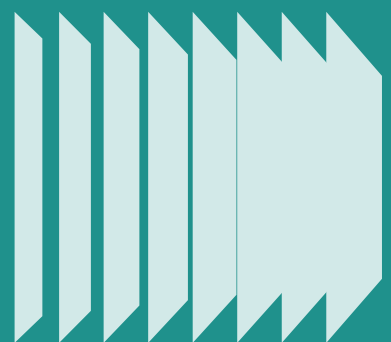


THE LOCAL BRAND



Stylish Hoodies, Everyday Comfort

Market Analysis

INDUSTRY OVERVIEW

The overall market size for apparel in Egypt is projected to grow at a compound annual growth rate (CAGR) of 4.8% through 2027.

KEY TRENDS

E-commerce Expansion

The rise of online shopping allows local brands to reach broader audiences without the cost of physical stores.

Increase support for local brands

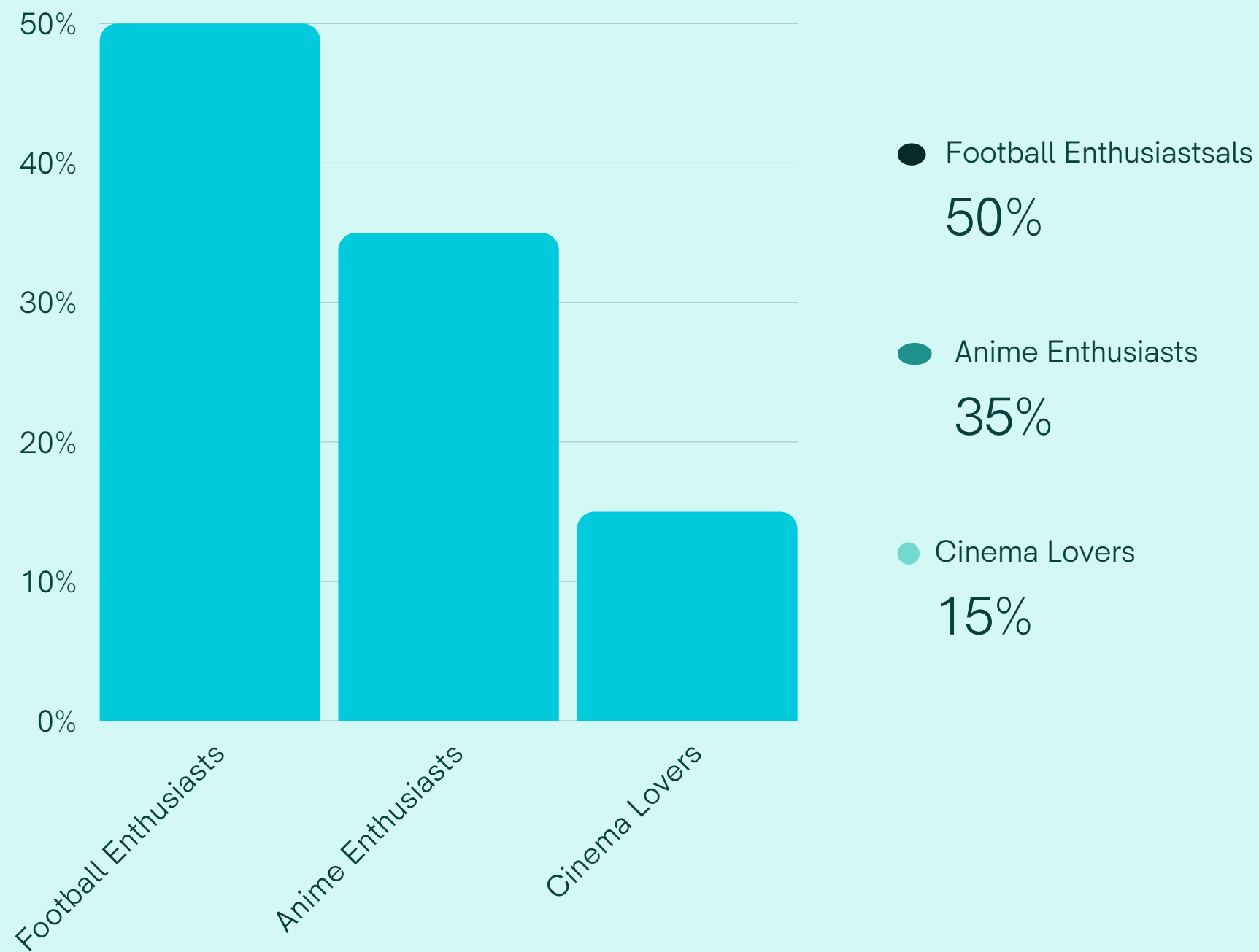
Supporting local brands expands their market size and boosts community growth.

Affordability

Rising import costs and inflation push consumers toward local, cost-effective options.



Target Audience



Demographics

Age

18-35 year

Location

Urban areas

Gender

30% Female, 70% Male

Psychographics

Interests

•Football lovers who live the sport as a lifestyle, blending streetwear culture with local football passion. Active on social media, they follow global trends, influencers, and football content.

Values

Authentic streetwear meets football culture, with loyalty to both local and international teams. Fashion conscious youth are increasingly drawn to sustainability.

SWOT ANALYSIS



S

STRENGTHS

- Strong social media Presence .
- Unique blend of Egyotion culture with global streetwear.
- Exclusive collections .



W

WEAKNESSES

- Price-sensitive target audience.
- Competes with established global brands.
- Limited resources for large-scale expansion.



O

OPPORTUNITIES

- Custom designs and streetwear collaborations.
- Growing street culture in cities like Cairo.
- Influencer partnerships.



T

THREATS

- Intense competition from international brands.
- Egyptian economic Challenges.
- Market Saturation in streetwear.

<div>  </div> <div>AHMED</div> <div> <ul style="list-style-type: none"> • Age: 25 • Gender: Male • Income: Middle to upper-middle class • Occupation: entry-level worker • Marital Status: single </div>	<div>Goals & Aspirations</div> <div> <ul style="list-style-type: none"> • He seeks to be a trendsetter by blending football culture with streetwear, valuing brands that represent local and global influences. • Passionate about unique expression, he prefers exclusive, customizable pieces that foster belonging within the football and streetwear communities. </div>	<div>Challenges & Pain points</div> <div> <ul style="list-style-type: none"> • Limited Local Choices: He feels frustrated by the lack of fashionable, locally-made streetwear that effectively combines football culture with style. • Access to International Trends: He often encounters challenges in accessing international streetwear brands inspired by football, as they can be expensive or unavailable locally, leading him to seek affordable local alternatives. </div>
	<div>Shopping HABITS & Preferences</div> <div> <ul style="list-style-type: none"> • He prefers mobile and online shopping, often influenced by social media ads and recommendations from influencers and football celebrities. He is drawn to exclusive drops and collaborations, seeking limited-edition products that feel special and personalized, such as clothing featuring his favorite football team's logo. Although he is price-conscious, he is willing to invest in high-quality items that offer durability and a trendy edge. </div>	<div>Media Consumption</div> <div> <ul style="list-style-type: none"> • Engages on Instagram, TikTok; enjoys videos, football apps, streaming. </div>
	<div>Geographic Location</div> <div> <ul style="list-style-type: none"> • Egypt's urban youth prefer breathable streetwear for hot climates. </div>	<div>Psychographics</div> <div> <ul style="list-style-type: none"> • Football enthusiasts passionate about streetwear, community, and sustainability values. </div>

Value proportion for Persona 1

Co. offers high-quality sportswear for football enthusiasts aged 16-30 who love expressing their loyalty to their favorite teams.

our products are made from durable materials with high-quality construction to ensure long-lasting wear.

Our bold, football-themed designs help fans showcase their passion for their favorite teams.

Our products are endorsed by well-known sports influencers and are precisely crafted to provide comfort even during intense activities.

Customer Journey & Touchpoints for football Fans





YARA ALI

- Age: 22
- Gender: Female
- Occupation: entry-level worker
- Marital Status: single

Goals & Aspirations

- Self-Expression: To showcase their love for movies and series in a unique and stylish way.
- Community: To feel connected with others who share their passion for films and series.
- Support Local: They prefer supporting local brands that resonate with their love for entertainment and fandom culture.

Shopping HABITS & Preferences

- Platform: Instagram and Facebook.
- Decision-Making Process: Influenced by affordability, quality, and the uniqueness of designs.
- Product Preferences: Values detailed, bold, and minimalistic designs inspired by popular films and Series.

Geographic Location

- Regions: Primarily urban areas like Cairo, Alexandria.
- Lifestyle: Engages with local pop culture scenes and events.

Challenges & Pain points

- Limited Availability.
- Affordability.
- Cultural Fit.

Media Consumption

- Netflix, Shahid, and YouTube.
- Instagram, TikTok, and local Facebook groups related to film and TV fandoms.

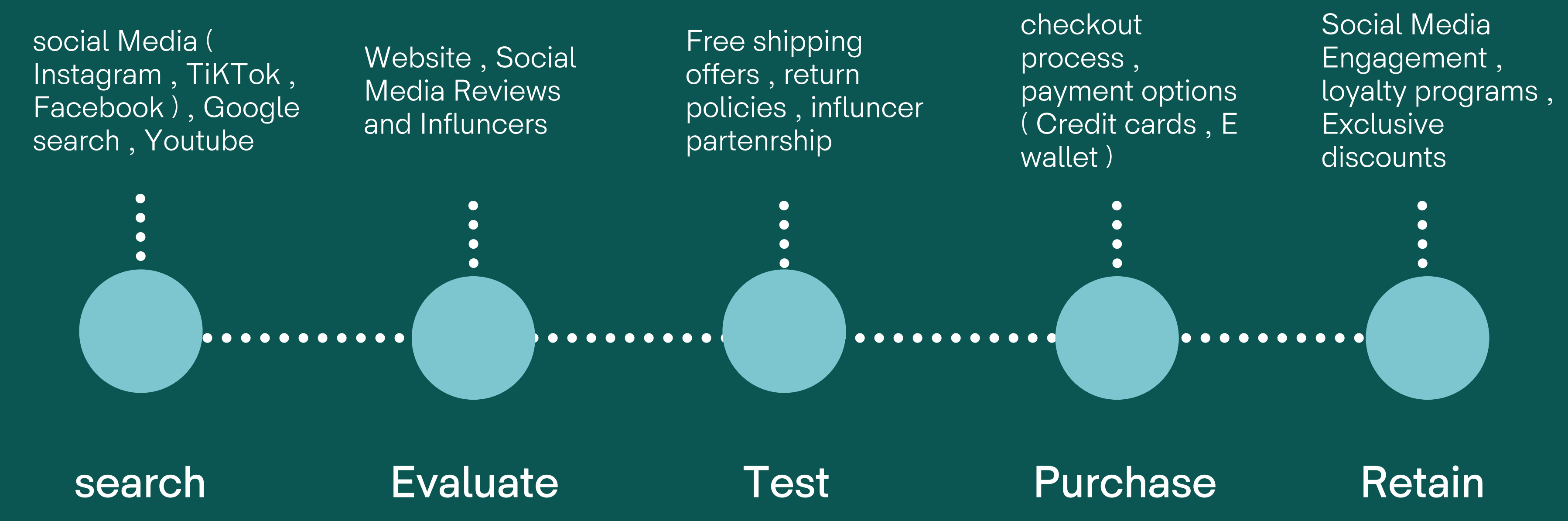
Psychographics

- Personality Traits: Passionate, expressive, and community-driven.
- Hobbies: Watching films and TV series, discussing plot theories.
- Values: Creative expression, community connection, and authenticity.

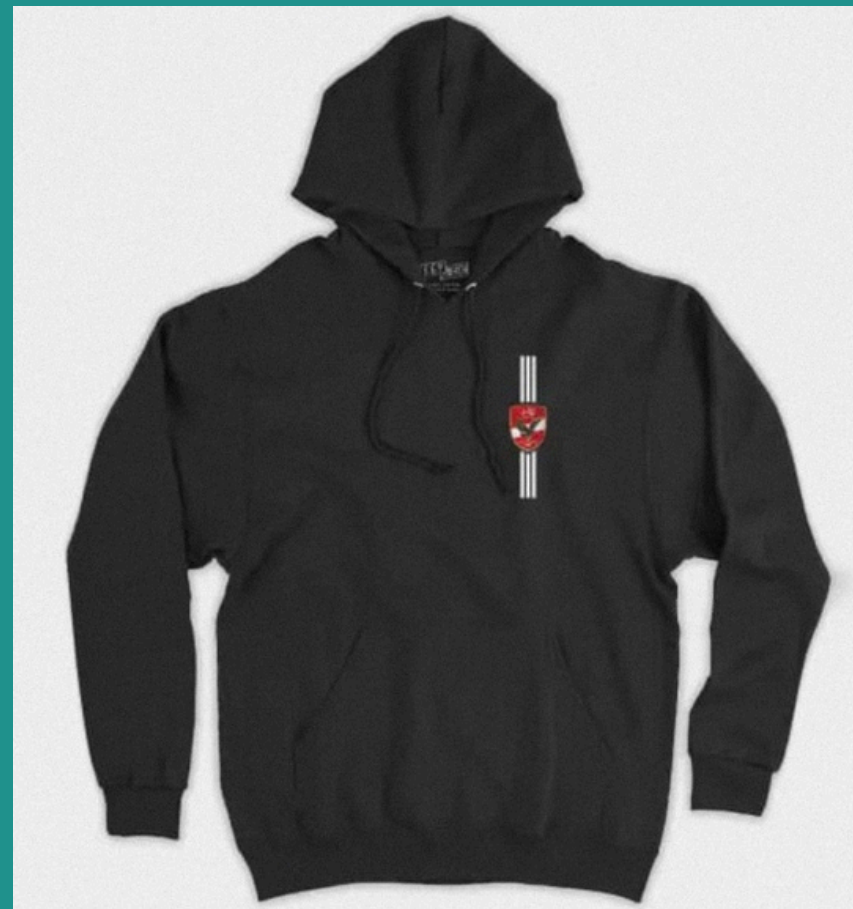
Value proportion for Persona 2

Our brand is dedicated to Egypt's film and series lovers, creating premium hoodies that speak to the heart of true fandom. With bold, minimalistic, and detailed designs, we bring the magic of your favorite shows and movies to life, blending pop culture with a local edge. Each hoodie is crafted with care, offering not just comfort and quality, but a way to wear your passion proudly, every day. This isn't just clothing . it's how you carry your love for the stories that move you.

Customer Journey & Touchpoints for Movies and Series Lovers



Our Products



Brand Positioning

THE LOCAL BRAND Positioning Statement for Hoodies:

For fashion forward individuals aged 18-35, LOCAL BRAND offers premium, stylish hoodies that combine comfort, durability, and modern design. Our hoodies are designed to elevate casual wear, allowing customers to express their unique style with high quality materials and attention to detail. Unlike other brands, LOCAL BRAND integrates cutting edge fabric technology and sustainable practices, ensuring that our hoodies not only look good but also support eco-conscious living

Brand Voice Chart

Voice	Do	Don't
Bold	Use strong, confident .language	Avoid arrogance or .hesitancy
Authentic	Incorporate .local culture	Don't copy without adding local .flavor
Street-Smart	Use street slang, be .relatable	Don't use formal .language
Inclusive	Promote unity and .individuality	Don't exclude .any group
Creative	Showcase bold, unique .designs	Avoid predictable or .safe choices

Top Keywords

Keyword Research	monthly searches	Change over three months	Change compared to previous year
مودي رجالي	1K - 10K	+900%	0%
مودي اوفر سايز رجالي	1K - 10K	+900%	0%
مودي لابنات	1K - 10K	+900%	0%
مودي رجالي شتوي	100 - 1K	+900%	0%
الهودي الرجالي	1K - 10K	+900%	0%
اشكال مودي رجالي	100 - 1K	+900%	+900%
الهودي الشتوي	100 - 1K	+900%	+900%
مودي بينك	100 - 1K	+900%	+900%
مودي انمي	100 - 1K	+900%	0%

Marketing Objectives

Increase Brand Awareness: Reach 50,000 unique social media users in 3 months.
KPI: Social media followers, reach, and impressions.

Generate Online Sales: Achieve 500 online sales within 3 months.
KPI: Online orders, website conversion rate, and average order value.

Build Customer Loyalty: Retain 30% of first-time customers for repeat purchases within 4 months.
KPI: Customer retention and repeat purchase rate.

Digital Marketing Strategy



Content
Marketing

Blog posts

Videos

Carousel

Social Media

Target Platforms

Posting Schedule

SEO/SEM

Keywords

Ad Strategies

Team Introduction

Yousef Agwa

<https://www.linkedin.com/in/youssef-agwa/>

Team leader

Amira Mahmoud

<https://linkedin.com/in/amira-mahmoud-b947a9320>

Team Member

Omnia Edrees

<https://www.linkedin.com/in/omnia-edrees-99a7aa250>

Team Member

Rawan Hany

<https://www.linkedin.com/in/rawan-younis-a358b02a3>

Team Member

Reda Rgab

<https://www.linkedin.com/in/r3daragab>

Team Member

Thank you

We hope you left here feeling
Informed