



*YAT Learning  
Group - 251*

# ATHLETIC STORE PROJECT

Instructor: Mr Mohamed ElAswad



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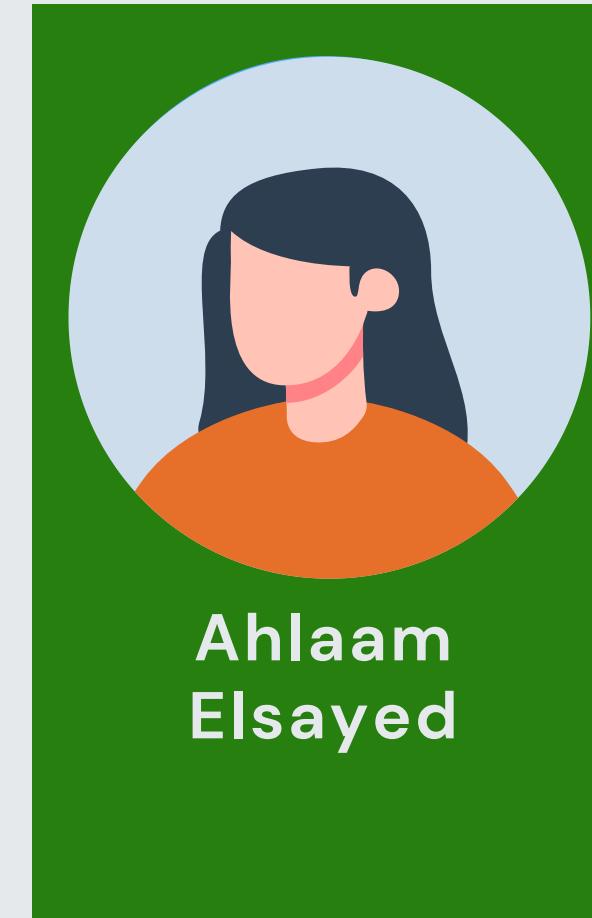
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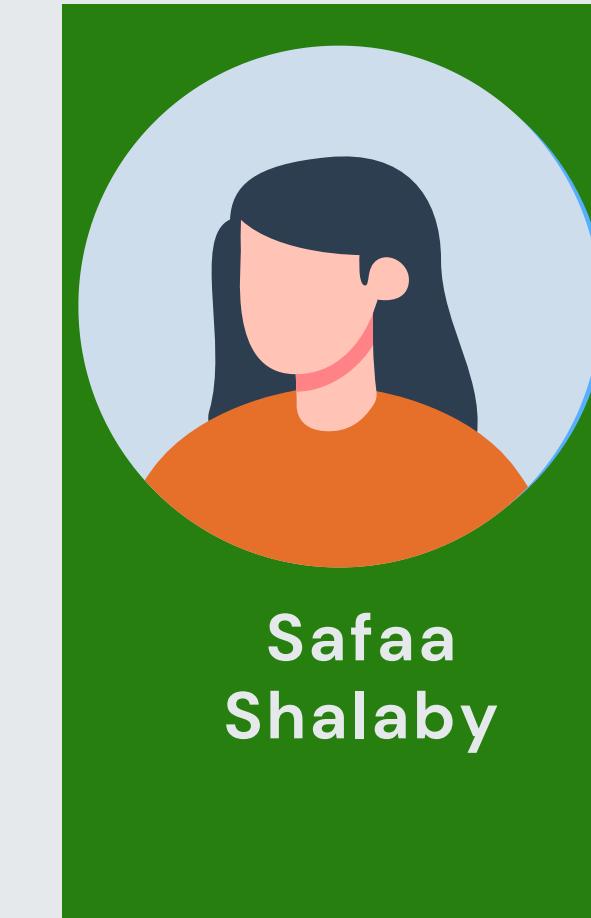
# OUR TEAM



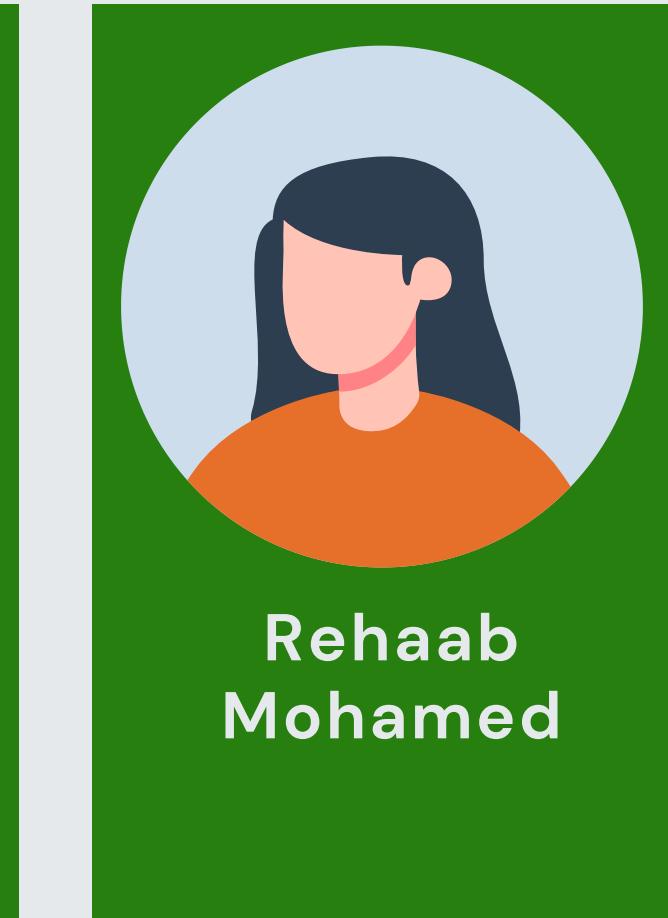
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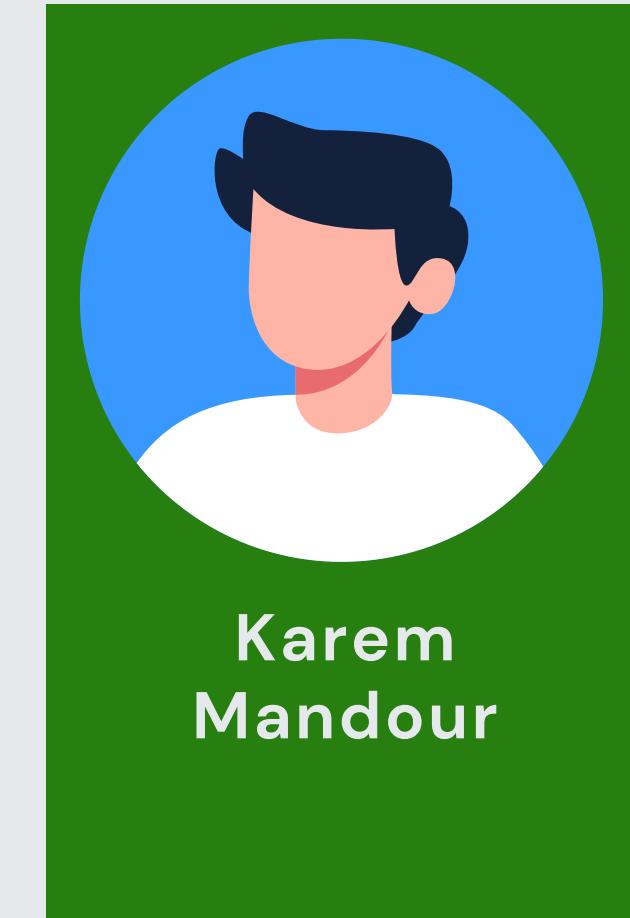
Ahlaam  
Elsayed



Safaa  
Shalaby



Rehaab  
Mohamed



Karem  
Mandour



# WHO ARE WE

We are a leading store specializing in high-quality sportswear and equipment, offering the finest materials and the latest models. Our commitment to excellence ensures that athletes and fitness enthusiasts find everything they need to perform at their best. With a wide selection of products designed for comfort, durability, and style, we provide the perfect balance of function and fashion for all your sporting needs.



# Business Model Canvas – Athletic Store

## Customer Segments

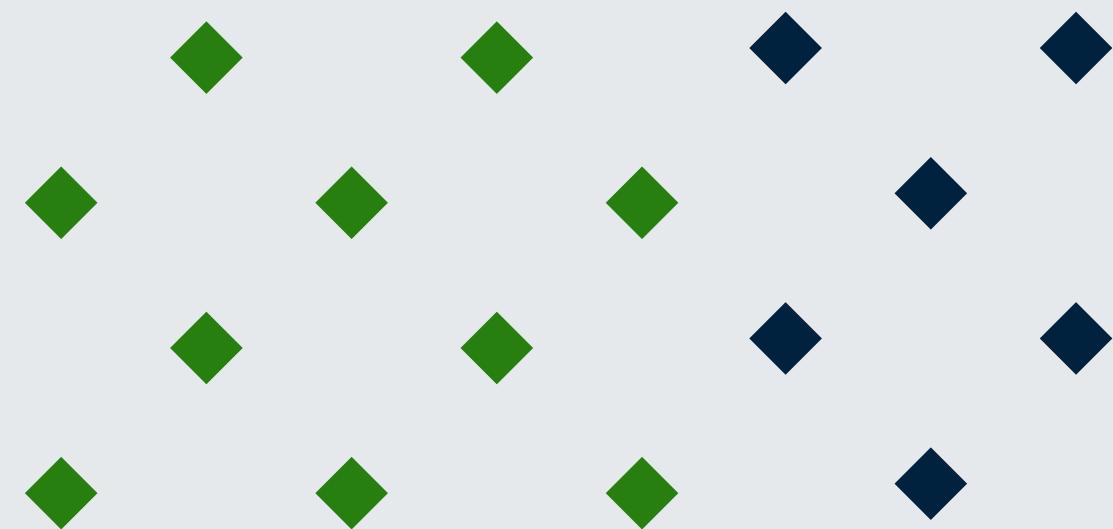
- Families: Parents and children involved in sports or fitness activities, requiring durable and stylish sportswear.
- teams and Clubs: Local sports teams and organizations needing uniforms and training gear.
- Casual Sportswear Shoppers: Individuals interested in athleisure wear for comfort and style in daily activities.

## Value Propositions

- High-quality, stylish, and durable sportswear and equipment.
- Competitive prices with regular promotions.
- Exceptional customer service, including flexible return and exchange policies.
- Product customization (e.g., embroidery for names or logos).
- Innovative digital marketing with influencer collaborations.

## Channels

- Online store (Facebook, Instagram).
- Physical store located at Kafr Elsheikh (FIFA Store – Athletic St).
- Social media platforms for campaigns and promotions.



# Business Model Canvas – Athletic Store

## Customer Relationships

- Friendly, professional, and enthusiastic tone to engage customers.
- Regular interactions via organic posts (videos, photos, stories).
- Post-sales support and customer satisfaction improvement initiatives.

## Revenue Streams

- Direct sales from sportswear and equipment.
- Customized products (e.g., personalized clothing and shoes).
- Promotions and bulk purchases.

## Key Resources

- High-quality sportswear and equipment inventory.
- A strong digital presence on Facebook and Instagram.
- Skilled team in digital marketing and customer service.
- Partnerships with local sports influencers.

## Key Activities

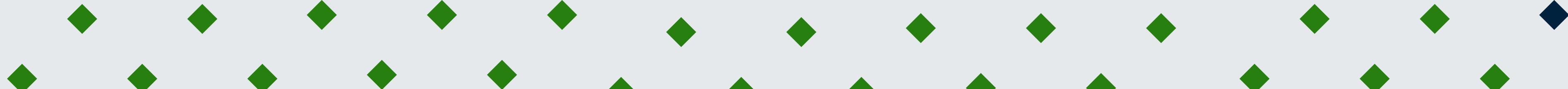
- Managing promotional campaigns across social media.
- Creating and maintaining engagement through organic posts and ads.
- Offering tailored promotions for different customer segments (e.g., students).
- Enhancing customer experience through fast service and customization.

## Key Partnerships

- Suppliers providing quality sportswear materials.
- Digital platforms for marketing (Facebook, Instagram).

## Cost Structure

- Costs for inventory and production of sportswear.
  - Digital marketing campaigns (Facebook/Instagram ads).
  - Customer service and after-sales support.
  - Physical store rent and utilities.



# GOALS AND OBJECTIVE

## Increase Sales

01

We aim to achieve a **300,000 EGP** increase in sales over the next six months by continuously offering high-quality products and exceptional customer service.



## Increase Follower Number

02

Our goal is to increase our follower number to **10,000** followers on Facebook and reach **1k** followers on Instagram in the next six months.





## TARGET AUDIENCE

### Families

Parents and children involved in sports or fitness activities who require family-friendly, durable, and stylish sportswear and accessories.

### Teams and Clubs

Local sports teams, clubs, and organizations are in need of uniforms, training gear, and equipment for their members.

### Casual Sportswear Shoppers

Customers who prefer athleisure wear, combining sporty fashion with everyday comfort, whether for casual outings or light activities.

# TARGETING

## First Segmentation

- gym t-shirts
- sports t-shirts
- women sportwear

## Second Segmentation

- gym equipment
- gym tools
- treadmills
- swimming tools
- Martial arts tools
- sports shoes

## Third Segmentation

- burkini
- bags
- Polo T-shirts
- cargo pants
- melton pants



# BUYER PERSONA

## ABOUT

- Name: Laila Mohamad
- Age: 40 years
- Marital Status: Married, with two children
- Location: Kafr Elsheikh
- Occupation: Homemaker
- Income: 10,000 – 15,000 EGP per month  
(family income wellness)

## INTERESTS

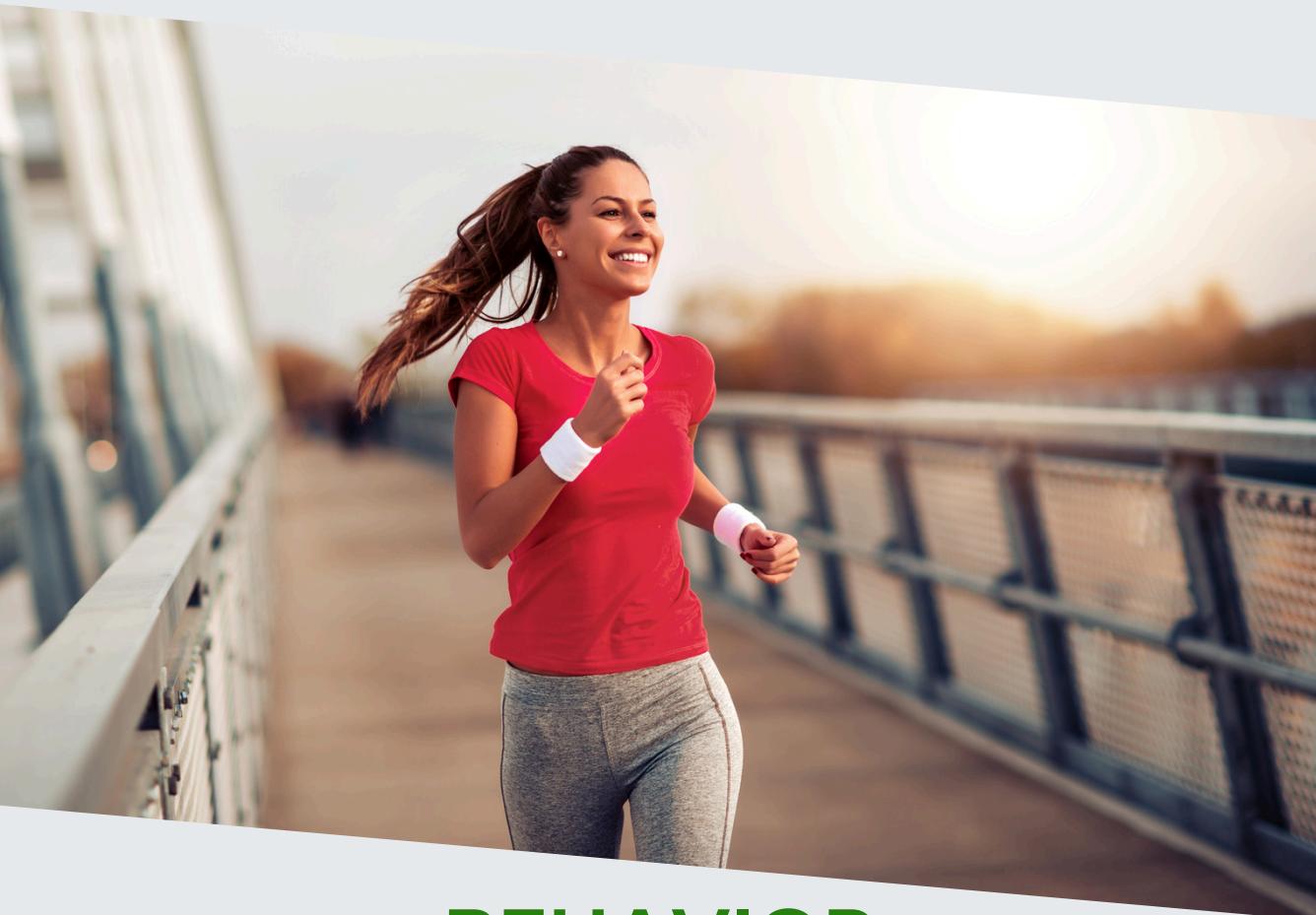
- Enjoys walking and family fitness activities
- Focused on health and well-being
- Interested in affordable, trendy family fashion

## NEEDS

- Affordable, high-quality, durable sportswear
- Comfortable fit for the entire family
- Clothing that withstands daily wear

## STYLE

- Prefers casual, comfortable sportswear
- Values functional and family-friendly fashion
  - Simple, practical, and suitable for daily activities



## BEHAVIOR

- Shops online for convenience and time-saving
- Looks for family bundle offers and discounts
- Prioritizes quick and affordable purchasing options

## GOALS

- Find comfortable sportswear for herself and her family
- Shop for all family members in one place
- Save money with family bundle offers and discounts

## CHALLENGES

- Difficulty finding the right sizes for everyone
- Concerned about high costs for family purchases
- Limited time for shopping, prefers fast delivery

## BUYING OPTIONS

- Prefers family sportswear bundles
- Needs a range of sizes for all family members
- Attracted to discounts for bulk purchases



## ABOUT

- Name: Hazem salah
- Age: 28 years
- Marital Status: Single
- Location: Kafr Elsheikh
- Occupation: Engineer
- Income: 15,000 – 20,000 EGP per month

## INTERESTS

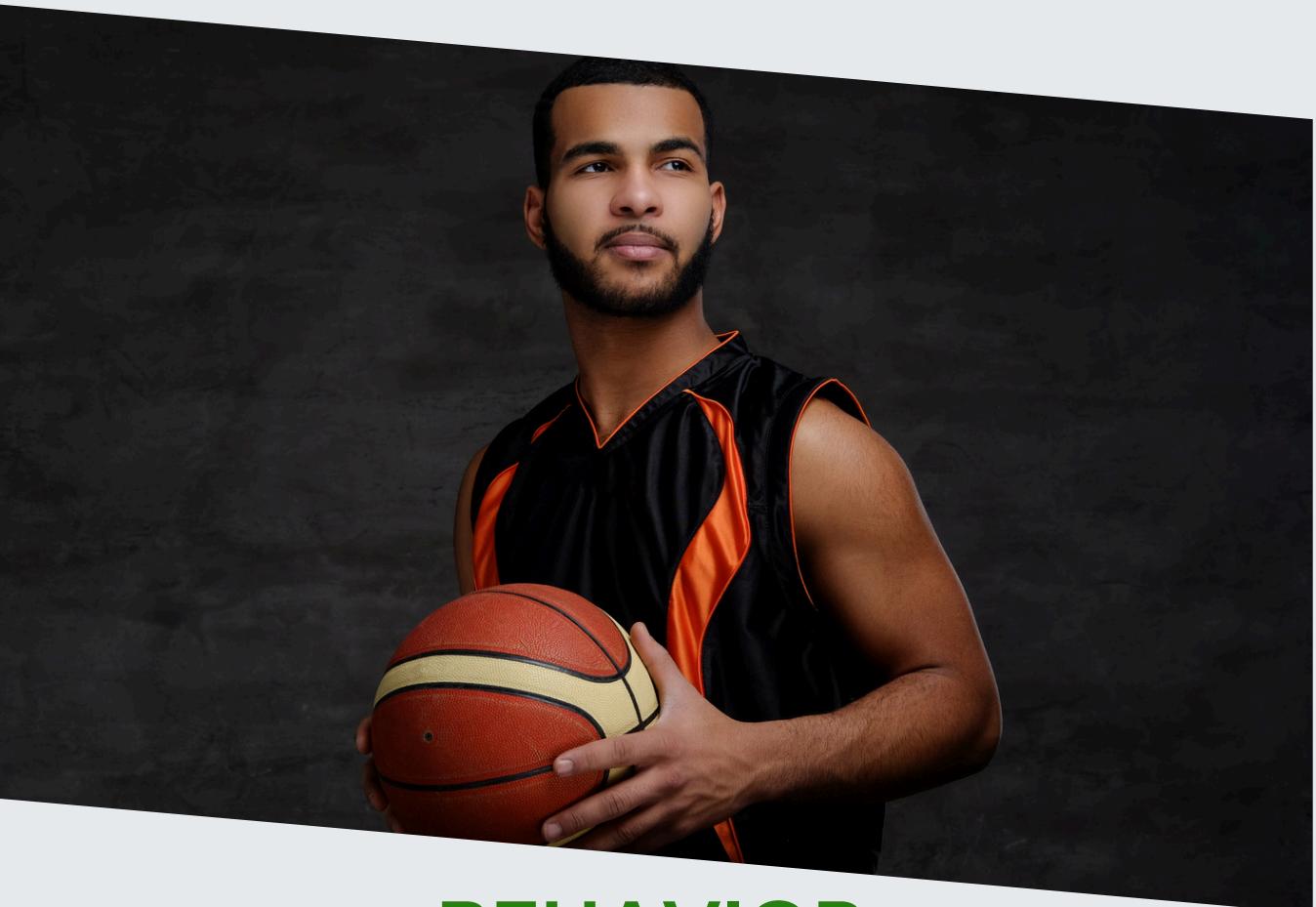
- Enjoys running, gym workouts, and cycling
- Follows the latest fitness trends and technology
- Interested in cutting-edge sports gear and gadgets

## NEEDS

- High-performance sportswear for intense workouts
- Innovative technology to track fitness progress
- Comfortable, flexible clothing that supports Movement

## STYLE

- Prefers sleek, performance-focused sportswear
- Values technical fabrics and modern designs
- Prioritizes gear that enhances workout efficiency



## BEHAVIOR

- Prefers products with performance enhancing features
- Seeks sportswear that integrates fitness tracking technology
- Looks for flexible return policies to try products confidently

## GOALS

- Maximize athletic performance through specialized sports gear
- Use tech to track and improve workout results
- Ensure comfort and flexibility during all physical activities

## CHALLENGES

- Uncertainty about whether gear fits specific workout needs
- Hesitant to buy without trying items in person
- Difficulty finding advanced, technology driven sportswear

## BUYING OPTIONS

- Prefers products with performance-enhancing features
- Seeks sportswear that integrates fitness-tracking technology
- Looks for flexible return policies to try products confidently

## ABOUT

- Name: Mona Ahmed
- Age: 20 years
- Marital Status: Single
- Location: Kafr Elsheikh
- Occupation: University student
- Income: 2,000 – 3,000 EGP per month

## INTERESTS

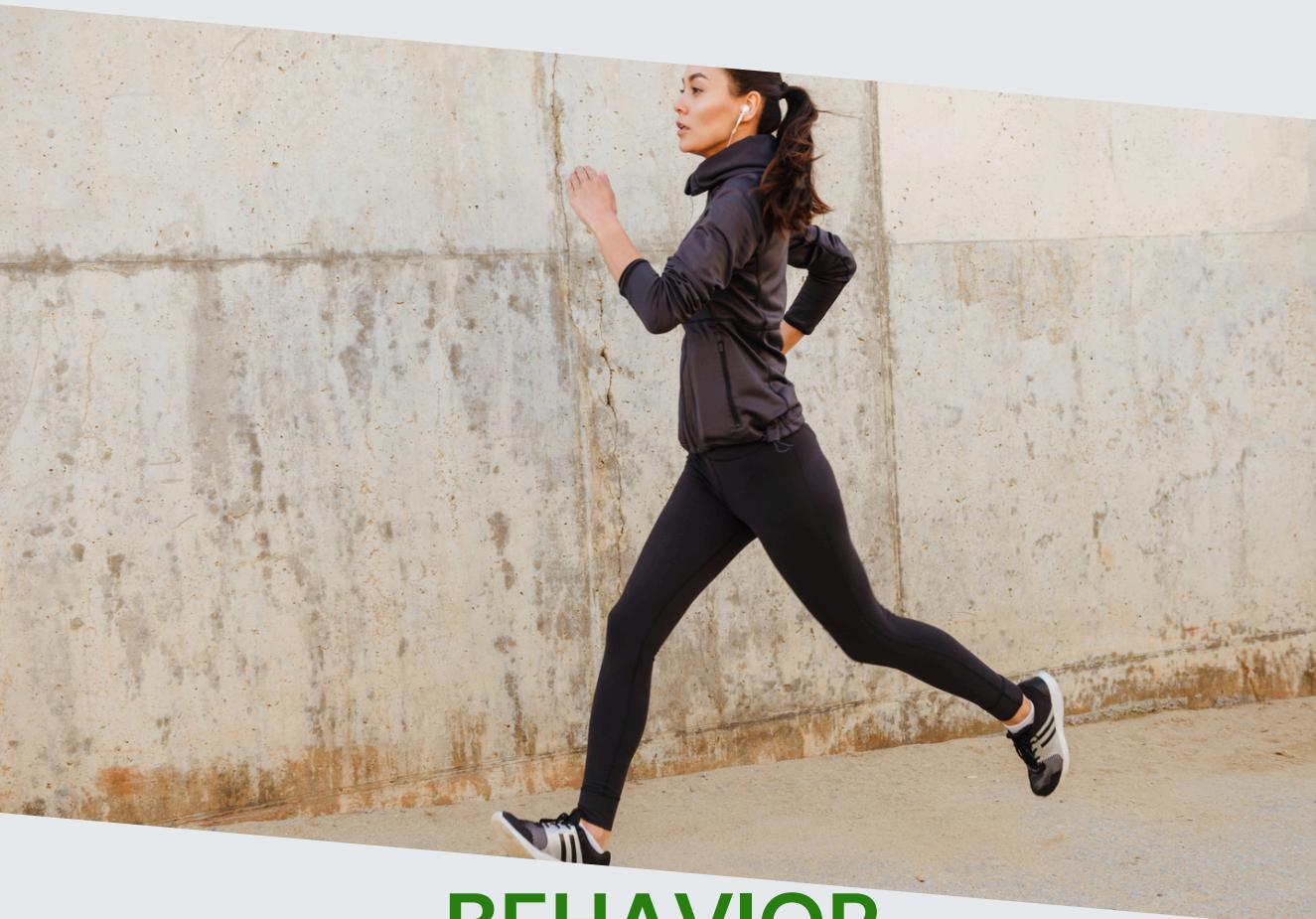
- Loves trendy sportswear that reflects the latest fashion
- Prefers a sporty yet elegant look suitable for various occasions
- Seeks versatile clothing that works for workouts and casual outings

## NEEDS

- Stylish sportswear that aligns with her active lifestyle
- Versatile pieces suitable for workouts and everyday wear

## STYLE

- Passionate about fashion and fitness trends
- Enjoys shopping, photography, and cycling activities
- Always exploring new styles that combine comfort and flair



## BEHAVIOR

- Frequently shops online for the newest styles
- Looks for fashionable sportswear that merges comfort and chic designs

## GOALS

- Maintain a stylish and sporty appearance through her purchases
- Discover versatile sportswear for workouts and casual activities

## CHALLENGES

- Limited budget as a student, needing affordable fashion options
- Concerns about potential discrepancies between online images and actual products

## BUYING OPTIONS

- Attracted to collections that blend style and functionality
- Favors promotions, student discounts, and affordable options
- Seeks assurance that products match their online representation

# COMPETITOR ANALYSIS

Channel	Own Bussiness	Competitor 1	Competitor 2
Facebook	Athletic Store EG	Mady Store	Activ Abo Alaa
Link of channel	Facebook	Facebook	Facebook
Likes	1.5k	8.7k	12k
Followers	1.7k	9.5k	13k
Reviews	no reviews	11reviews and 95% recommend	no reviews
About	sports wear and equipment	sports wear and equipment	sports wear and equipment
Posting Regular or not	yes	yes	yes
# of posts/week	4/7 post in week	18/21 post in week	18/21 post in week
average likes /post	2to3	5to10	2to3
average Comments/post	2 comment	2 comment	2 comment
average shares/post	0	1share	0
Engagement Rate	10%	45%	45%
paid posts/not	some paid	no	no
Type of content	post with photo and reels	post with photo and video	post with poto and reels
Tone of voice	friendly	friendly	friendly
Call-to-Action	directly and delivery	directly and delivery	directly , delivery and website
Comments Replies	reply directly on post	reply directly on post	reply directly on post
Designs?	professional design	normal design	professional design
Keep Identity	identity	no identity	identity
Stories content	no stories	no stories	stories
Where in buyer journey	online and directly	online and directly	online and directly
Contacts through?	facebooke page /shop	facebooke page /shop/whatsapp	shop and facebook page whatsapp
Strengths	more prodcets and The quality of the products is high Prices are reasonable	more prodcets	more prodcets and The quality of the products is high The brand name is well known throughout the Republic
Weakness	less post	Prices are high	Prices are high

# POSITIONING

**Our store provides high-quality, stylish, and affordable sportswear and equipment, tailored to meet the needs of athletes and fitness enthusiasts . We offer a wide range of products that combine comfort, durability, and performance, helping customers achieve their goals while staying within budget.**



# COMPETITIVE ADVANTAGES

**O1**

## Exceptional customer service

We ensure fast and excellent customer service, both in-store and online, with flexible after-sales support, including exchange and return policies.

**O2**

## Competitive prices and ongoing promotions:

We provide competitive prices with regular offers and discounts, especially for bulk purchases, giving our customers the best value for their money.

**O3**

## Focus on sports students:

Since we target physical education college students, we ensure special offers and discounts that perfectly meet their needs.

**O4**

## Innovative marketing techniques

We effectively utilize digital marketing, including collaborations with local sports influencers and promotional campaigns on social media platforms.

**O5**

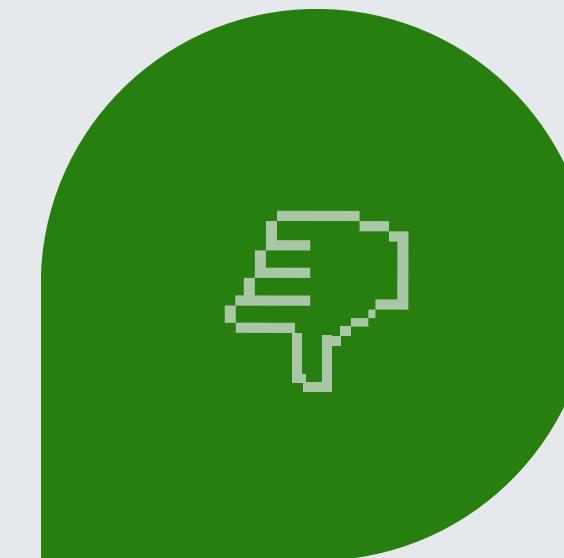
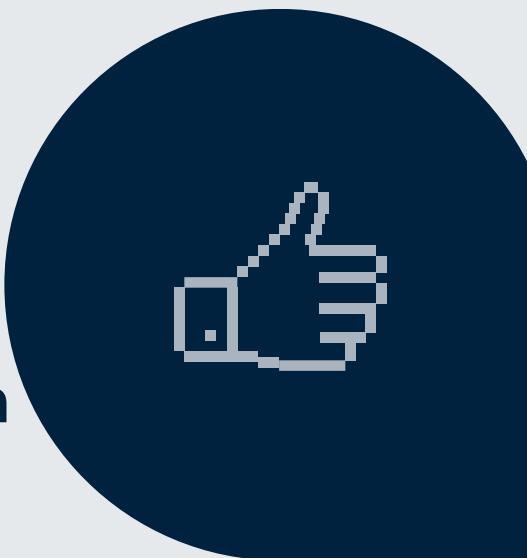
## Product customization

We offer product customization services, such as embroidery of names or logos on clothing and shoes, giving our customers a personalized shopping experience.

# SWOT ANALYSIS

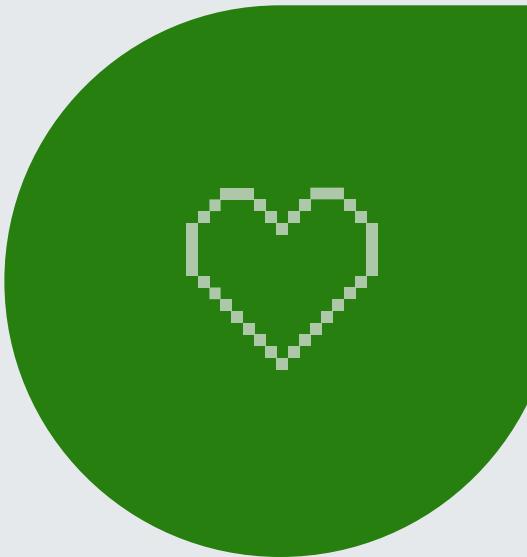
## STRENGTHS

- High quality of Products
- Diversity in products
- Advances in Sports Apparel Design



## Opportunities

- Online Expansion
- Increased health awareness
- Growing demand for sportswear



## WEAKNESSES

- High cost of production
- Dependence on Fashion Trends
- Seasonality of Sales

## Threats

- Economic Changes
- Raw material price fluctuations
- Decreased demand during off-season times
- Limited geographic expansion

# MARKETING OBJECTIVES – 4P's





# TO<sup>N</sup>E OF VOICE

## Friendly

The friendly tone feels approachable and conversational, creating a warm connection with your customers. It's like speaking to a supportive friend who understands their needs and wants to help them make the best choice.

## Professional

The professional tone conveys expertise and reliability. It shows that your store is well-established and committed to offering high-quality products and services.

## Enthusiastic

The enthusiastic tone is energetic and motivational, inspiring customers to achieve their fitness goals. It's filled with excitement, urging them to take action and embrace an active lifestyle.

# Control



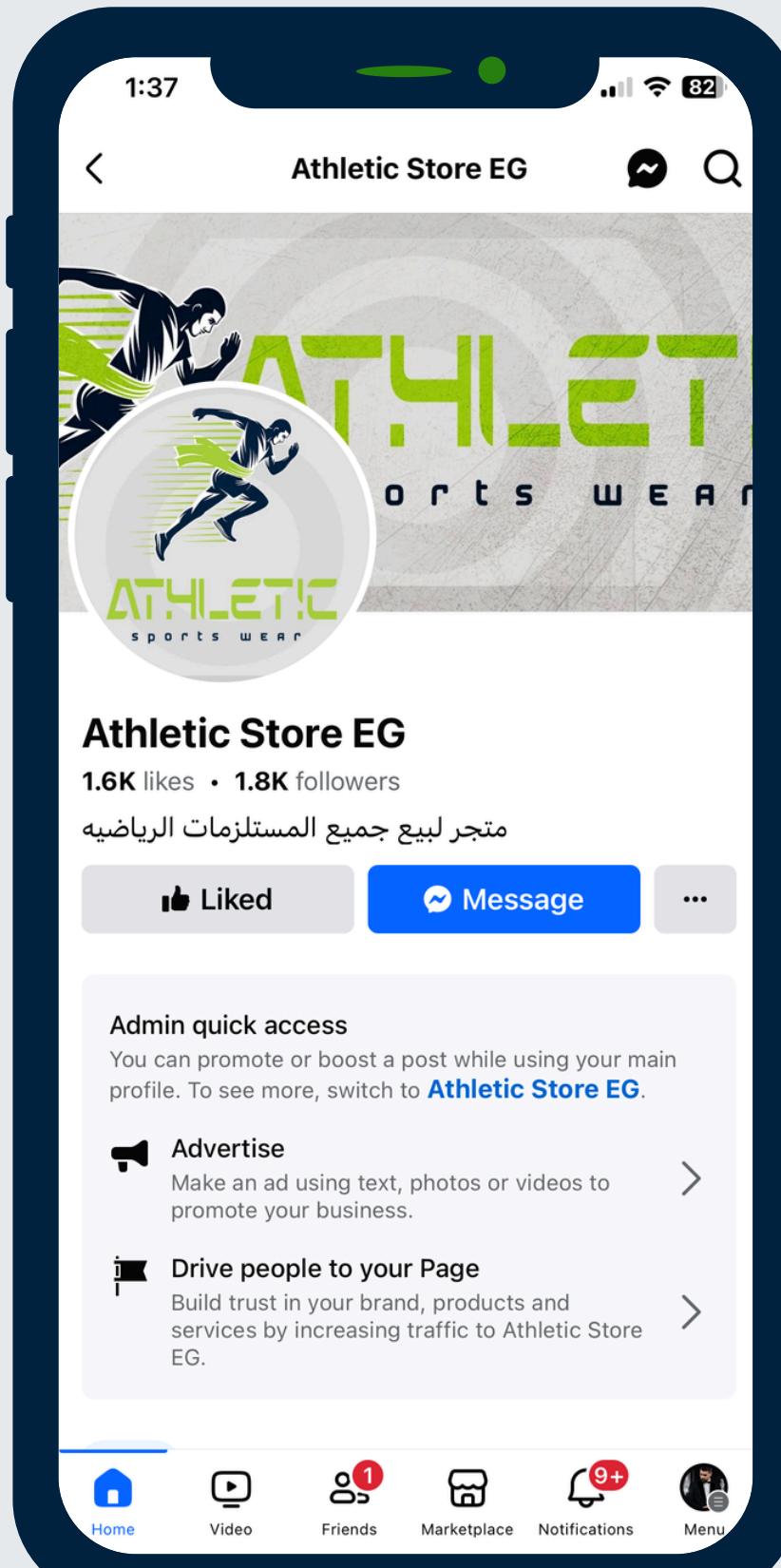
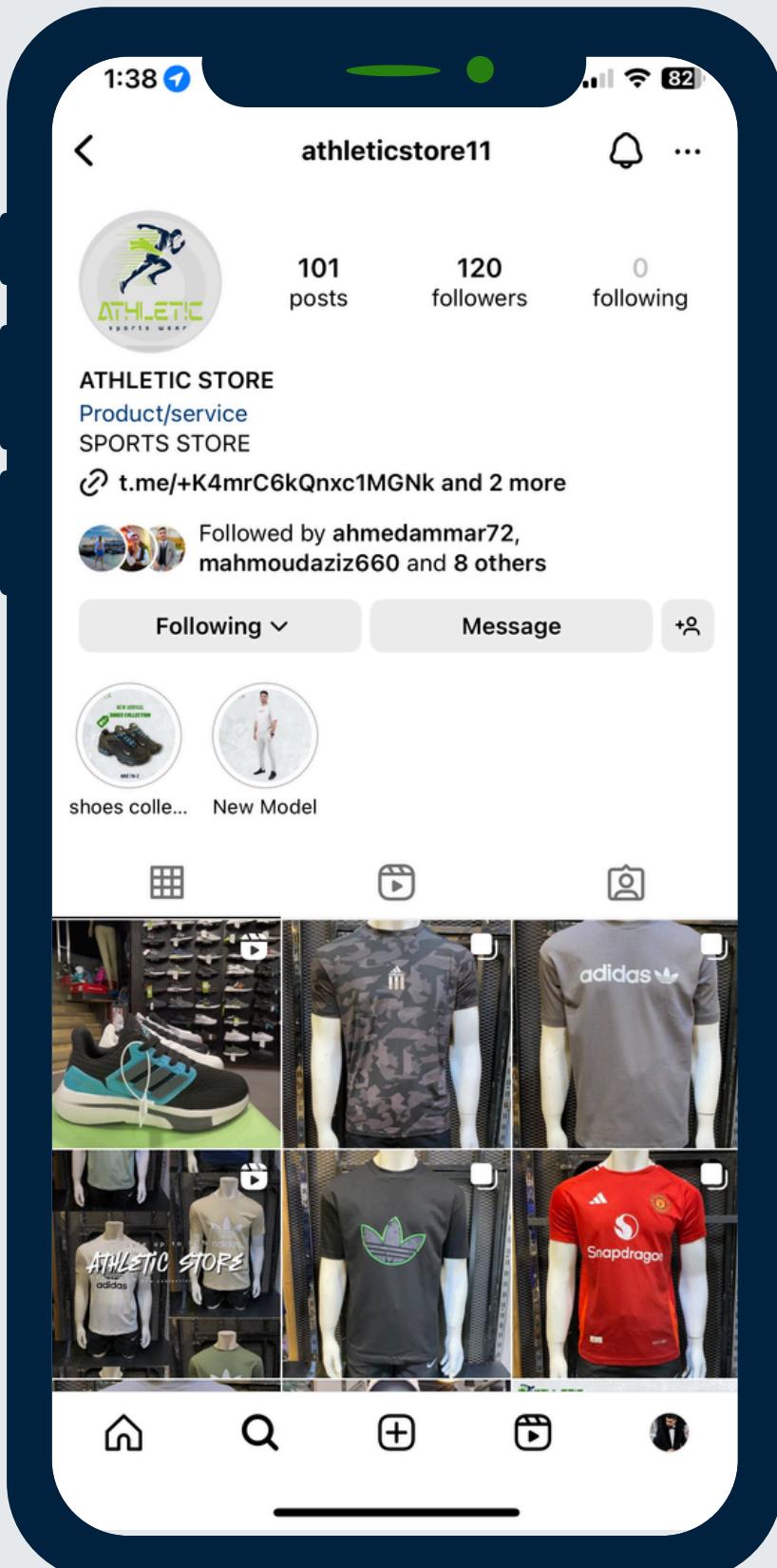
## Measuring KPIs

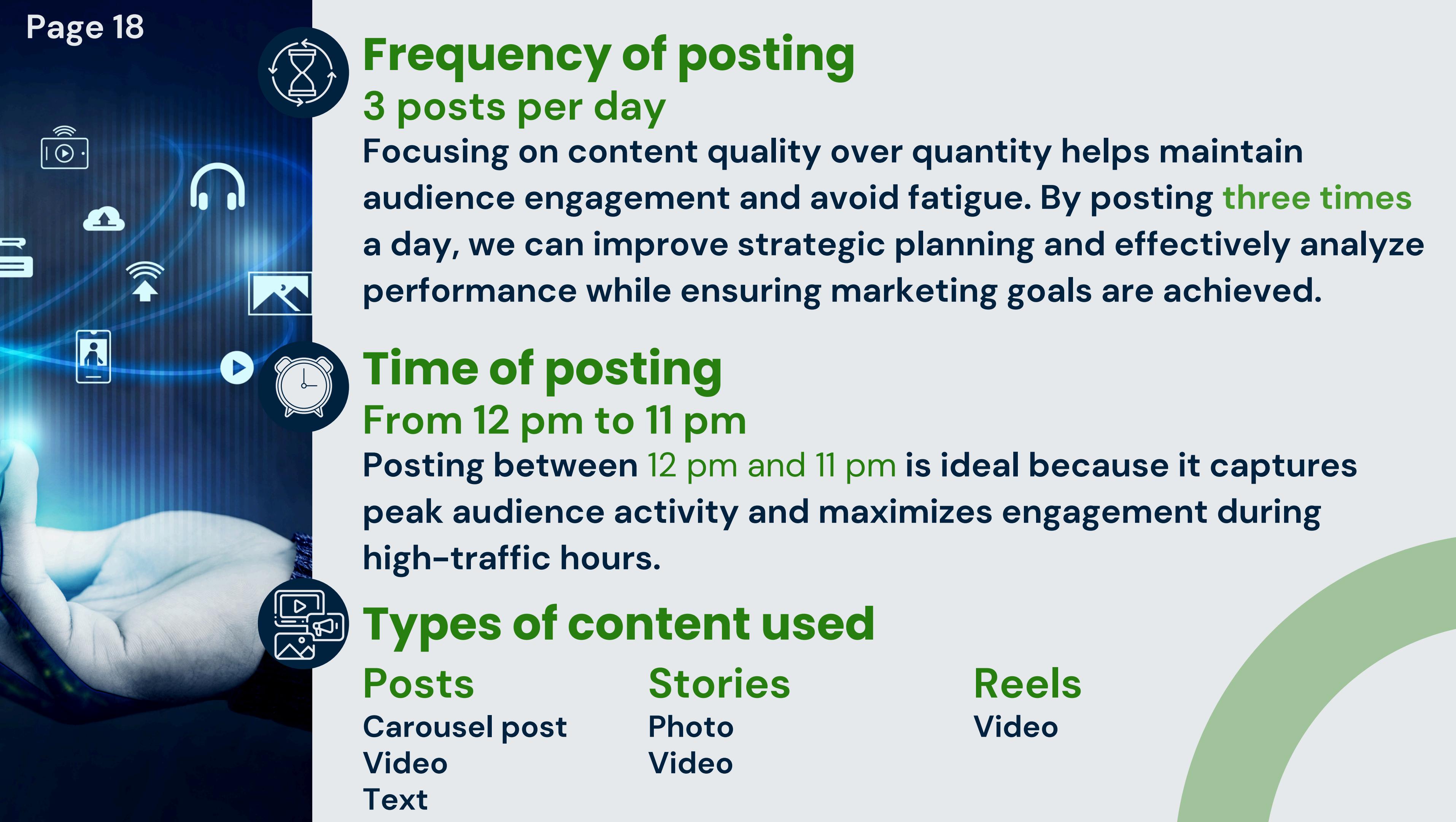
- Engagement Rate
- Number of Followers
- Click Through Rate(CTR)
- Visits
- Reach and impression

## Analysis Tools

- Social Media Insights
- Meta Ads Manager

# CHANNEL USED





## Frequency of posting

**3 posts per day**

Focusing on content quality over quantity helps maintain audience engagement and avoid fatigue. By posting **three times** a day, we can improve strategic planning and effectively analyze performance while ensuring marketing goals are achieved.

## Time of posting

**From 12 pm to 11 pm**

Posting between 12 pm and 11 pm is ideal because it captures peak audience activity and maximizes engagement during high-traffic hours.

## Types of content used

**Posts**

Carousel post  
Video  
Text

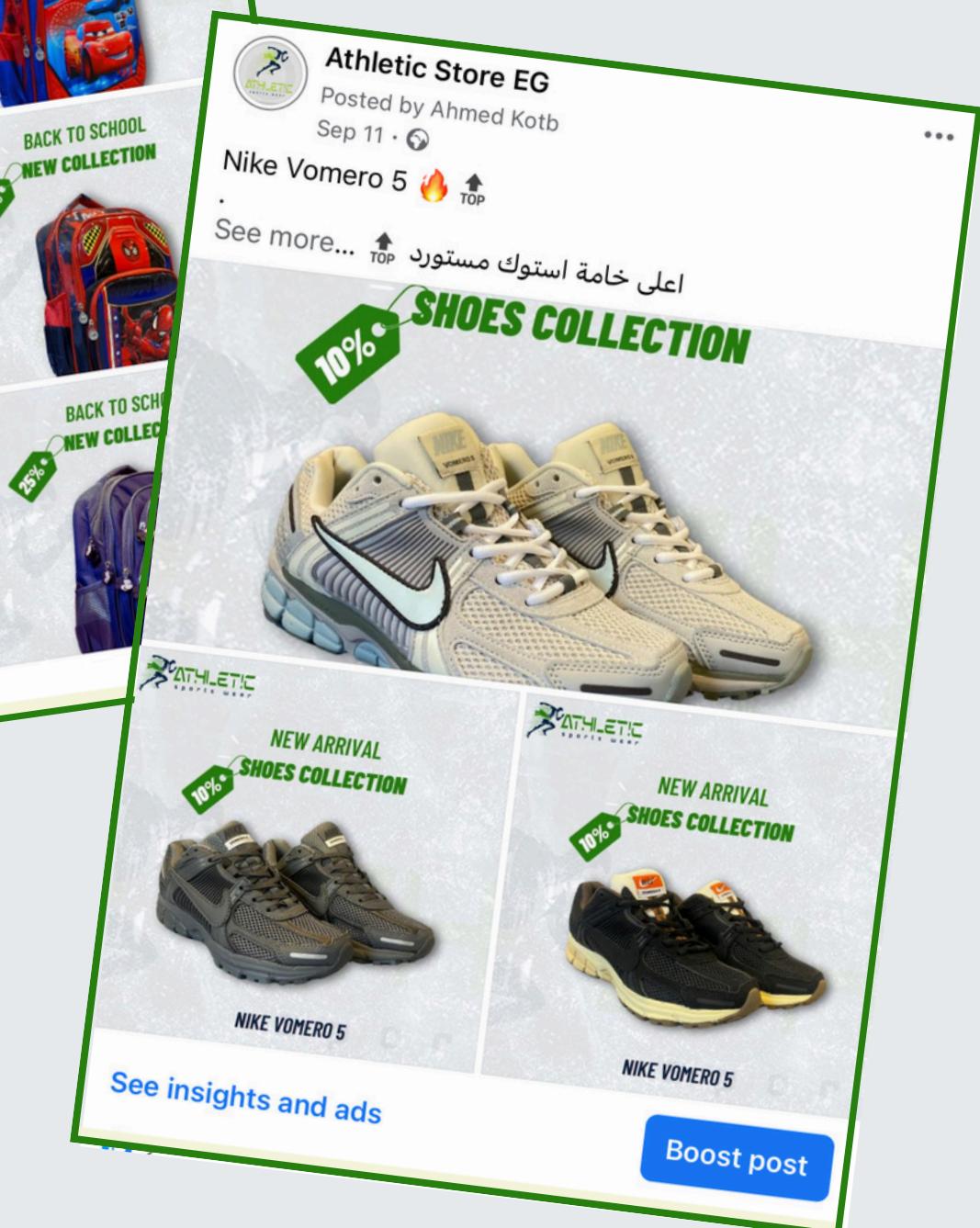
**Stories**

Photo  
Video

**Reels**

Video

# OUR POSTS



# CONTENT PLANNER

**Planner**  
Plan your marketing calendar by creating, scheduling, and managing your content.

**Sep - Oct 2024**

Week Month < Today > Content type: all Shared to: all

Sun 29	Mon 30	Tue 1	Wed 2	Thu 3	Fri 4	Sat 5
<b>Messages • Completed</b>						
12:00 PM Blue hoodie post. Likes: 7, Comments: 2, Shares: 4. <a href="#">Boost</a>	7:00 PM Grey hoodie post. Likes: 4, Comments: 12. <a href="#">Boost</a>	10:00 AM Grey hoodie post. Likes: 7, Comments: 2. <a href="#">Boost</a>	12:30 PM White hoodie post. Likes: 4, Comments: 2. <a href="#">Boost</a>	11:00 AM Red hoodie post. Likes: 4, Comments: 1. <a href="#">Boost</a>	1:00 AM Black hoodie post. <a href="#">Boost</a>	5:30 PM Black hoodie post. <a href="#">Boost</a>
7:00 PM Green hoodie post. Archived. <a href="#">Boost</a>	10:00 AM White hoodie post. Archived. <a href="#">Boost</a>	12:30 PM White hoodie post. Archived. <a href="#">Boost</a>	11:00 AM Blue hoodie post. Archived. <a href="#">Boost</a>	2:00 PM Black hoodie post. Likes: 1. <a href="#">Boost</a>	5:30 PM Black hoodie post. <a href="#">Boost</a>	
7:00 PM White hoodie post. Archived. <a href="#">Boost</a>		12:30 PM Green hoodie post. Archived. <a href="#">Boost</a>	11:00 AM Blue hoodie post. Archived. <a href="#">Boost</a>	4:00 PM White hoodie post. Archived. <a href="#">Boost</a>	6:00 PM Blue hoodie post. Archived. <a href="#">Boost</a>	
7:00 PM Black hoodie post. <a href="#">Boost</a>		12:30 PM Yellow hoodie post. <a href="#">Boost</a>	11:00 AM Red hoodie post. Likes: 1. <a href="#">Boost</a>	4:00 PM Black hoodie post. <a href="#">Boost</a>	6:00 PM Black hoodie post. <a href="#">Boost</a>	

**Goals** Set a goal, track progress and learn helpful tips for your professional success. [Start new goal](#)

Consider boosting a recent post so audience that don't follow you may see it. [Boost](#)

# THE REACH OF ORGANIC POSTS

Title	Date published	Reach	Likes and reactions	Comments
		Reach ↑ ↓	Reactions ↑ ↓	Comments ↑ ↓
 ...يفا)! شارع الخليفة المامون بجوار فودافون #تربيه رياضية "Athletic Store EG	Boost Sun Sep 29, 8:00am	893 Reach	14 Reactions	18 Comments
 ... للقدم محل فيفا الخليفة المامون بجوار فودافون #سكينشرز Athlete Store EG	Boost Sat Sep 28, 1:55pm	772 Reach	5 Reactions	6 Comments
 ...فة المامون بجوار فرع فودافون #ابطاليانو #رجالى Athlete Store EG	Boost Fri Sep 27, 5:00pm	530 Reach	3 Reactions	0 Comments
 ...اقوى عرض بخصم ٧٠% #kafralshiekh #athleticstoreeg # Athlete Store EG	Boost Thu Sep 26, 6:30pm	585 Reach	3 Reactions	2 Comments
 ...ليفة المامون بجوار فرع فودافون #الاهلى #الاهلى Athlete Store EG	Boost Thu Sep 26, 1:00pm	1.4K Reach	21 Reactions	29 Comments

# THE IMPORTANCE OF ORGANIC POSTS

## O1 Building Trust

Regular, authentic posts help build a connection with the audience and create trust, which can lead to stronger brand loyalty.

## O2 Cost-E ective

Organic content allows for free interaction and engagement with the audience, reducing the need for continuous ad spend.

## O3 Long-Term Visibility

Consistent organic posts can improve the page's algorithm performance, leading to higher future visibility.

## O4 The engaging content

see better results. To maximize organic reach and engagement, it's crucial to create interactive and engaging content regularly. Prioritize video content, as it o ers the best performance, followed by images.



# STATISTICS

**23%**



increasing the number of  
followers By 23%  
in 2 weeks

**60%**



increasing the number of  
messages by 60%  
in the last campaign

**32.5%**



increasing messaging  
responce rate by 32.5%  
in the last month

now we reach **95.5 %** response rate



# Campaign Analysis



# ENGAGEMENT

## Analysis Report

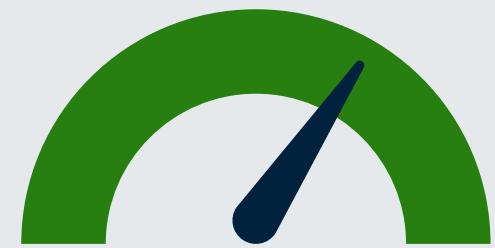
→ Period Analyzed:  
Sep 29, 2024 – Oct 1, 2024

Content Piece	Amount spent	Reach	Impression	Post Engagement	Post Likes	Post Comment	Post Reaction	Messages	Cost Per Result	Click Through Rate(CTR)
Carousel Post	526 EGP	17931	31371	477	32	18	15	121	4.35 EGP	3.92 %
Video	400 EGP	7973	15390	4159	36	35	49	111	3.58 EGP	8.55 %



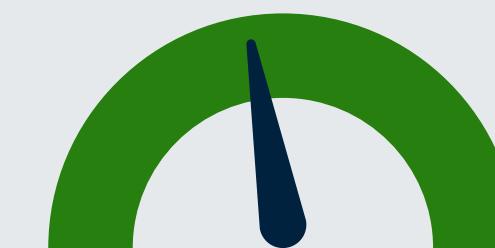
Total reach

25,904



Total impression

46761



Total messages

232



Average likes per post

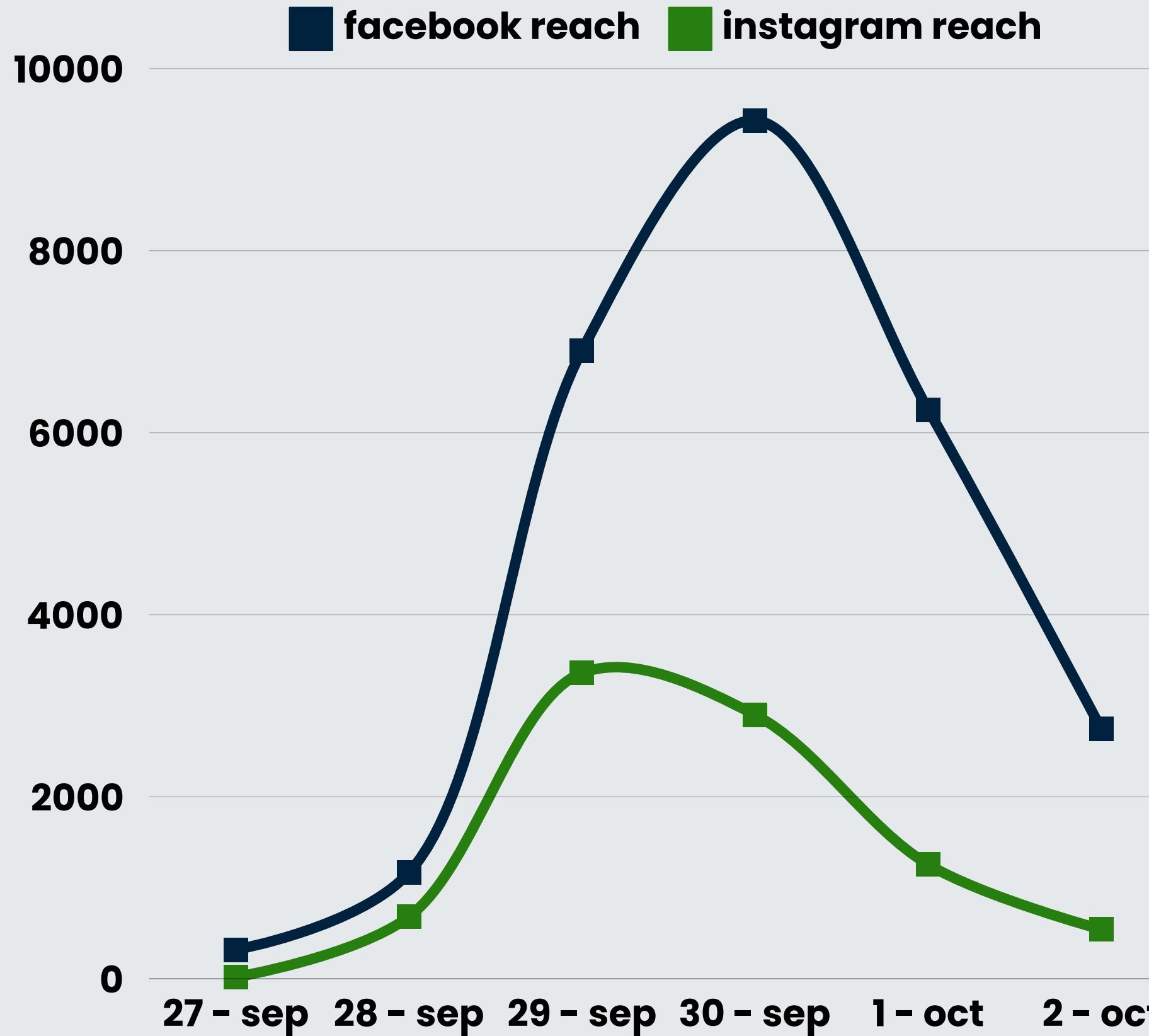
34



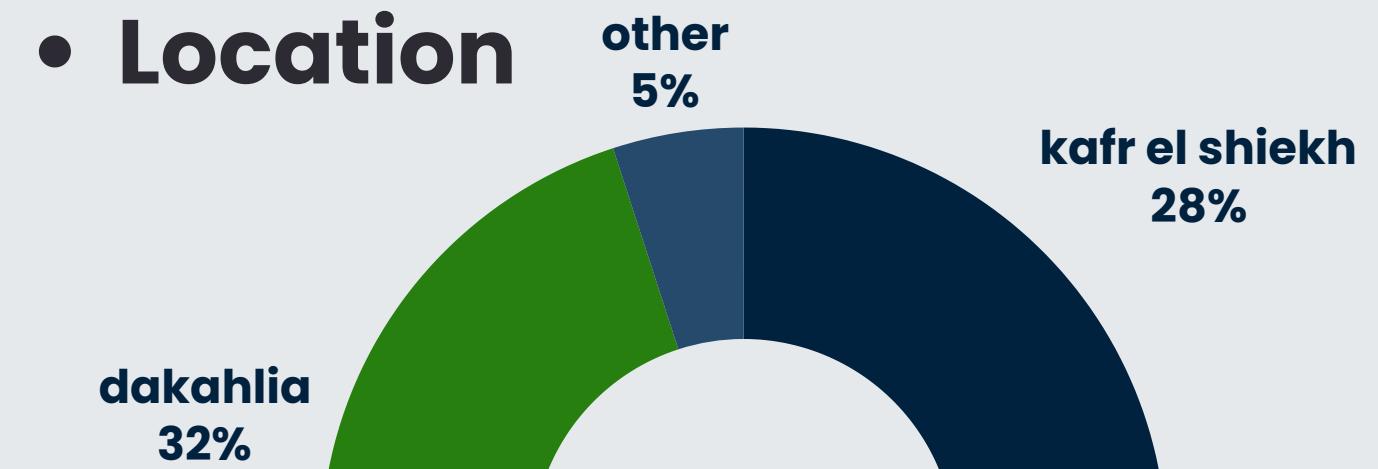
Average comment per post

26

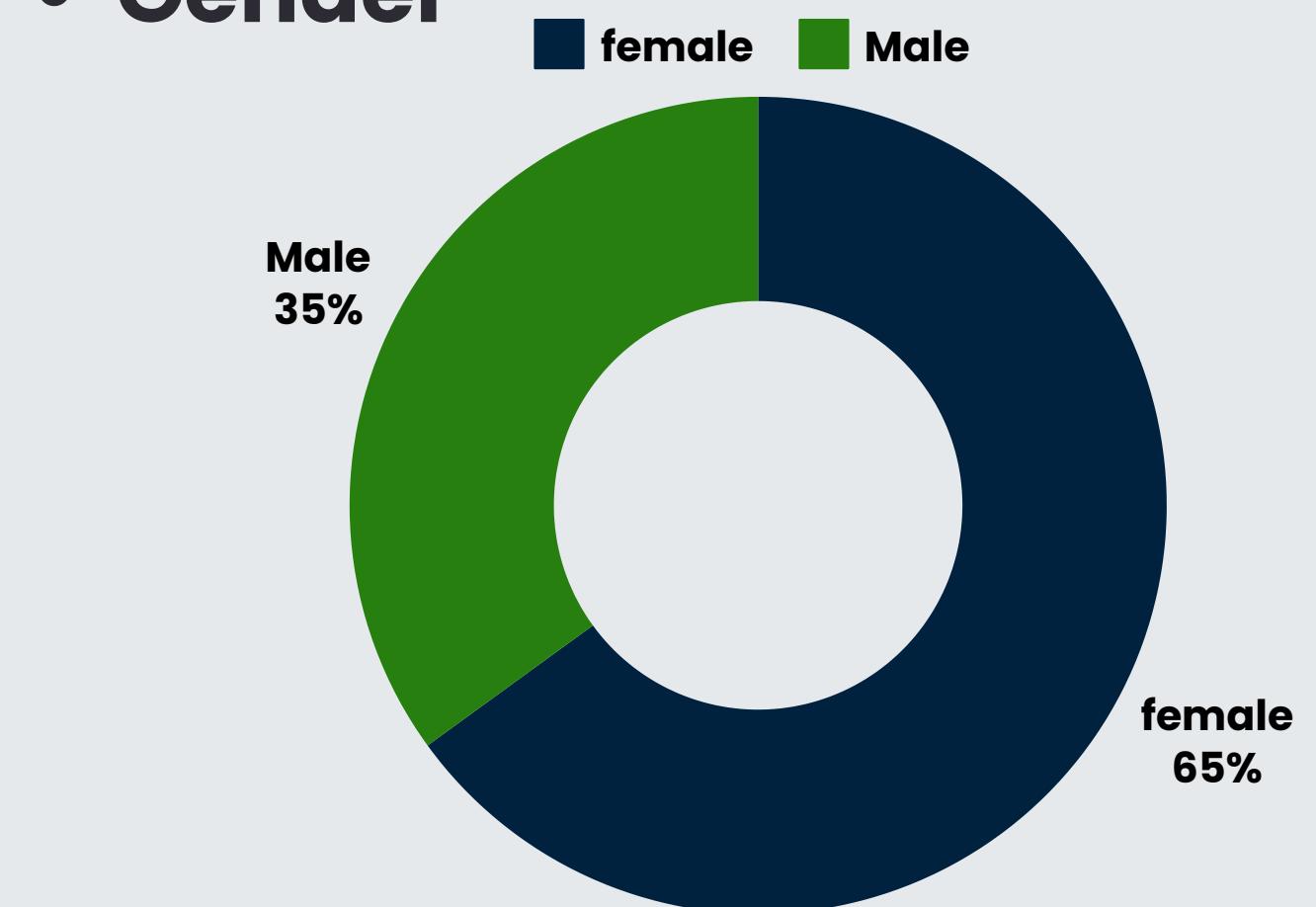
- facebook and instagram reach



- Location



- Gender



# Key Performance Metrics

## Visits

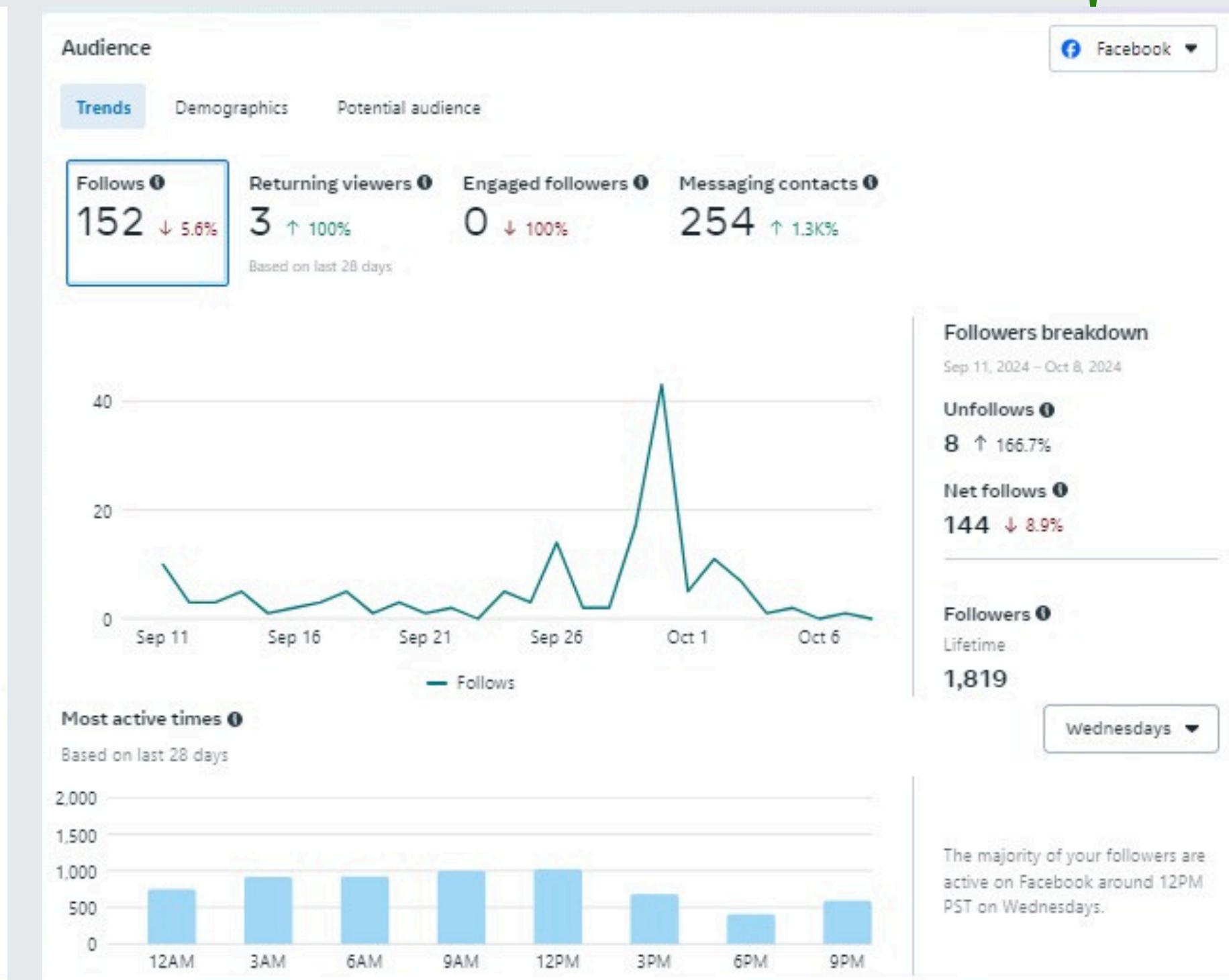
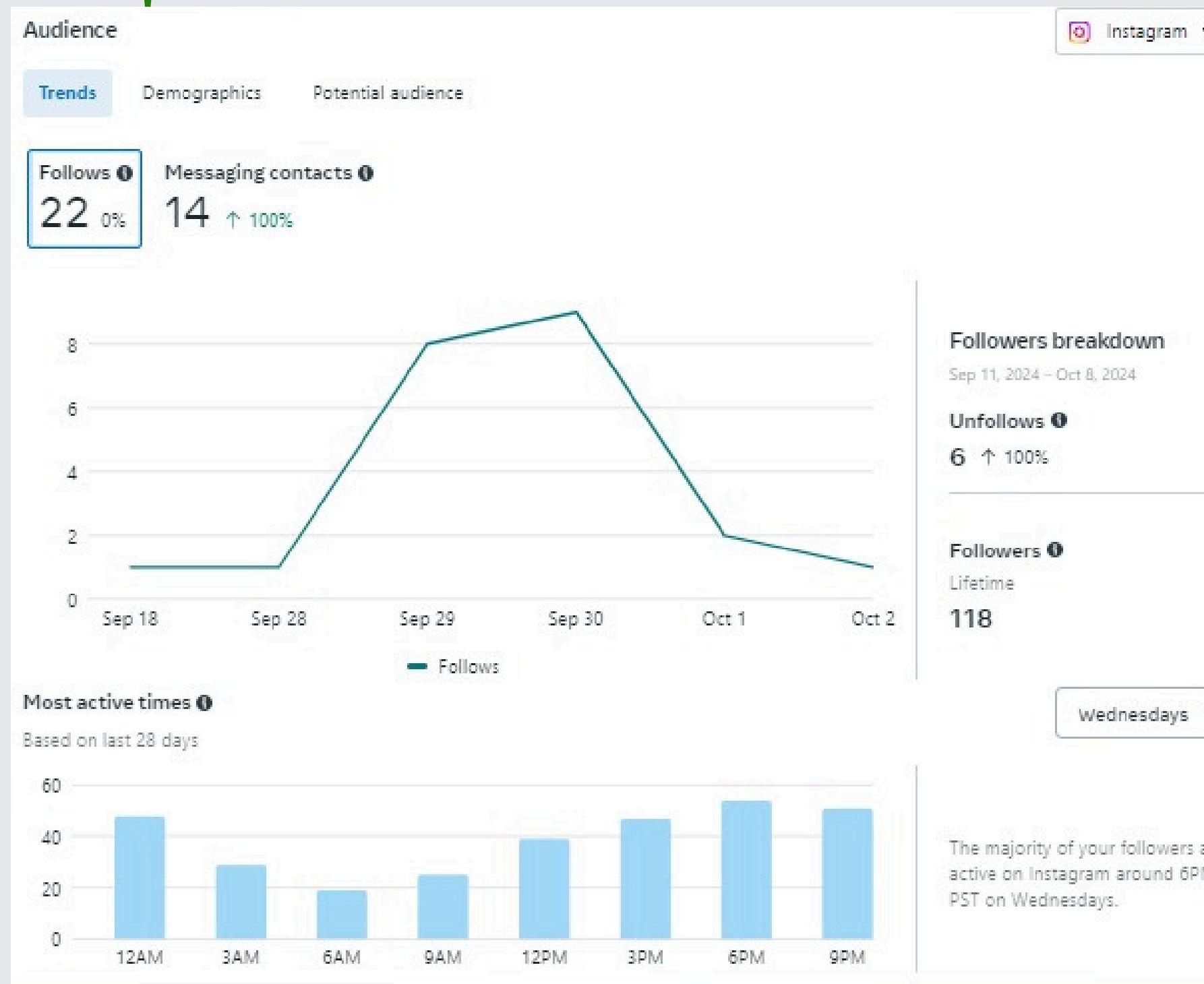
Facebook visits ⓘ  
5.2K ↑ 95.1%



Instagram profile visits ⓘ  
399 ↑ 96.6%



# Key Performance Metrics



# Key Performance Metrics

## COST PER MESSAGE.

This number shows how well advertising continues to drive conversations with customers.

**3.85 L.E** per message is a good number if most of these messages lead to a sale.

## TOTAL SALES

**Total sales = 50,000 pounds**

The cost of the campaign was 1000 pounds, which means that we achieved a significant return compared to the cost of advertising.

## RETURN ON AD SPEND (ROAS):

**ROAS= [(Total Sales ÷ Advertising Cost)]**

**ROAS= [(50,000 ÷ 1,000)] = 50**

This means that every pound spent on advertising generated a return of **50 L.E**. The return rate is excellent and greatly demonstrates the success of the campaign.

# Recommendations and improvements

01

## Increase our budget carefully:

Since the conversion rate is excellent and the cost per sale is low, we can consider gradually increasing the budget to stimulate more sales without negatively impacting the cost.

02

## Increase our campaign focus on video

Since we have a good number of completed views, we can increase our video ad budget to improve engagement and sales.

03

## Video and image content analysis

Try to improve our video content based on the feedback or questions that come from customers. The quality of images or text on images can be improved to attract more attention

04

## Expand targeting

Since the campaign is only targeting a specific audience, we will try expanding the target audience to include other segments that might be interested, such as women interested in fitness or yoga.

05

## Focus on Best-Selling Products

Since the t-shirts and pants performed well, consider promoting them more. we could create a dedicated section or collection on the page showcasing these items to attract more attention

06

## Optimize Engagement

Increase interaction with followers by posting polls, quizzes, or asking for product feedback. Engage with comments and messages promptly to build a stronger community.



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**Thank's For  
Watching**

