

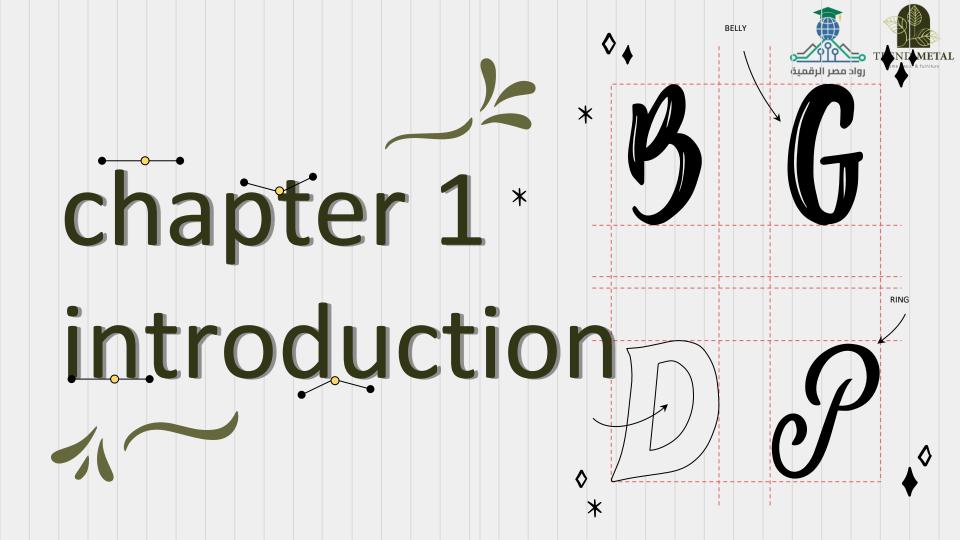
By:

Habiba Adel Hosny

Ahmed Anas Kiwan

Kerolos Essam Marzouk

Under supervision Dr. Ahmed Shaheen



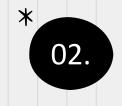








Introduction



**Problem statement** 



**Solution Statement** 

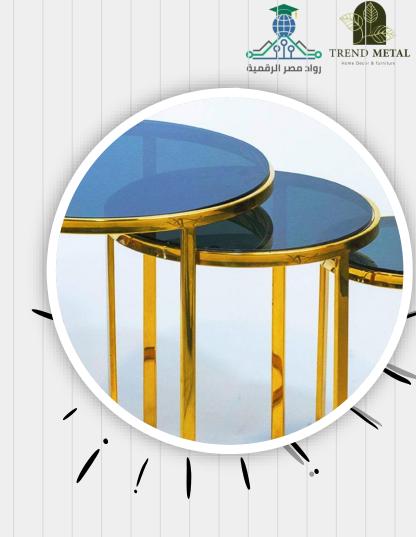
- Vision
- **♦** Mission



## Introduction

# National brand /make metal furniture

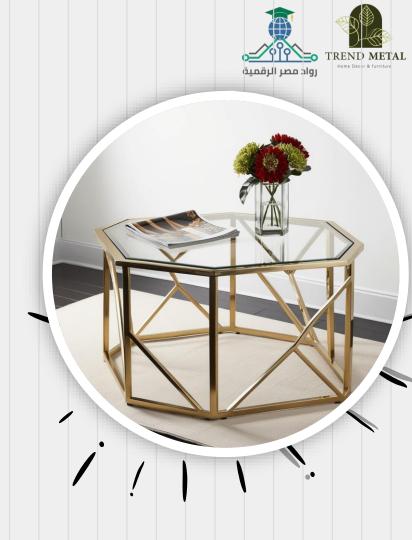
- Trend Metal is a steel furniture store that offers customizable design services, allowing customers to personalize their furniture by making it from metal.
- Trend Metal is currently an online store, aiming to offer customized designs, high-quality materials, and competitive prices. Our target market is Egypt, with a strategically chosen location in Cairo.



## Business overview

## National brand /make furniture steel

- Trend Metal creates steel furniture with modern, unique designs, using high-quality materials at competitive prices.
- Creating reels that tell the brand's story through the owner's storytelling, along with behind-thescenes videos, to provide a personal and authentic view.







# Problem statement

- Customers need long-lasting furniture that can endure these elements without frequent repairs or replacements.
- Dissatisfaction among buyers who want both modern, sophisticated designs and the resilience required for longterm use.
- The market lacks easily accessible, customizable steel furniture options to fulfill these needs.





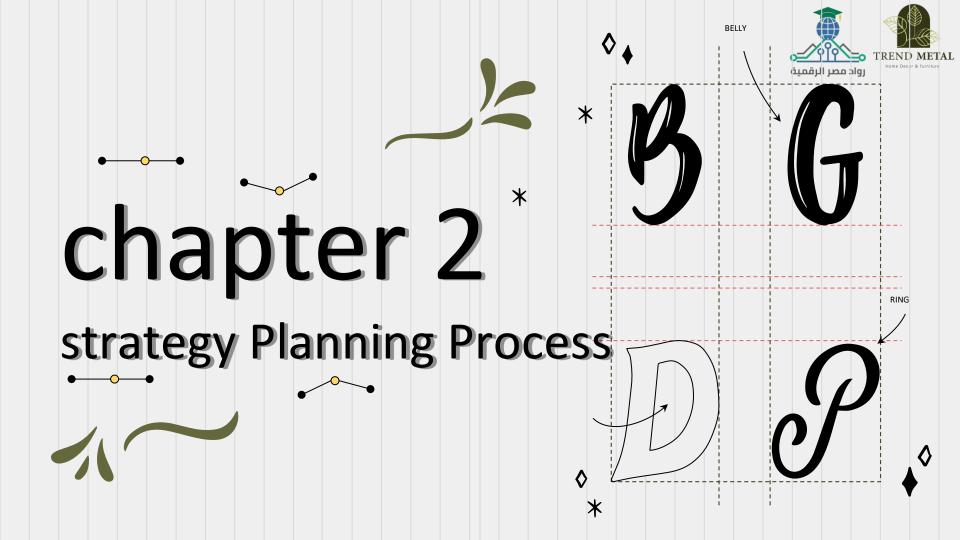
#### **Vision**

- Create a world where every home showcases individuality and elegance designed stainless steel furniture.
- We envision a community share our passion for quality, innovation, stainability, where together we set new standards for luxury living.
- Our commitment to exceptional craftsmanship and customer care inspires us to continually evolve, ensuring.



## Mission

At trend metal, we believe that your home deserves to reflect your unique style and values. Our mission is to craft luxurious, highquality stainless-steel furniture that not only enhances your living space but also aligns with your commitment to quality and sustainability. We are dedicated to listening to your needs, addressing your concerns, and ensuring that every piece we create brings you joy and satisfaction.









01.

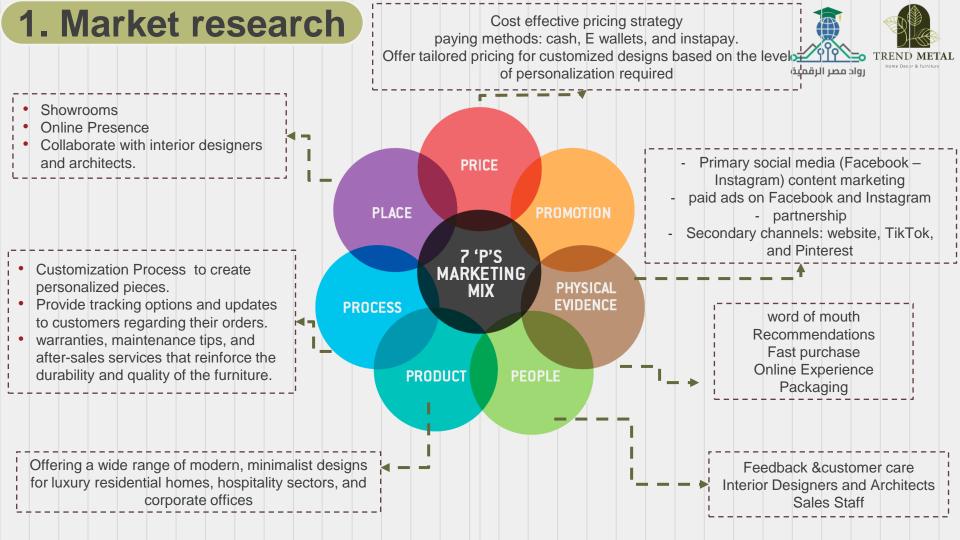
Marker research



Marketing objective

03.

**Marketing strategy** 



## 1. Market research



# Competitor analysis

## Click me

## 1. Market research



## **SWOT Analysis**

## Strength

- Customizable designs
- Excellent after-sale support
- Trendy and modern pieces
- Suitable and fair prices
- Good location

### Weakness

- The brand is new in the market
- Lack of awareness of the target audience about the brand
- Low budget (for advertising)
- There is no history about our clients

## **Opportunity**

- Increased demand for steel furniture and modern style
- Paid partnership with Interior designer
- Continuous availability of products
- Fast shipping and meticulous product packaging attention.

### **Threaten**

- Changes in economic conditions
- Increase competition in market
- Less of designs in pages
- Change styles of customer

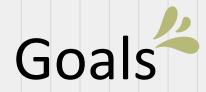
## 2. Market objective

# Main objectives

- Increasing the public's awareness
- Differentiating from competitors by providing unique content
- Attracting customers interested in making their own designs
- Increasing the selling on website









# Increased number of followers and reach by 10% in month

Increased visitor on website 10% in month

Special offers on products

Increased sales volume by 10% within 3 months







## unique selling points

- Quality Materials
- Create your own design
- Competitive price for materials
- Customer service







## 3. Market Strategy











- **Age:** 30-50 years
- Gender: Both male and female
- Income Level: High, (from 40,000 per year)
   Education: Degree in architecture, design, or
- interior decoration
- Occupation: Interior designers, architects, creative professionals
- Nationality : Egyptian

### Geographics

- Location: Giza &Cairo
- Preference: Urban/ modern
- Proximity: Seek tranquility near new departments

### **Psychographics**

- Values creativity, uniqueness, and high-quality materials
- Enjoys working on high-end projects, often for affluent clients
- Interested in modern, minimalist, or industrial design aesthetics

#### **Behavioral**

- Prefers personalized: services, showroom visits, and samples before making large purchases
- Media Consumption: Follows design magazines, Pinterest, Instagram, and design blogs like Dezeen
- **Buying Behavior:** Prioritize quality and competitive price
- **Decision Making:** Extended process for customer and engineer
- **Brand Loyalty:** Favor reputable luxury brands and developers

## 3. Market Strategy







## **Demographics**

- Age: 28-45 years
- Gender: Both male and female
- Income Level: EGP 250,000-600,000 annually
- Occupation: Professionals, expatriates, highearning young couples
- Nationality: Egyptian

### Geographics

- Location: Giza &Cairo
- **Preference:** Urban/ modern
- Proximity: Seek tranquility near new departments

### **Psychographics**

- Looking to elevate their rental spaces without permanent modifications
- Values quality, portability, and aesthetics

#### **Behavioral**

- Goals: Create a sophisticated living environment without committing to permanent fixtures
- Shopping Habits: Prefers online shopping with fast delivery and modular furniture options
- Media Consumption: Engages with YouTube reviews, Instagram influencers, and luxury home websites
- **Decision Making:** Extended process couple make new house
- Brand Loyalty: Favor reputable luxury brands and developers

## 3. Market Strategy







## **Demographics**

- Age: 35-55 years
- Gender: Both male and female
- Income Level: Medium to high, EGP 500,000+
- Occupation: Office managers, co-working space owners, CEOs
- Nationality: Egyptian

### Geographics

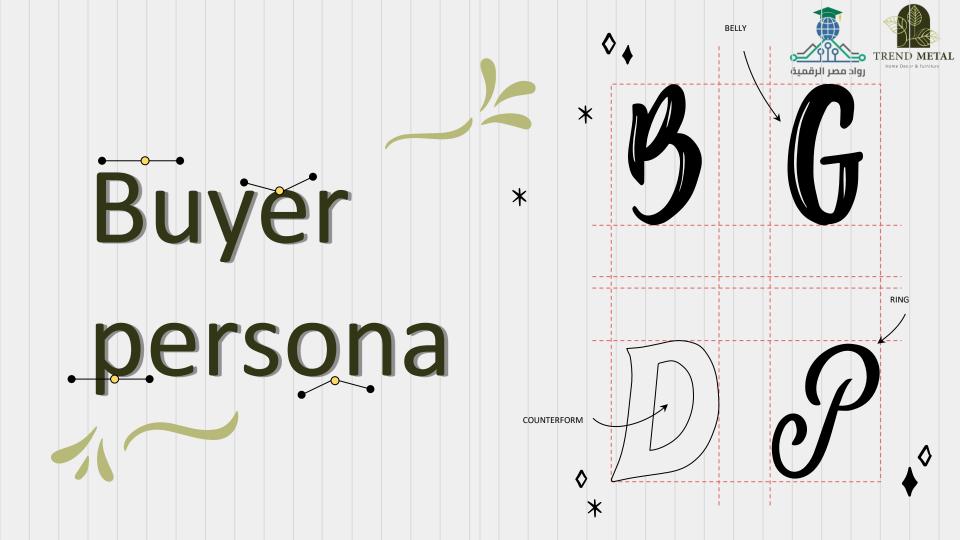
- Location: Giza &Cairo
- **Preference:** Urban/ modern
- Proximity: Seek tranquility near new departments

## **Psychographics**

- Focus on creating modern, professional workspaces
- Values functionality, sleek design, and long-term durability

#### **Behavioral**

- Goals: Create a workspace that promotes productivity and impresses clients
- Shopping Habits: Works with interior designers, prefers modular and ergonomic furniture
- Media Consumption: Reads business and entrepreneurship magazines, follows LinkedIn influencers
- **Decision Making:** Extended process CEOs make new office
- Brand Loyalty: Favor reputable luxury brands and developers





## **Mariam**







Engagement and married in short term

#### About

Mostly married or in long-term relationships, often with young children or planning to start a family and make his house she has a unique style and loves modern style.

#### **Habits &interest**

- Interested in flexible payment options
- customizable products that can be adapted to their own need
- · modern and unique style furniture

#### Goals

- Make new homes with modern, luxurious pieces that match their vision.
- provides long-term value—durable, timeless, and easy to maintain.
- create a home environment that reflects their success and personality.
- recognized for having a stylish and unique home that impresses visitors.

#### Pain points





- Limited choices of stylish, modern furniture
- Concern about investing in high-end furniture that may not last or fit well with changing trends.
- Difficulty in finding customizable options
- Finding furniture that reflects their personal style

#### Challenge

- Finding furniture that combines elegance, functionality, and durability
- Need for premium, movable furniture that fits within their rental agreements

#### **Communication channels**

- Instagram
- Pinterest
- YouTube for interior design inspiration and trends.



## **Eng: Hossam**







#### About

interior design influence in couple to make her own house with her styles and give their couple his opinion

#### **Habits &interest**

- Passionate about architecture, modern art.
- They keep up with global design trends and constantly seek out innovations in furniture design.

#### Goals

- Create Impressive Spaces: design sophisticated and impressive spaces for clients, adds value to their design projects.
- Customization: customized to fit specific room layouts or meet the stylistic preferences of their affluent clients.
- Luxury Standards: Ensuring the materials and furniture pieces they source meet high luxury standards.

#### Pain points



- Finding furniture pieces that can be customized to fit their projects.
- They require furniture that can withstand long-term usage.
- Their clients demand luxury,
- Increasing pressure to choose sustainable materials.

#### Challenge

- Need for customizable
- durable furniture that blends with different design styles
- meets clients' luxury standards

#### **Communication channels**

- Social Media: Instagram and Facebook
- Website & Portfolio
- Showrooms & Trade Shows

## 3. Market strategy

# Value proposition\*

- Exceptional Customer Experience: providing customized styles for all styles homes Excellent
- Customer Support: Provide personalized and prompt assistance to clients, being available to answer inquiries and help them achieve their goals and solve for all customers pain points





## 3. Market strategy



## Positioning

High material and competitive price SERVICE

**MULTI GENERATIONAL** 

**ENTERTAINMENT** 

PAYMENT FACILITIES

Customized designs

**UNIQUE & DIFFERENT** 

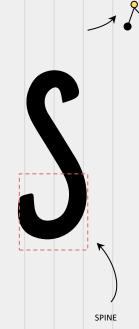
## 3. Market strategy

# **Digitals Tools**

- Canva: for designs and videos
- Leonardo.ai: for product photos
- Buzz sumo: for meta analytics
- ChatGPT: help with brainstorming content ideas
- Meta ad library: for Facebook ads
- Similar webs: for website analytics
- Looka: for logo
- Prezi: for presentation
- Notion

















**Positioning statement** 



**Brand Mantra** 



**Brand Elements** 



**Color Pattern** 



Social media channels

## 1. Positioning statement



For all customer we provide steel furniture that combines premium aesthetics with lasting durability, our steel furniture offers customizable, high-end solutions that stand the test of time. From contemporary design to sustainable luxury, we help you create spaces that impress and inspire.

## 2. Brand Mantra



"Timeless Design, Enduring Strength"

**Emotional Modifier** 

luxury and longlasting value **Descriptive Modifier** 

**Customizable Steel** 

**Brand Functions** 

Premium Quality Furniture

## 2. Brand Mantra



# **Brand Analytics**







Name

**Trend metal** 

Logo



Character

Plant in steel describe the business quality



Luxury sophisticated Professional



comfortable Trustworthy customized



## **Brand Voice**

We communicate with confidence, Our language reflects the luxury and premium nature of our furniture, maintaining a refined and elegant style. We encourage creativity and innovation, integrating steel furniture into their high-end designs. We prioritize reliability and quality, assuring that our products deliver long-lasting value and craftsmanship. Our voice showcases authority in design and craftsmanship, We engage in conversations, showing openness to customization, understanding that each project is unique and requires tailored solutions.



Home Decor & furniture





## Trend metal



- Dark green :indicates rivalry, ambition and, adaptable
- Deep gold: represents prosperity
- Cream: represents acceptance, tolerance and maturity. charming thoughtful, gracious

## 4. Social media channels









METAL FURNITURE

### TREND METAL

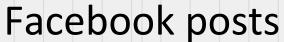
ORDER NOW!

#### **About**

For homeowners seeking modern, elegant furniture, Trend Metal offers customizable metal pieces that reflect your style. With durable PVD coatings, our designs are both trendy and long-lasting. Transform your home with stylish, durable metal furniture.





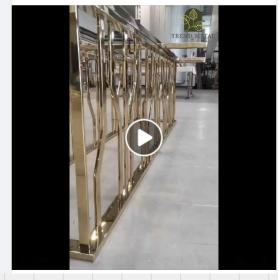












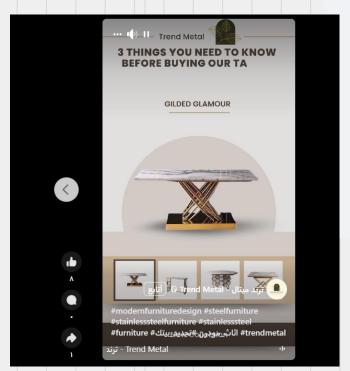




## Facebook posts

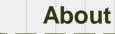












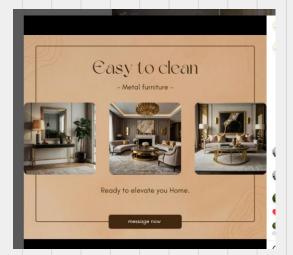
#### **Trend Metal**

Metal furniture Brand We create distinctive pieces for you that can change your home space for the better \( \)









### Instagram posts









Make website to show our catalog







We will make it if our main social media Instagram and Facebook reach to 5k engagement













We will make it if our main social media Instagram and Facebook reach to 10k engagement

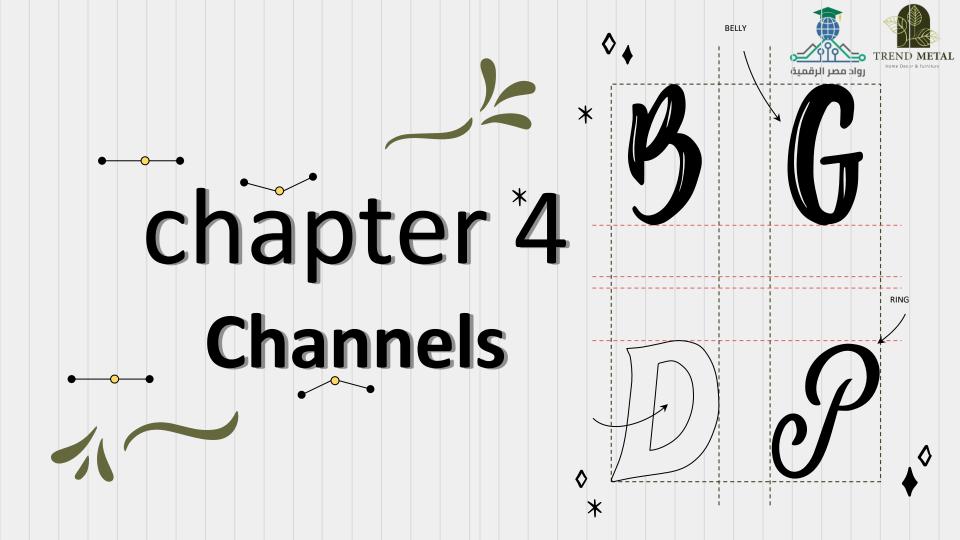


### Our main channels

### Facebook

### Instagram

- Rewrite bio, make sitting.
- Change the cover and profile, then publish the content.
- Create reels related to the business owner.
- Awareness and sales posts.
- Rewrite bio , website, and highlights



## Overview chapter2





**Content Marketing** 



**Social Media** 



04.

**Analytic** 

05.

What makes us Speacial

### 1. Content Marketing



### **Objectives**

- 1. Raising brand awareness.
- 2. Attracting potential customers.
- 3. Boosting sales.

### **Buyer journey stages**

- Awareness Stage: Content that grabs attention for the first time and build brand awareness.
- 2. Consideration Stage: Content that highlights the property's features and helps the client consider purchasing.
- 3. Decision Stage: Content that motivates the client to make the final decision, such as special offers or customer testimonials

### 1. Content Marketing



### Platforms Depending on the chosen segments

- **1. Facebook:** A wide audience, utilizing text posts, images, and promotional videos.
- **2. Instagram:** Targeting through attractive images and short videos.
- 3. TikTok: Using short videos for interactive and creative promotion.
- 4. Linked in: using article for make interactive posts in CEOs and managers

# 1. Content Marketing Types of content

Show how to manufacture each piece.

Display different stages of the project



TREND METAL رواد: مصر الرقمية

Compare

between your

between your
house with steel
furniture and
traditional
furniture

• - 01

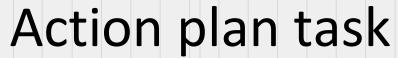
How to use steel furniture in each style of house.

Publish certificates from clients

03

Compare between each kind of steel

### 1. Content Marketing



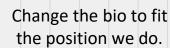






02

03



Create content "About the Project", which defines the steel furniture.

Highlights Instagram



Highlight the unique designs

05

ohlight t

Highlight the unique designs

### 1. Content Marketing







## Action plan task



Video work on how \_\_\_\_\_\_ make piece of furniture

08

Create content that explains how AI can help you show piece of steel furniture in his style house 09

Q&A content with the followers, interior design

choice tagline & slogan

### 2.Social media









### 2. Social media content



## Content calendar

## Click Me

### 3. Facebook Ads

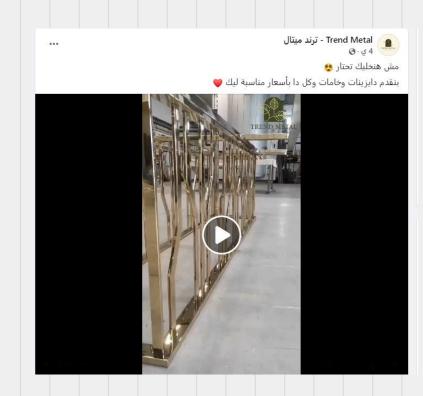
## Overview of the Campaigns



- Objective: lead generation
- Ad Formats Used: lead ads with the conversion location set to Messenger.

### **First Campaign**

- > Age: 25-34
- Location: Cairo Giza
- Interests: modern steel furniture
- Demographics: University graduate -Parents



#### 3. Facebook Ads رواد مصر الرقمية **Key Metrics & KPIs** Impressions \* Attribution setting -CPC Clicks Page Messaging CTR (lin Account -Reach Amount Link clicks (all) (cost engagement conversations clickname spent started throug. per... 7-day click or 1-day view 2.607 3,552 279.53.2.5 183 1.53.25 266 1.185 9 121 5.15% trend metal Total results 2.607 3,552 ع.د.279.53 183 1.53.4.5 266 1,185 9 121 7-day click or 1-day view Total Spent 1/1 row displayed Accounts Centre accounts Total Total Per Action Total Total Total Per Impi







METAL FURNITURE

### TREND METAL

ORDER NOW!









🖸 مراسلة

مرات الذكر

نبذة مختصرة

المنشورات **-**≎ الفلاتر

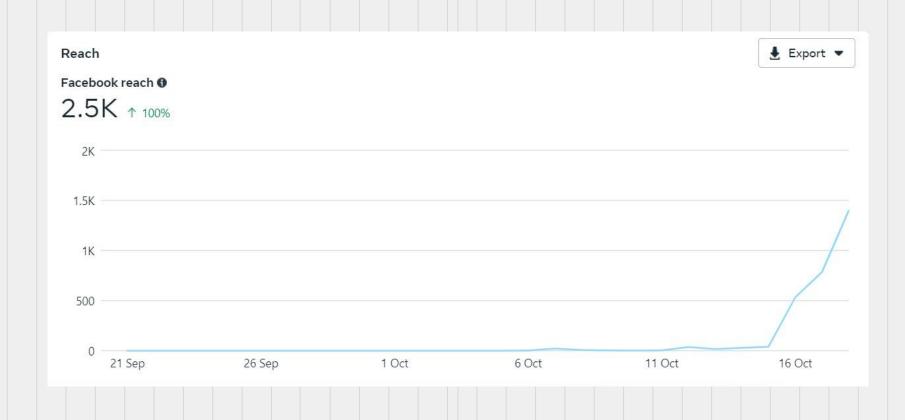
> Trend Metal - ترند ميتال @· 53 الشياكة مكانها الصح Trend Metal

For homeowners seeking modern, elegant furniture, Trend Metalctivate Window offers customizable metal pieces that reflect your style. With durable PVD coatings, our designs are both trendy and long 50 to Settings to activa lasting. Transform your home with stylish, durable metal furniture.

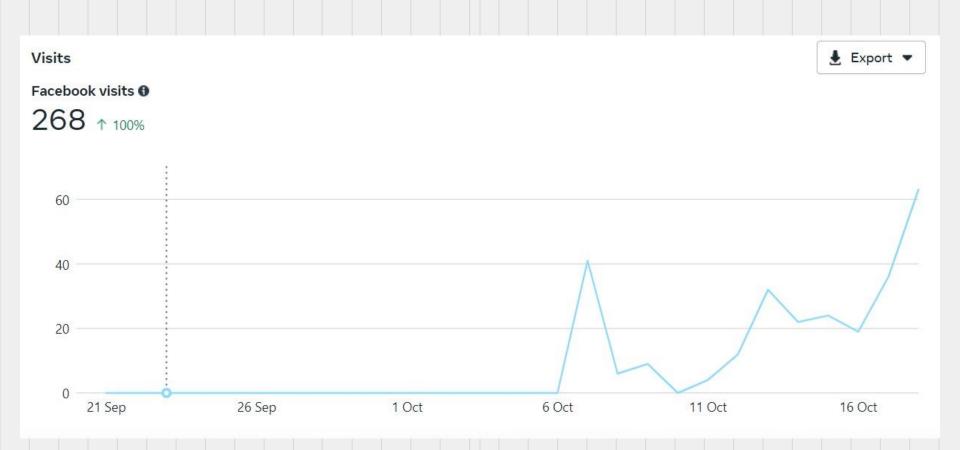




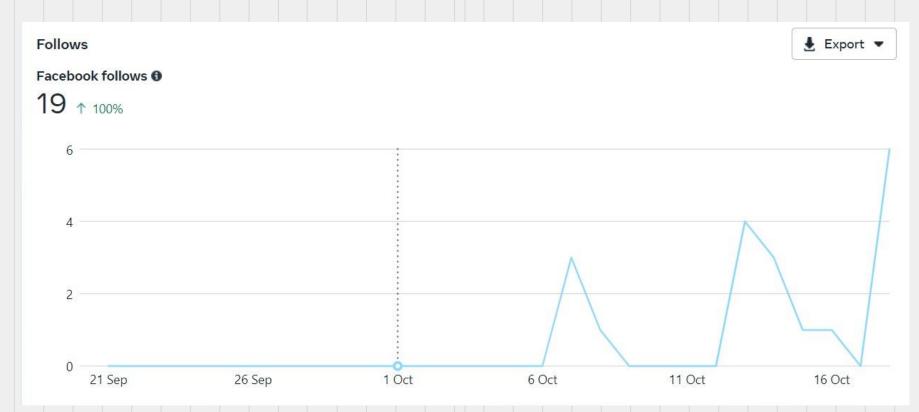






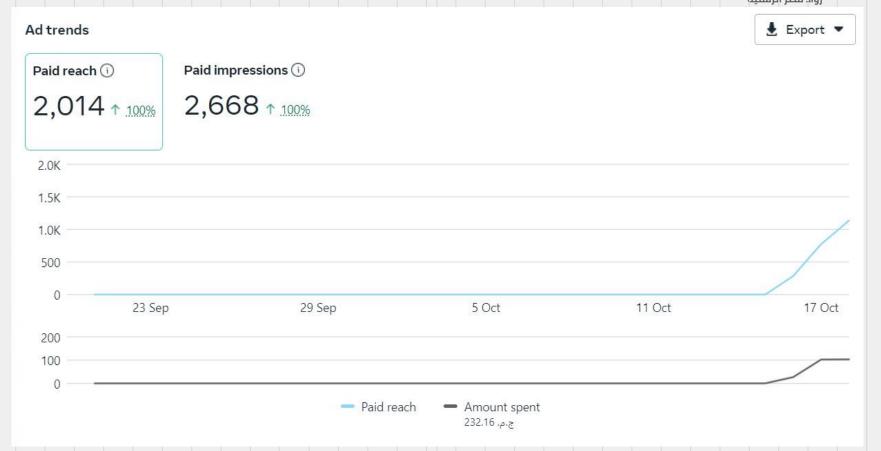












27 💄 3







trndmetal Following > Message + \* ...

9 posts 27 followers 0 following

Trend Metal

Metal furniture Brand

We create distinctive pieces for you that can change your home space for the better 🛇

Followed by enasgomaa11, s.\_a.42 + 5 more



Our Products...

■ POSTS

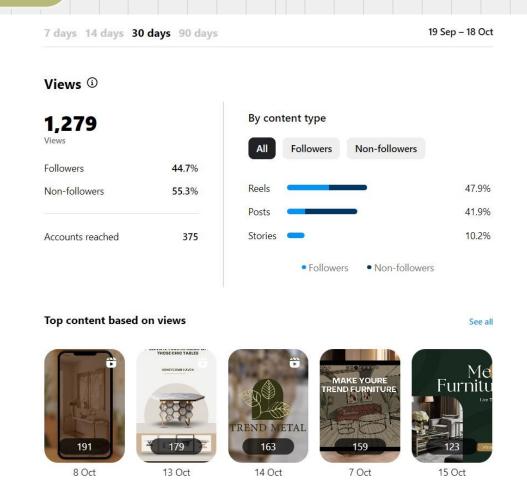
TREELS















#### Interactions (i)

#### 107

Interactions

Followers 49.5%

Non-followers 50.5%

Accounts engaged

#### By content interactions

Posts 72.9%

27.1%

See all

Followers and non-followers

#### Top content based on interactions





27



Reels





Profile ①

Followers (i)

**65** Profile activity

Total followers



### 5. What Makes us Special





### 1- A Jigsaw Game in our Website for fun and Rewarding Experience

#### The Idea

Customer will enter the link of the Jigsaw Puzzle and after solving it, it will give the Customer a Coupon code to be redeemed in our website



### 5. What Makes us Special

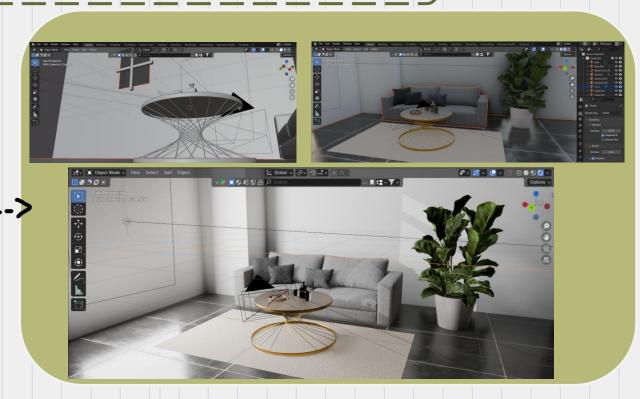




## 2- Creating A Customized 4K 3D Rendered Photos of our tables in the customers homes

#### The Idea

Turning Customers ideas into real-life Designs by 3 Steps:
1-making the modeling
2- giving texture and some style to it
3-fitting it with some great environment and assets matching the shape of the Customer's home



### What Makes us Special







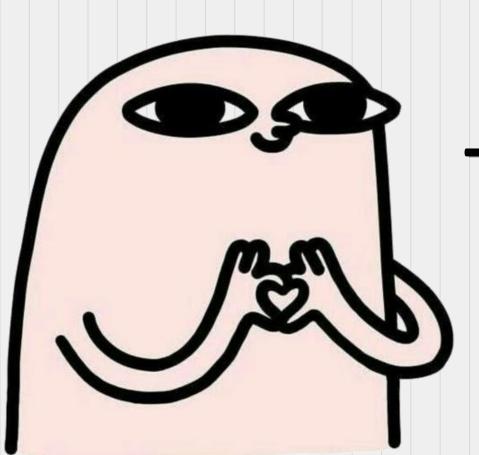
### Recommendations and improvements:



- 1. Referral programs for repeated purchasing
- 2. Professional website so customers can order directly to the home
- 3. We can use ideas like points and gamification for customers
- 4. More advanced photography for better creative and reels
- 5. Make a blog to attract new customers
- 6. B2B marketing through email marketing for Interior designers, hotels, restaurant, and Café
- 7. Offline marketing like a showroom or attending exhibitions
- 8. Augmented reality to try our products before buying Snapchat
- 9. Make an influencer list for future collaborations







# Thank you

For All Attention