

WELCOME
TO OUR PRESENTATION



AL Akhdar jewelry

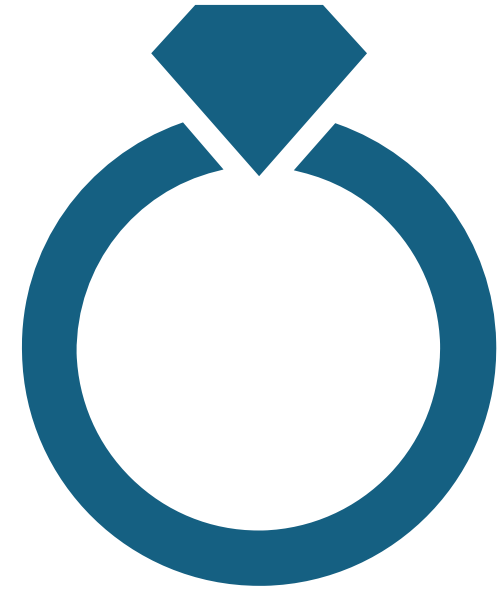


**brand name : AL Akhdar
jewelry**

**slogan : wear the story,
embrace the art with AL
Akhdar jewelry, since 1980**

1- Executive summary

- **AL Akhdar Jewelry: Our Journey**
- ***The Legacy Begins (1980)***
 - AL Akhdar Jewelry's story began in 1980 when my father started working in the silver accessory crafting industry. He opened his first workshop in Maadi, where he crafted his own unique pieces and supplied them to local silver accessory stores. For over three decades, his dedication to quality and craftsmanship built a strong reputation in the Maadi community.
- ***Adapting to Change (2014-2017)***
 - In 2014, due to the revolution, our business faced significant challenges. To adapt, we expanded our reach beyond Maadi and started incorporating natural stones into our products. This innovation allowed us to attract a broader customer base in new areas like Heliopolis, El Mohandeseen, Dokki, and Fifth Settlement Malls. By 2017, we had gained a deeper understanding of our customers' needs and opened our own store in Garden City, focusing on hand-made products.
- ***Overcoming Adversity (2020-2021)***
 - The pandemic in 2020 forced us to close our store for over a year. During this time, my father liquidated all the products to invest in real estate, but unfortunately, he was scammed and lost all his life savings. This devastating event led us to halt our operations for eight months. My father then handed over the business to me, and I decided to pivot to online sales to cover our expenses. This shift aligned perfectly with the changing consumer behavior towards online purchases, and by 2021, our business was thriving once again.



- ***Building a Brand (2021-2024)***

- Post-pandemic, we focused on loyalty products and customer satisfaction. We became the first store to offer guarantees on the gems and the shine and maintenance of our products. This commitment to quality and customer service helped us build a strong brand identity. We named our brand AL Akhdar Jewelry and expanded into wholesale, receiving orders for our Islamic and Pharaonic pieces.

- ***Present and Future (2024)***

- Today, in 2024, AL Akhdar Jewelry operates on three fronts: our own workshop, B2B wholesale, and our retail store. We are proud to produce 100% Egyptian hand-made silver accessories using natural stones. Our journey has been filled with challenges, but our commitment to quality and craftsmanship has remained steadfast. We look forward to continuing to serve our customers with unique, high-quality silver accessories that reflect our rich heritage and innovative spirit.

Silver Accessories Business Model

Presentation by Your Name



Value Propositions

Unique Craftsmanship

Our silver accessories feature natural stones and are handcrafted by skilled artisans. 925 Sterling Silver ensures high quality.

Trendy Designs

We offer a stylish range of accessories to fit both personal and gifting needs, appealing to modern tastes.

Storytelling Approach

Every product has a story that connects customers emotionally, enhancing their buying experience and brand loyalty.

Target Customers

Male Customers

Targeting men aged 18-40 who appreciate high-quality, elegant silver accessories that complement their professional look.

Female Gift Buyers

Women seeking unique, stylish gifts for their loved ones, focusing on customization and standout options.



Sales Channels

Online and Offline Sales

We utilize an e-commerce website for direct sales and social media for marketing, alongside a physical store experience.



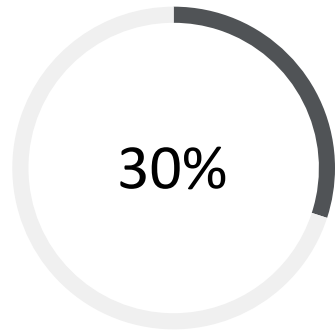
Customer Relationships

Engagement Type	Description	Benefit
Customization	Offer personalized products	Enhances customer satisfaction
In-Store Service	Knowledgeable staff assist customers	Provides quality experience
After-Sales Support	Access to support and care guidelines	Increases customer loyalty
Loyalty Programs	Rewards for repeat purchases	Encourages customer retention
Email Marketing	Personalized updates and offers	Keeps customers informed

Key Resources & Partners

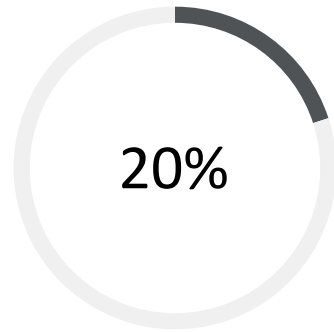
Resource Type	Details	Importance
Human Resources	Skilled artisans and marketing team	Essential for product quality and promotion
Physical Resources	Store and production facility	Crucial for operations
Financial Resources	Initial and operational funds	Necessary for sustainability
Technological Resources	E-commerce and CRM systems	Allows for efficient management
Supplier Relationships	Deals with material suppliers	Ensures quality inputs

Cost Structure



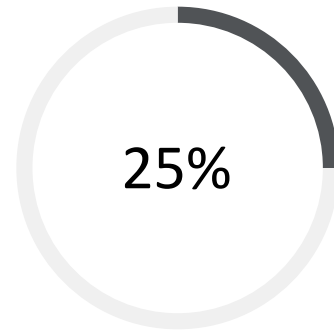
Production Costs

Consist of materials and labor required to craft the accessories.



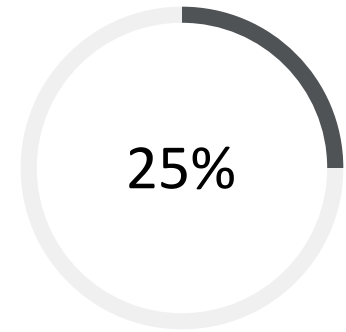
Operational Costs

Includes rent, utilities, and other day-to-day expenses.



Marketing Costs

Expenses associated with promotional efforts.



Staffing Costs

Salaries and benefits for staff across various functions.

2-Market Analysis

Total Market



Total
Population

113.6M



Mobile
Internet
Connections

110.5M



Internet
Users

82.01M



Social Media
Users

45.40M



Smartphone
Owners

82M

The size of
the
e-commerce
market in
Egypt



712.8M \$



Situation Analysis

Where are we?

3- 7 PS :

product	price	place
<ul style="list-style-type: none">• <u>Accessories- Antiques – Handcrafts</u>• We offer a product that exists in many ways, but we are distinguished by our constant presence in the market - and continuous development with different market situations and tastes.• We can also design everything you can imagine, as you can see it with your own eyes only. We create your dreams for you.	<ul style="list-style-type: none">• <u>Form (900 :2000)</u> (2 important questions)• Does your audience have the purchasing power to purchase the product at this price?!• Will you provide him with all the convincing reasons that support his purchase decision? (Important advice) "If you help your customers, you help your business"	<ul style="list-style-type: none">• <u>offline – online</u>• Sometimes everything is successful and the product receives great demand, but the location is the problem.

7 PS :

Promotion	Process	People	Physical evidence
<ul style="list-style-type: none">• online (facebook- insta-tiktok- google)- offline (voucher form hand to hand)	<ul style="list-style-type: none">• All the company's processes must be consistent and completely because the customer has a relationship with the company as a whole and not with a person. Therefore, everything that pushes the customer towards what the company wants must be in a specific system.• Many customers no longer simply buy a product or service - they invest in an entire experience that starts from the moment they discover your company and lasts through to purchase and beyond)	<p>(staff – moderators) Everyone who comes into contact with your customers will make an impression. Many customers cannot separate the product or service from the staff member who provides it, so your people will have a profound effect — positive or negative — on customer satisfaction.</p>	<p>(offline market) Choosing an unfamiliar product or service is risky for the consumer, because they don't know how good it will be until after purchase. You can reduce this uncertainty by helping potential customers 'see' what they are buying.</p>

Strengths

1. **Strong Offline Presence:** The brand has a strong presence in the Egyptian market, enhancing its credibility among customers.
2. **Innovative and Trendy Designs:** The ability to constantly innovate and produce new designs that align with current trends keeps the brand relevant.
3. **Custom Design Service:** The ability to turn customer ideas into reality is a strong competitive advantage.
4. **Affordable Pricing:** Offering quality products at reasonable prices makes them accessible to a wide range of customers.
5. **Website and Instagram Presence:** An existing website and an active Instagram account help in online marketing and customer engagement.

Weaknesses

1. **Limited Social Media Presence:** No presence on other social media platforms beyond Instagram.
2. **Limited Brand Awareness:** Without effective digital marketing, brand awareness might be limited compared to competitors.
3. **Logistics:** Potential challenges in scaling delivery services to broader regions.

Swot analysis

Opportunities

1. **Expansion on Social Media:** Establishing a strong presence on social media platforms can increase brand awareness and attract new customers.
2. **Collaboration with Influencers:** Partnering with fashion and jewelry influencers can enhance brand visibility and boost sales.
3. **International Expansion:** With a strong manufacturing base and unique designs, exploring international markets could be beneficial.
4. **Promotional Offers and Discounts:** Launching marketing campaigns with offers and discounts to attract more customers and increase sales.

Threat

1. **Intense Competition:** The Egyptian market has many competitors in the silver accessories segment, making differentiation and growth challenging.
 2. **Economic Changes:** Economic fluctuations in Egypt can impact customers' purchasing power and, consequently, sales.
- Changing Trends:** Rapidly changing fashion trends requiring constant adaptation.
- Volatility in Silver Prices:** Changes in raw material prices can affect production costs and brand profitability.

STP



Segmentation

- **Demographics:** Age, gender, income, occupation.
- **Geography:** EGYPT (CAIRO-GIZA-ALEX)
- **Behavior:** Buying behavior, usage, and brand loyalty.
- **Interests:** Interests and preferences such as fashion, jewelry, and handmade crafts, accessories, Antiques



Targeting

- **Age Group:** Men and women aged 20 to 45.
- **Income:** Customers from the middle and upper class who value high-quality products.
- **Geographic Location:** Major cities in Egypt like Cairo and Alexandria, as well as potential international markets.
- **Behavior:** Individuals interested in fashion and accessories, looking for unique and customized designs.



Positioning







- **Quality and Luxury at Affordable Prices:** Emphasize that the brand offers high-quality and luxurious products at moderate prices suitable for the target segment.
- **Innovative and Customized Designs:** Highlight the brand's ability to provide trendy and innovative designs, along with a custom design service.
- **Craftsmanship and Uniqueness:** Showcase the craftsmanship and uniqueness in manufacturing, presenting each piece as a unique work of art



5-Competitive Analysis

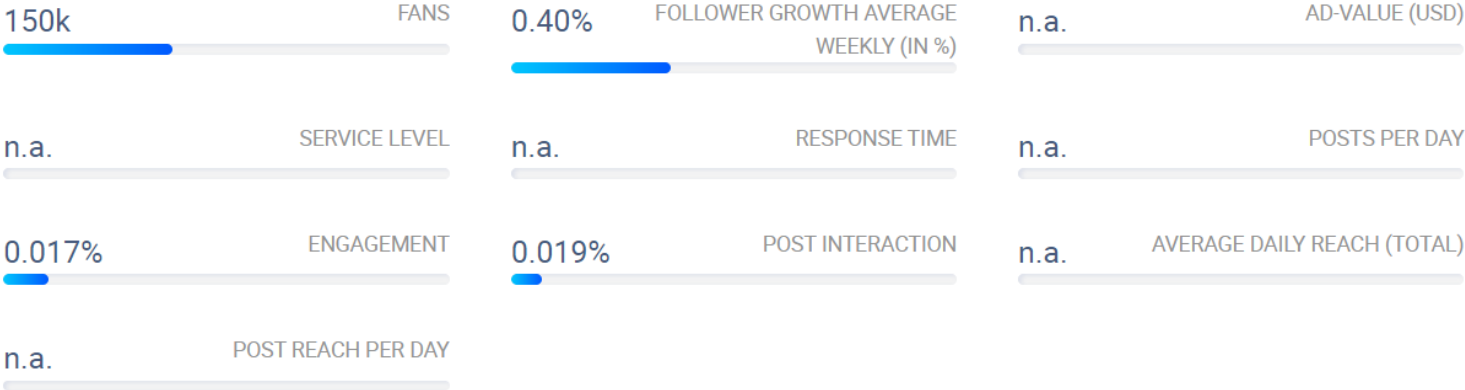
Over view

Metrics Overview

Name	Page Performance Index	Fans	Follower Growth (in %)	Post interaction rate
 ARTSY SILVER @artsysilver.co	10.0%	137k		0.018%
 Artsy Silver @artsysilver.co				
 KOAY Silver Store @koay.silver.store	5.0%	249k		0.0039%
 SILVERTOWN @silvertown.jewelry	1.0%	37k		0.0095%

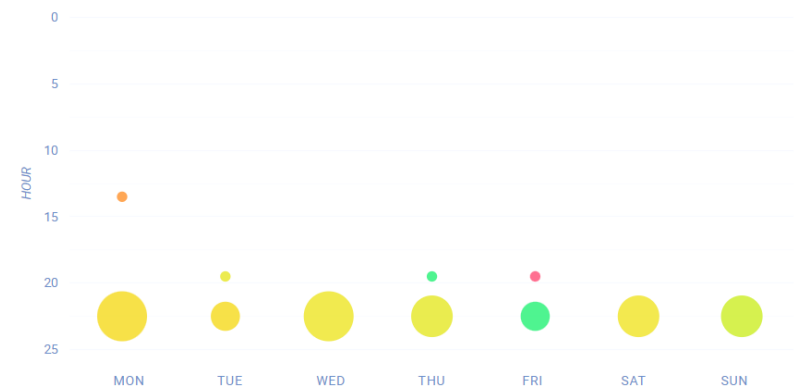
Artsy silver

Metrics overview



Artsy silver

By Daytime



DATE	PICTURE	POST	LIKES	COMMENTS	SHARES
Sep 30, 2024		Get our best seller necklace now in its new version ✨ Lil...	3	0	0
Sep 29, 2024		No time for waiting? Visit our store now and shop your e...	5	0	0
Sep 28, 2024		Meet our New adjustable Bali Necklace ✨ SHOP NOW http...	4	2	0
Sep 27, 2024		Your new must-have's ✨ Available in silver and gold plate...	3	3	0
Sep 26, 2024		You can now find our new collection at our branch ✨ T...	18	5	3
Sep 25, 2024		The Tiger Collection New Wild Gems , for you ✨ SHOP NOW...	11	2	1
Sep 23, 2024		You can now find our new collection at our branch ✨ Visi...	3	1	0
Sep 23, 2024		The wait is over! Meet our newest pieces that radiate bea...	9	0	0
Sep 19, 2024		New gems coming very soon ...	6	1	0

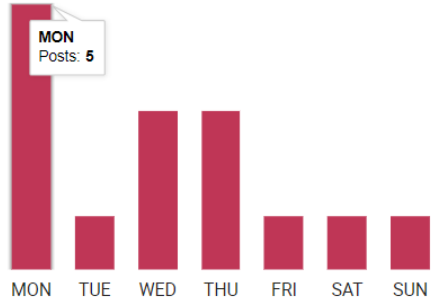
Types of posts



Engagement Matrix



Per weekday



Top Hashtags

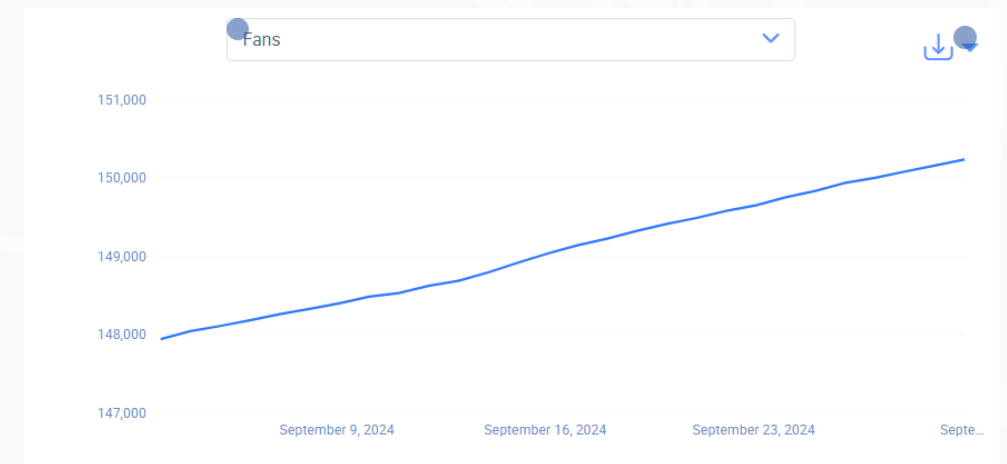
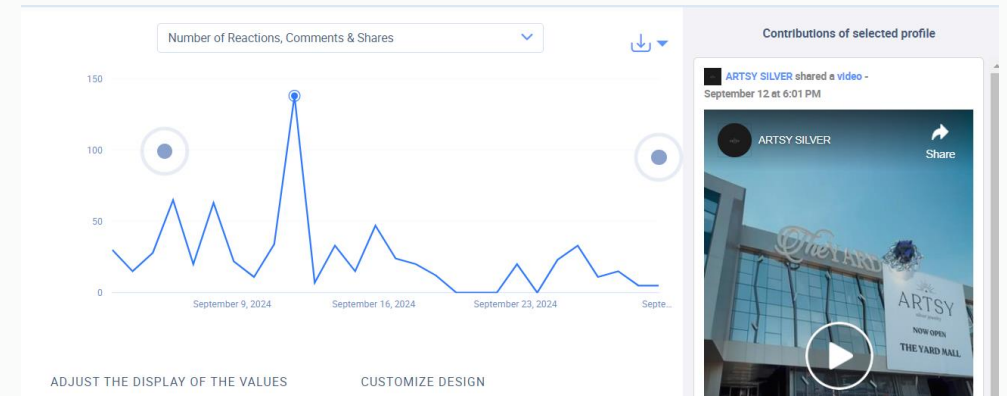
#artsysilver	16
SHOP	12
Yard	11
Mall	10
The	10
visit	4
Rehab	4
plating	4
SALE	4

Top Words

SHOP	18
Yard	16
Mall	12
The	11
visit	10
Rehab	4
plating	4
SALE	4

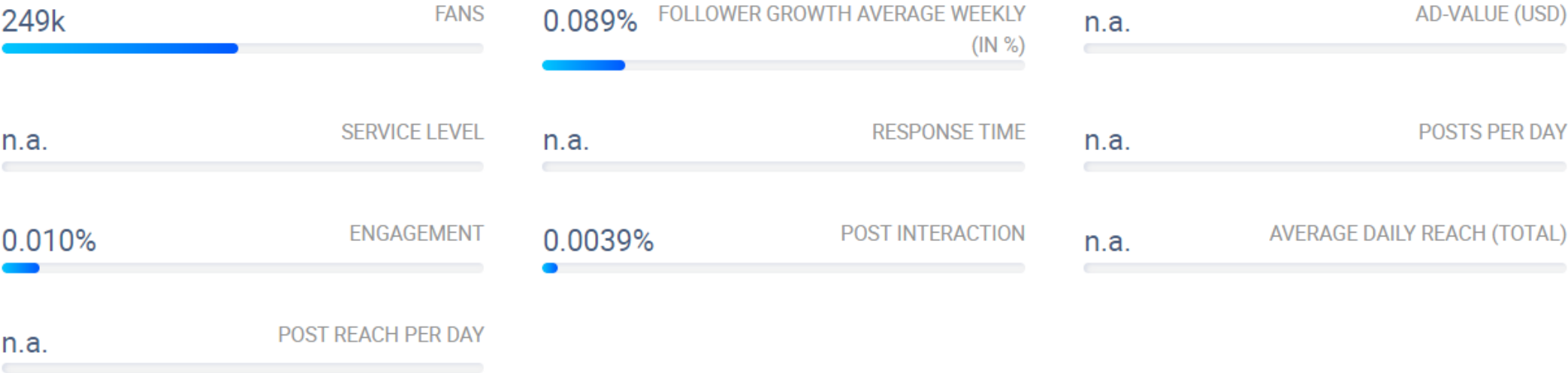
Artsy silver

- most published days : Monday
- most published by daytime : 22.5
- Types of content : photos – videos – reels
- Most interaction post : video by blender
- Followers increase : 2200 form 3/9 to 30-9

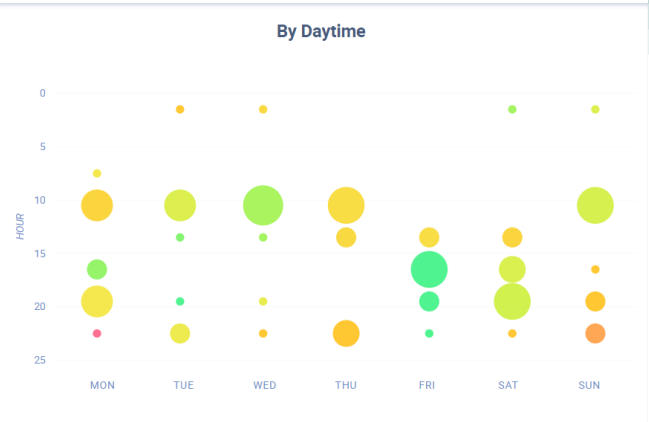
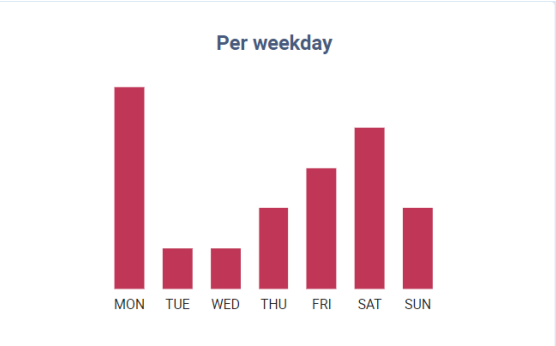
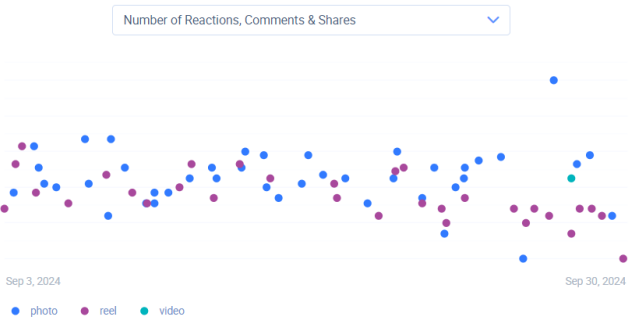


KOAY Silver Store

Metrics overview



KOAY Silver Store

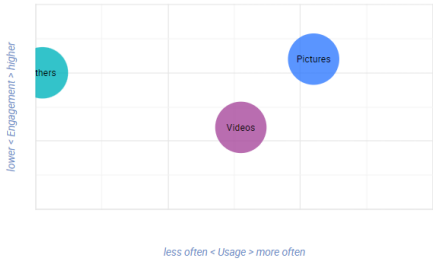


DATE	PICTURE	POST	LIKES	COMMENTS	SHARES
Sep 30, 2024		Order Online Send A Message www.koaysilver.com ...	0	1	1
Sep 30, 2024		Sparkling bracelets 💖👉 koaysilver.com	0	0	0
Sep 29, 2024		Styling our new leaf Ring 👉 koaysilver.com	2	0	0
Sep 29, 2024		Hoops lovers 💖👉 koaysilver.com	3	0	0
Sep 29, 2024		Order Online Send A Message www.koaysilver.com ...	10	5	0
Sep 28, 2024		For all butterflies lovers which one do you like most one ...	1	6	2
Sep 28, 2024		Gold vs silver 👉 koaysilver.com	3	1	0
Sep 28, 2024		Order Online Send A Message www.koaysilver.com ...	9	2	0
Sep 28, 2024		For all butterflies lovers which one do you like most one ...	0	1	0
Sep 27, 2024		Discover the most Popular silver jewelry Store available from	3	0	0

Types of posts



Engagement Matrix



Top Hashtags

#koay_silver_store 43

Top Words

order	70
Send	70
Koaysilver.com	37
receive	35
WhatsApp	35
Mobile	35
3-5	35
Online	35
Days	35

Top Hashtags

#koay_silver_store 43

Top Words

order	70
Send	70
Koaysilver.com	37
receive	35
WhatsApp	35
Mobile	35
3-5	35
Online	35
Days	35

KOAY Silver Store

- most published days : Monday
- most published by daytime : 22.5 – 16 - 18
- Types of content : photos – videos – reels
- Most interaction post : pic - reel
- Followers increase : 845 form 3/9 to 30-9



USP

- **Unique Selling Points**

Warranty:

We stand behind the quality and craftsmanship of our products, offering a comprehensive warranty that reflects our commitment to customer satisfaction:

- **Silver Products:** Enjoy a 1-year warranty on all our silver products, which includes free welding and polishing services during the first year of ownership.
- **Natural Stones:** We provide a lifetime warranty on all natural stones colors, ensuring their enduring beauty and integrity for years to come.
- **Crystal and Zircon Stones:** Our crystal and zircon stones come with a 5-year warranty, guaranteeing their brilliance and durability.
- **Craftsmanship:**

Our products are a testament to the unparalleled expertise and artistic mindset of our craftsmen. Each piece is meticulously handmade in our factories, ensuring that every detail reflects our commitment to excellence and the artistry that sets us apart.

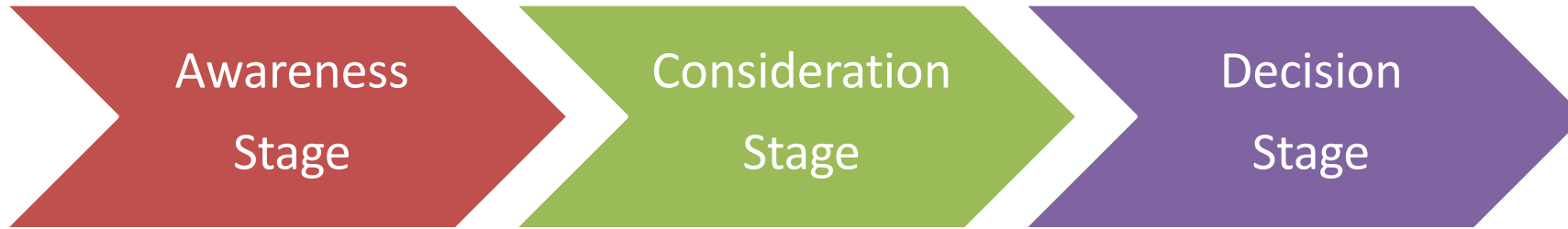
- **Heritage and Authenticity:**

With a legacy of craftsmanship, our brand combines traditional techniques with modern design. Each piece reflects our rich heritage, ensuring authenticity and a deep connection to our cultural roots.

- **Quality:**

Our commitment to quality is unwavering. We use only the finest materials, ensuring each piece meets the highest standards of durability and excellence. Every product undergoes rigorous testing to guarantee long-lasting beauty and performance.

Costumer Journey



Plan goals : According to the consumer stage we have a 3 objective .

Objectives | Where do you need to go?

Objective A.

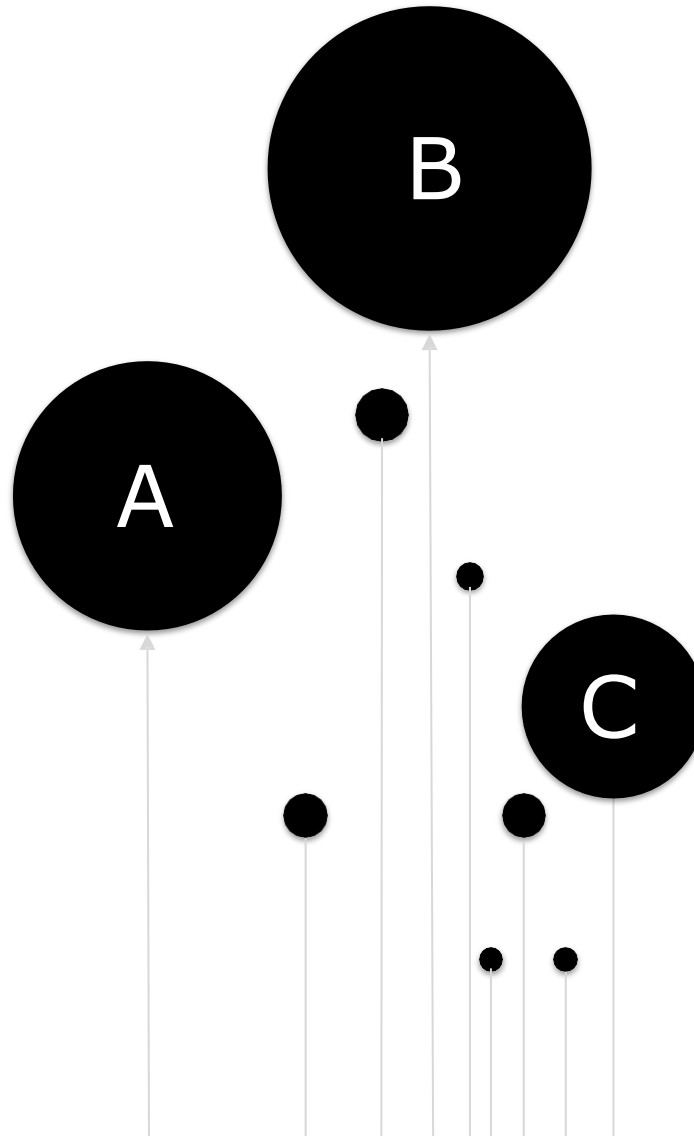
- increase Arabia's Brand awareness & positioning by 15%.

KPIs:

- Total FB Fans [0K] – Shares [0K]
- Total IG Followers [22.2K]
- Website Home UV [0].
- TikTok Followers [0]

Brand Objectives

In 3 months



Objective B

Website Branding & Increasing traffic by 15 %.

KPIs:

- Total traffic. [0]
- SEO 60% - SM 20% - RSS 20%

Brand Objectives

Objective C

Increase online sales by 15%

KPIs:

- (CPL) Calculation
- Conversion Rate
- Customer Acquisition Cost (CAC)
- Paid Advertising ROI

Brand Objective

Digital Marketing Sectors



Social Media
Marketing



SEO



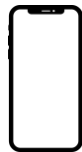
PPC



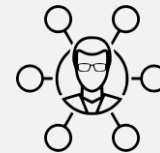
Content
Marketing



Email
Marketing



Mobile
Marketing



Affiliate
Marketing



E-
Commerce

SOCIAL MEDIA MARKETING

TikTok – Facebook -
Instagram



SEO

Seo-Sem



E-Commerce



AL Akhdar jewelry plan timeline

Platform	October	November	December
Facebook	Awareness increase purchase	Engagement increase purchase	conversion increase purchase & new production
Instagram	Awareness increase purchase	Engagement increase purchase	conversion increase purchase & new production
TikTok	Awareness increase purchase	Engagement increase purchase	conversion increase purchase & new production

About plan timeline

- We will work at all stages to increase sales because the product is handmade silver accessories and I believe that it is a product that can be sold if we create the event well through the content that we provide and also through customer service, delivery service and quality.
- We believe that this is one of our strengths, while working in parallel to increase Brand awareness in Egypt.

Content calendar out line

TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	HASHTAGS
N/A	Introduction to the Campaign	"Introducing <i>Crafted Legacy</i> , a journey into the world of handcrafted silver. Discover the artistry behind each piece and the timeless connection to tradition."	A close-up of a handcrafted silver piece, focusing on intricate details.	#CraftedLegacy #HandmadeSilver #ElAkhdarJewelry
N/A	The Timeless Appeal of Silver	"Silver: timeless, elegant, and versatile. Discover the beauty of handcrafted silver jewelry that complements every style."	A collection of silver accessories, showcasing different styles and designs	#SilverJewelry #TimelessStyle #ElAkhdarJewelry
N/A	The Perfect Gift for Him	"Looking for a thoughtful gift for the man in your life? Our handcrafted silver accessories make the perfect statement piece."	A man wearing a stylish silver accessory.	#MensJewelry #GiftIdeas #CraftedLegacy
N/A	The Sentimental Value of Handmade	"Give a gift that lasts a lifetime. Our handcrafted jewelry carries a sentimental value that goes beyond the material."	A couple wearing matching silver rings.	#CoupleGoals #HandmadeJewelry #SentimentalGifts
N/A	The Unique Features of AL Akhdar Jewelry	"Discover the unique features that set our jewelry apart. From intricate designs to exquisite craftsmanship, every piece is a masterpiece."	A close-up of a unique feature on a silver piece	#UniqueJewelry #Features #ElAkhdarJewelry

Content calendar

TIME OF LAUNCH	CONTENT TITLE	COPY	IMAGES	HASHTAGS
N/A	Limited Edition Collection	"Introducing our exclusive limited edition collection. Don't miss your chance to own a truly unique piece."	A limited edition silver piece	#LimitedEdition #Exclusive #ElAkhdarJewelry
N/A	User-Generated Content	"We love seeing how you style our jewelry. Share your photos using #CraftedLegacy."	A customer wearing an AL Akhdar Jewelry piece.	#AlakhdarJewelry #UGC #CustomerSpotlight
N/A	Engage with Your Audience: Ask a Question	"What's your favorite style of silver jewelry? Share your thoughts in the comments!"	A question about silver jewelry.	#AskAQuestion #JewelryLover #SilverJewelry
N/A	Styling Tips	"Discover endless styling possibilities with our versatile silver jewelry."	A collage of different ways to style a silver necklace.	#StylingTips #JewelryInspiration #SilverJewelry
N/A	Everyday Elegance	"Elevate your everyday look with our timeless silver pieces."	A woman wearing a simple silver ring and earrings.	#EverydayElegance #MinimalistJewelry #SilverJewelry

SEO OUTLINES

Make sure website is indexed

- conducting gsc
- formatting robots.txt and sitemap
- Fixing technical issues
- h1 duplicate
- Check alt text and meta's
- On page (content plan) & optimizing existing content making keyword research and writing articles .
- making commercial content for products pages
Seeking for off page

MEDIA BUYING PLAN

PLATFORM	CAMPAIGNS GOAL	Primary goal	secondary goal
FACEBOOK	AWARNEES purchase traffic conversion	purchase traffic conversion	AWARNEES
INSTAGRAM	AWARNEES purchase traffic conversion	purchase traffic conversion	AWARNEES
TIKTOK	AWARNEES purchase traffic conversion	purchase traffic conversion	AWARNEES
E COMMERCE	Purchase traffic conversion	purchase traffic conversion	AWARNEES

Our media buying strategy

- Integrate Facebook Pixel & TikTok Pixel: To Track user behavior and optimize campaigns
- Purchase campaigns :To increase sales through direct messages and website purchase
- Brand Awareness Campaigns: Run parallel campaigns grow brand visibility.
- Monitoring & Optimization: Use Facebook Ads Dashboard, TikTok Ads Dashboard, Google Tag Manager, and Google Analytics for results tracking.
- Continuous Improvements: Regularly adjust campaigns to maximize traffic, conversions, and sales.

Financial

Item	Cost
Outdoor	0
Digital Ads	50.000
Mall Activation	0
Radio Ad	0
TV Ad	0
Printed Materials	10.000
Grand Total	60.000
Tax	14%
Total	68400 EGP