600**
- **Maximum: EGP 68,200**

## - Website Creation Cost (EGP 10,000-20,000)

- **Domain Name Registration:** EGP 200-600/year
- **Web Hosting:** EGP 500-1,500/year
- **Website Development:**
  - Custom Development: EGP 5,000-15,000 (one-time)
- **SSL Certificate:** EGP 200-500/year

## - Email Setup Cost ( EGP 1,600-3,200)

- **Professional Email Hosting:** EGP 400-800/year/user

## - Business Materials Cost (EGP 26,000-45,000)

- **Equipment:** Laptops (EGP 8,000-15,000), Printers (EGP 1,500-3,000)

# Product price

## -Estimate Price:

- **Minimum: EGP 1,550**
- **Maximum: EGP 3,080**

## -Materials (EGP 1,050-2,000)

- **Base Shoes:** EGP 800-1,500
- **Customization Materials:** EGP 200-400
- **Packaging:** EGP 50-100

## -Editing (EGP 450-1,000)

- **Design Services:** EGP 300-600
- **Production:** EGP 150-400

## -Delivery (EGP 50-80)

- **Local:** EGP 50-80

# Content Creation Costs

## - Total Monthly Cost (14 Posts):

- Minimum: EGP 4,400
- Maximum: EGP 8,800

## -Reels (Video Content):

- EGP 500-1,000/reel
- 4 reels/month = EGP 2,000-4,000/month

## -Photos (Static Images):

- EGP 200-400/photo
- 6 photos/month = EGP 1,200-2,400/month

## -GIFs (Animated Content):

- EGP 300-600/GIF
- 4 GIFs/month = EGP 1,200-2,400/month

# First 6 months' plan (Avg)

Cost (600 pairs) = 1,389,000 EGP

+Revenue (30%) = 416,700 EGP

=

Sales (600 pairs): 1,805,700 EGP

## - Expenses

14 post per 6 months : 39,600 EGP + Platforms creation : 52,900 EGP = 92,500 EGP

## Total revenue Contains:

1. Expenses " 30% " = 125,000 EGP
2. Media Buying Costs "30%" = 125,000 EGP
3. Profit "40%" = 166,700 EGP

# 3- Convenience

## User-Friendly Platform:

- Ensure the website and mobile app are intuitive, allowing customers to easily design and order their customized shoes.

## Streamlined Customization:

- Simplify the customization process with easy-to-use design tools and a clear step-by-step guide.

## Flexible Payment Options:

- Offer multiple payment methods

## Efficient Delivery:

Provide reliable and fast shipping options, with real-time tracking and easy return policies to enhance customer convenience.

# 4- Communication

## 1 Engaging Content:

Create and share engaging content across social media such as Instagram, TikTok, and Facebook , email newsletters.

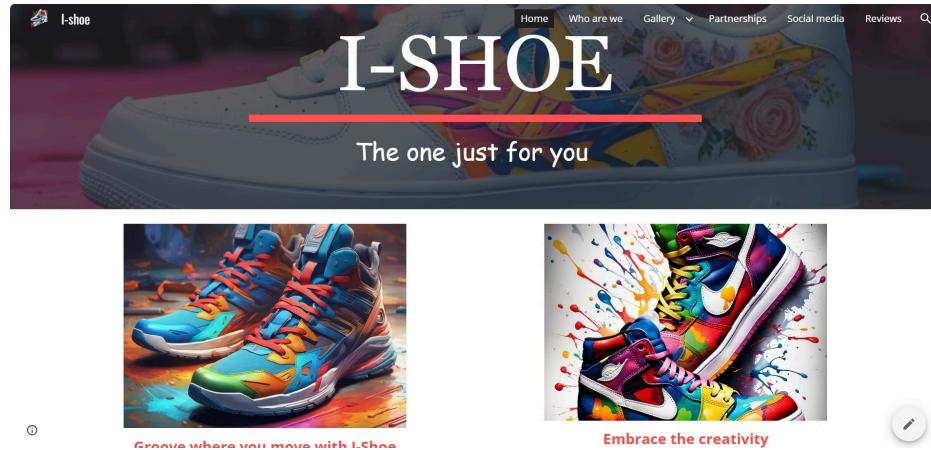
## 2 Interactive Channels:

Maintain active and responsive communication channels on social media, and dedicated customer service lines to address queries and concerns promptly.

## 3 Personalized Marketing:

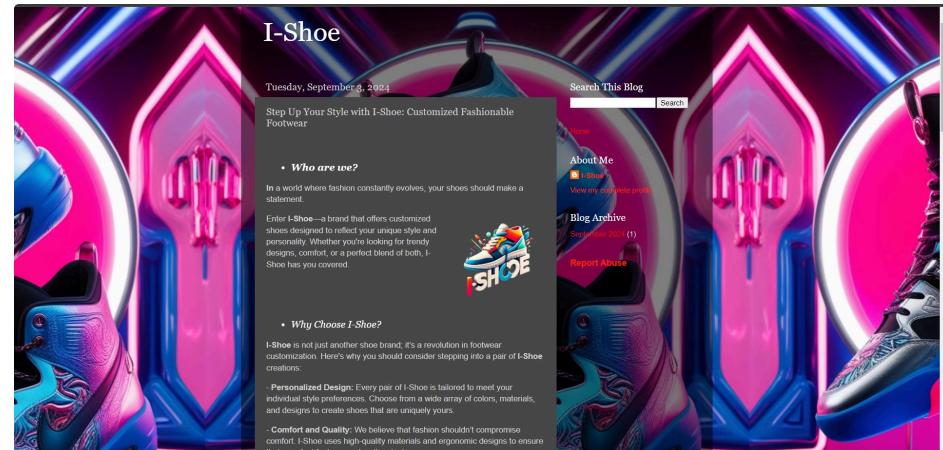
Use data-driven marketing to send personalized recommendations and offers to customers based on their preferences and purchase history.

# Our channels



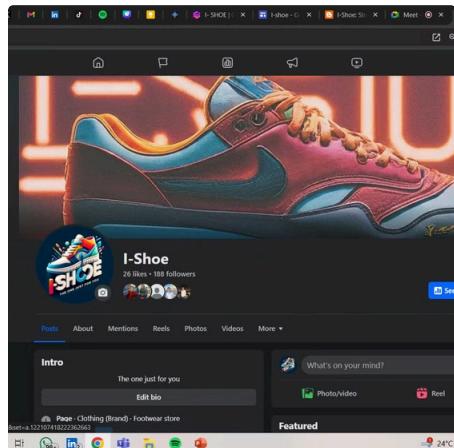
Google website

This is a screenshot of a Google website titled "I-shoe - Gallery". The page features a large, stylized graphic of a blue and white sneaker with the word "CHOICE" integrated into its design. Below the graphic, there's a navigation bar with a "sites.google.com" icon, the URL "sites.google.com", and a "Photos" link. There's also a small "Edit" icon.

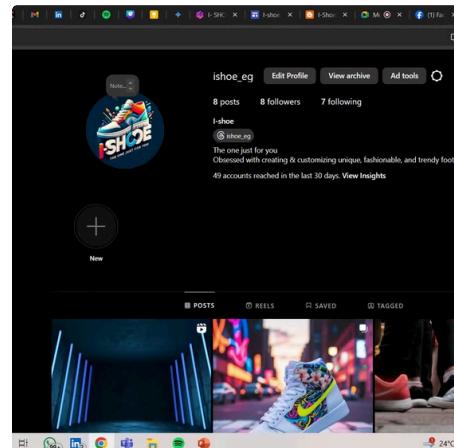


I-shoe Blog

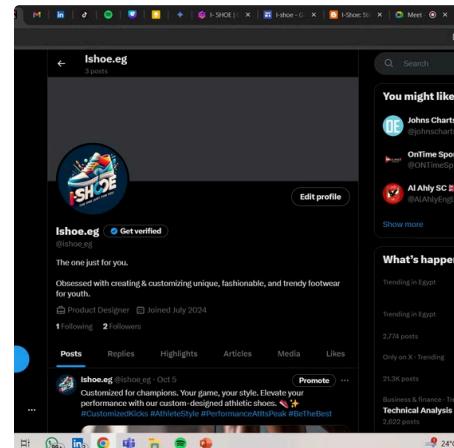
This is a screenshot of a blog post from "ishoeeg.blogspot.com". The title of the post is "Step Up Your Style with I-Shoe: Customiz...". The post begins with the text: "Who are we? In a world where fashion constantly evolves, your shoes should make a statement. ...". Below the text, there's a "Read more" button.



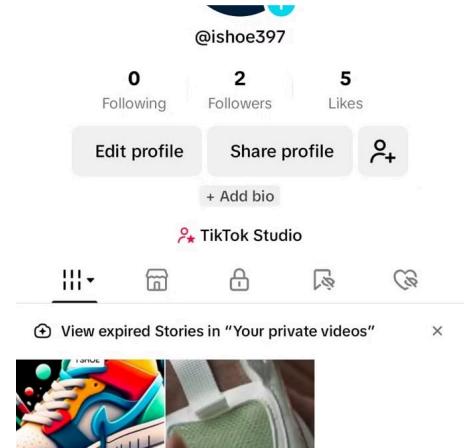
## Facebook



## Instagram



## X



## TikTok



 Facebook 

I-Shoe

I-Shoe. 26 likes · 7 talking about this....



 Instagram 

Instagram (@ish...)

Instagram photos and videos



 Twitter 

Ishoe,eg

The one just for you.  
Obsessed with...



 www.tiktok.com 

Loading...

# Content Calendar (Oct)

Date	Post Type	Platform	Format	Post Category	Call to Action
Oct 5, 2024	Organic	FB+X	Photo+text	Engagement	Elevate your performance with our custom-designed athletic shoes.
Oct 7, 2024	Organic	FB	Photo+text	Product highlight	Choose your design.
Oct 11, 2024	Organic	Fb+Tiktok	Video	Brand story	Order Now
Oct 14, 2024	Organic	Fb+Tiktok	Video	Brand story	Order yours
Oct 16, 2024	Organic	Instagram	Photo	Promotion	Get 20% off this week
Oct 17, 2024	Organic	Facebook	Text	Tips tricks	Best shoes for every season
Oct 19, 2024	Organic	FB+Instagram	Video	Product Launch	New arrivals Available now
Oct 21, 2024	Paid	FB+Instagram	Photo+text	Sale And Promotion	Design your own legend.
Oct 24, 2024	Organic	Snapchat	Video	Influencer Collab	Follow the trend now!
Oct 26, 2024	Organic	Facebook	Text	Community Story	Meet our happy customers!
Oct 28, 2024	Organic	Instagram	Video	Testimonial	Join the comfort revolution
Oct 30, 2024	Organic	TikTok	Video	Fun Challenge	Show off your i-shoe style

# Content Calendar (Nov)

Date	Post Type	Platform	Format	Post Category	Call to Action
Nov 2, 2024	Organic	Instagram	Video	Behind-the-Scenes	Get a sneak peek!
Nov 4, 2024	Organic	TikTok	Video	Product Highlight	Shop now!
Nov 6, 2024	Organic	Facebook	Text + Photo	Community Story	Share your i-shoe story!
Nov 9, 2024	Organic	Snapchat	Video	User-Generated Content	Tag us in your photos!
Nov 11, 2024	Organic	Instagram	Photo	Promotion	Get 20% off this week!
Nov 13, 2024	Organic	Facebook	Text	Tips/Guides	Best shoes for every season
Nov 15, 2024	Paid	TikTok	Video	Product Launch	New arrivals available now!
Nov 18, 2024	Organic	Instagram	Photo	User-Generated Content	Show us your look!
Nov 20, 2024	Organic	Snapchat	Video	Influencer Collab	Shop the look now!
Nov 23, 2024	Organic	Facebook	Text	Customer Story	Our community loves i-shoe!
Nov 25, 2024	Organic	Instagram	Video	Testimonial	Join the comfort trend!
Nov 28, 2024	Organic	TikTok	Video	Challenge	Show off your style!
Nov 30, 2024	Paid	Facebook	Photo	Offer	Get 15% off, today only!
Nov 31, 2024	Organic	Instagram	Photo	Holiday Special	Celebrate with comfort!

# Role Distribution

**Omnia**

Moderating website leads

**Nour**

Content creation

**Shrouq**

Moderating social media

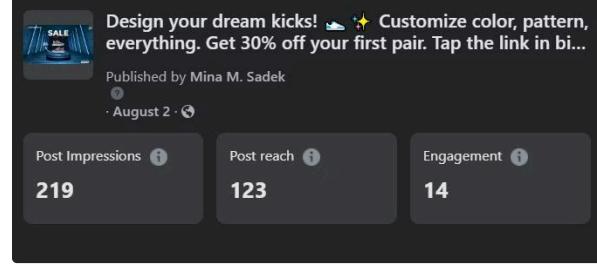
**Mina**

Data analyst and Finance

# Action:

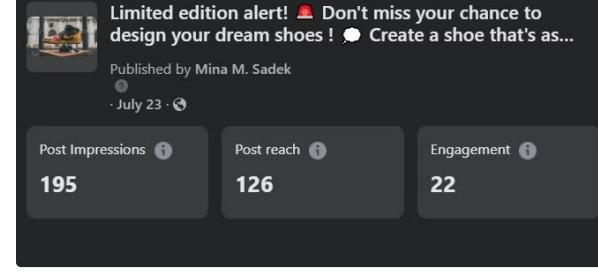
## - Organic post performance:

- Video and reel content have proven to be highly effective in reaching young adult athletes, as evidenced by their strong performance in terms of impressions and reach.



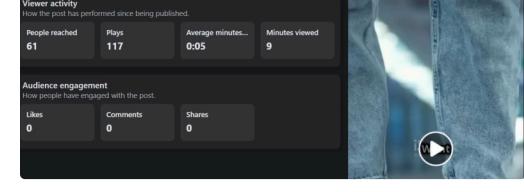
Link:

<https://fb.watch/vekTZ5Z7GE/>



Link:

<https://fb.watch/vekWVRQL29/>



Link:

<https://web.facebook.com/reel/1025045222631236>

## - Paid post performance:

Video and text Paid post on Instagram and Facebook and here's the the performance reach and impression.

View results

Performance EGP84.52 spent over 2 days.

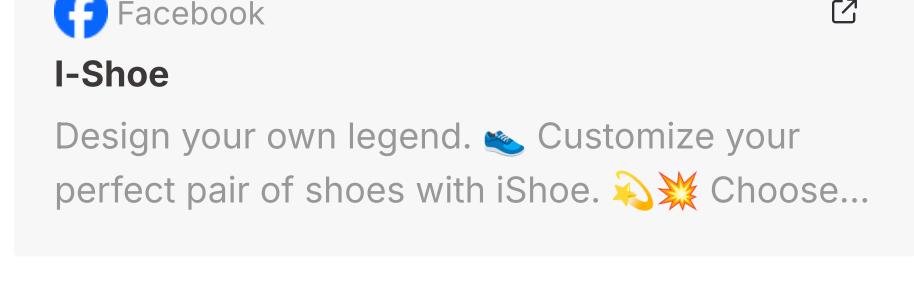
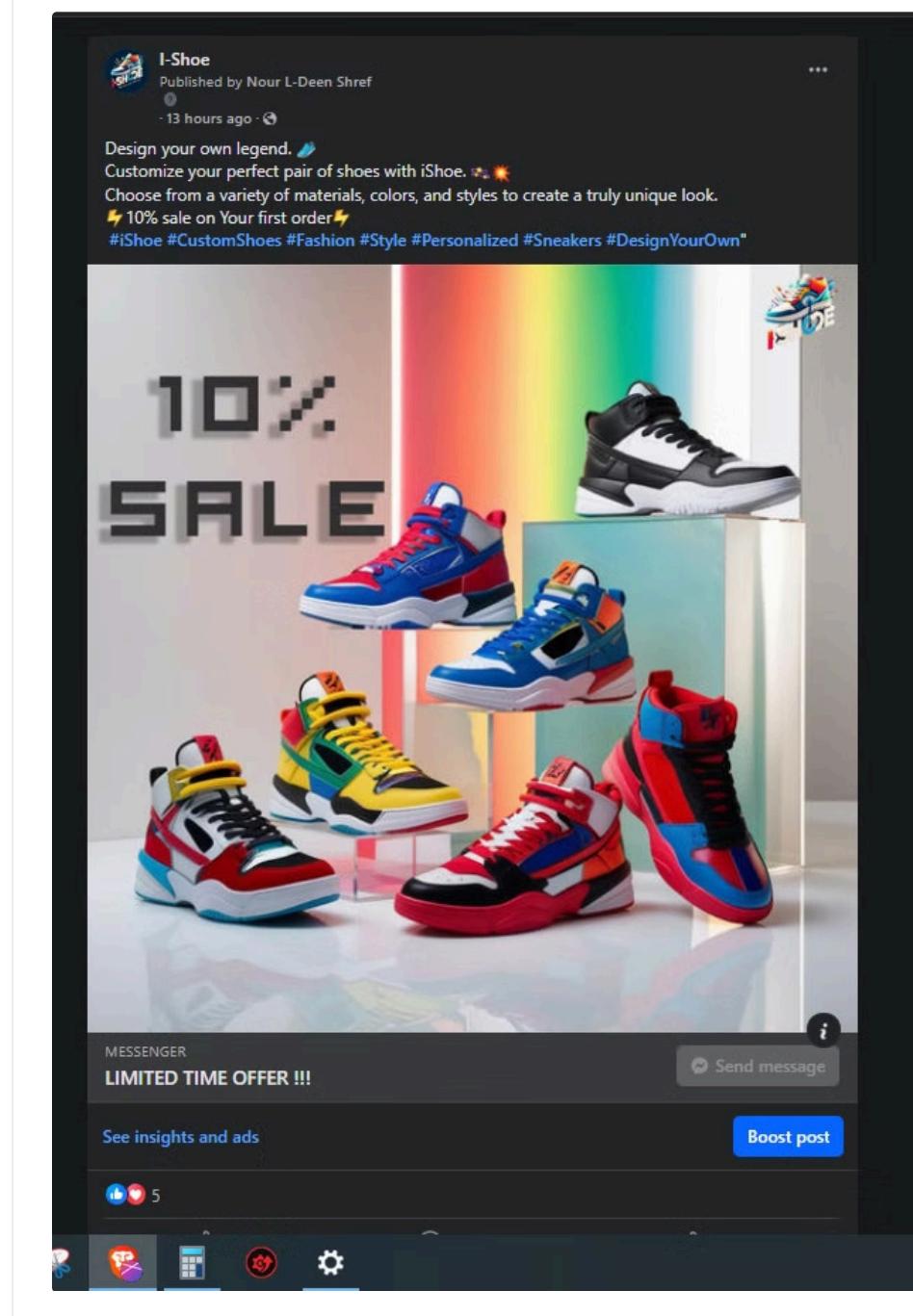
Messaging conversations started 45 Reach 2,755 Cost per Messaging conversation started 1.88.₱.€

Activity Post engagements 116 Link clicks 92 Messaging conversations started 45 Post reactions 18

Details Status Active Goal Get more messages Daily budget EGP50.00 Duration 4 days

Preview Design your own legend. Customise your perfect pair of shoes with iShoe. Choose from a variety of materials, colors, and styles to create a truly unique look. 10% off on your first order! #iShoe #CustomShoes #Fashion #Style #Sneakers #DesignYourOwn

View prospects



# **Control and KPI:**

To control and set Key Performance (KP) benchmarks we define and track metrics such as visits rate, conversion rate, and other KPIs. Below are common benchmarks and how to manage them.

## **Website Traffic (Visit Rate):**

Track visitor numbers using Google Analytics. Aim for 10,000+ visitors/month by leveraging organic content and paid campaigns on Instagram and TikTok.

## **Conversion Rate**

Focus on a 2% - 3% conversion rate by optimizing product pages for mobile, adding clear CTAs, and offering limited-time promotions. Track with Shopify or your eCommerce platform.

## **Return on Ad Spend (ROAS)**

Ensure ads on Facebook /Instagram/TikTok yield a 4:1 ROAS by refining audience targeting and ad creatives.



# Improvement & Recommendations

- 1- Monitor the current running Ad and use A/B testing Ad to compare between their performance.
- 2- Use new image ads and 3 videos (15-30 sec) focusing on product shots and unique features to measure the impact of each on the customer's impressions and reach.
- 3- Adjust and improve Ad duration and expenses.



# **Partnership with super star**

## **Marwan Mousa**

 Google Docs

Meem Meem Ishoe.mp4



# Thank you.

# Questions!

