SOSTAC

Analysis

For

Maqam

Handcrafted accessories

# **Competitor Analysis**

Competitor 1: [Catchy Handmade](https://www.instagram.com/catchy.handmadee?igsh=OGxmeTZ5Z3FuYXFk)

|  |  |  |
| --- | --- | --- |
| +ve | -ve | How to advance |
| Increased credibility on Instagram because of the review stories highlighted & the Large Number of followers. | No presence on what’s app | Creating a What’s App channel and inviting customers to follow it to publish daily content |
| Reels Content Focused on Instagram | Neither have a Facebook page nor a group | Creating A Facebook group and promoting it on Well-known groups like “outfit helpers’ group” |
| Mixing between Selling and Engaging and trending posts | No content plan on Instagram (last post was in august) | Establishing a comprehensive content plan which covers all platforms (Instagram, Facebook group and page & What’s app channel) |
|  |  |  |
|  |  |  |
|  |  |  |

Competitor 2: [Mak](mailto:M%20A%20K%20(@boutique__mak)%20•%20Instagram%20photos%20and%20videos)

|  |  |  |
| --- | --- | --- |
| +ve | -ve | How to advance |
| Increased credibility on Instagram because of the review stories highlighted & the Large Number of followers. | No presence on what’s app | Creating a What’s App channel and inviting customers to follow it to publish daily content |
| Perpetual Posting on Instagram | Neither have a Facebook page nor a group | Creating A Facebook group and promoting it on Well-known groups like “outfit helpers’ group” |
|  | Poor content diversification  The content focus is only on static photos on Instagram | Establishing a comprehensive content plan that covers all platforms (Instagram, Facebook group and page & What’s app channel) |

**Conclusion:**

There’re Some gaps need to be filled in order to start competing:

* Targeting Fashion and Handmade Audience on Facebook by creating a Facebook group and page.
* Most of us spend more time on what’s app. So, we should have a presence to be in our customers’ mind by creating a what’s app channel.
* Make use of TikTok algorithms which helps videos to viral to increase our brand awareness.
* start engaging with snapchat streak senders by sending a daily bag photo as a streak.
* filling the content gaps like content marketing:  
  نصيحة قبل شراء الهاند ميد

تعمل ايه عشان تتأكد من جودة الاوردر اللي هتستلمه

اليوم العالمي للحرف اليدوية(10 يونيو) وعمل عروض لتحفيز الشراء

ترويج لاننا بنوفر ضمان شهرين وصيانة مجانية

فيديوز اكتر

# **SWOT Analysis**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| * Lower Price Range than other competitors * Wide Range of handmade bags to choose from | * Production per demand may lose us customers who need an order the next day. We will solve this problem by promoting that we create a customized bag that suits your needs and not a default product for all people. * We have only one handmade craft, which may be a problem in the times of rush orders. we’ll target those who need to learn hand-made projects, teaching them to help us in orders with a low commission based. * No Whats-app channel, Facebook group * Low numbers of followers on Instagram… we will solve it by sending the account in our friends and asking support from our universities’ WhatsApp groups. |
| **Opportunity** | **Threats** |
| * Facebook audience and snapchat streak senders are left by our competitors. * No one provides two months free bag fixing. * Promoting our products on Black Friday | * Continuous increase in raw material cost. |

# **Objectives**

|  |  |
| --- | --- |
| **Business Objectives** | **Marketing Objectives** |
| Achieving 15000 gross revenue before March 2025 | Reaching 1k followers on Instagram before March 2025 |
| Secure 3 local partnerships (boutiques, small stores, fashion events) within the next 4 months. | Making two tik Tok viral videos within the next two months |
| Teaching and hiring 3 girls to help in production. | Getting At least 4 Customers From our first Sponsored Campaign |
|  | Reaching at least 200 followers on tik Tok |
|  | Make Two Influencer Campaigns on tik Tok & IG |

# **Strategy**

**Segmentation:**

Girls who appreciate handmade accessories, Influencers followers, Bazars, Small Stores, and University Students.

**Targeting:**  we will focus on grand Cairo residents (GIZA – Cairo – Qaliuobia) and

**Positioning:** Emphasize the exclusivity and uniqueness of each piece.

# **Tactics**

**Product**

* Customized bags for each customer
* Customers can choose the desired color, size, decoration.

**Price:**

* Competitive price compared to our competitors, providing prices for both premium and affordable quality.
* Seasonal discounts (black Friday) to induce customers to purchase.

**Place:**

* Social Media Platforms: Facebook Groups, Instagram, Tik Tok, Snapchat Streaks, and WhatsApp channel.
* Partnership with small shops to sell our bags with 25% of its price.

**Promotion:**

* Advertising Campaigns on tik Tok, Instagram
* Applying Content marketing on different platforms
* Partnership with influencers to promote our products.

# **Actions**

**Marketing Team Tasks**

* Setting a comprehensive marketing plan that covers all topics we have discussed above within 7 days.
* Creating a 30-day content plan with writing its content to be prepared within 14 days
* Setting media buying plan to test our target audience with different demographics
* Getting at least 4 customers from sponsored campaigns in November.
* Coming up and Video graphing +10 videos

**Handcraft Tasks**

* Finishing any order maximum in two working days
* Finding 3 handmade lovers, teaching them, and hiring them as freelancers

# **Control**

**Sales KPIs:**

* Number of bags sold per month.
* Average order value

**Marketing KPIs:**

* Social media engagement (likes, shares, comments).
* Growth in followers and conversion rate from campaigns.

**Customer Satisfaction:**

* Monitor reviews and feedback on Instagram and other platforms.
* Send follow-up surveys to customers after purchases.

# **Mariam - Persona**

**BACKGROUND:**

* **Lifestyle:**Mariam is a busy student combining her studies and freelance work. Her flexible job as a recruiter allows her to earn some extra income, which she loves spending on experience and treating herself to accessories.
* **Hobbies & Interests:**
* Attend concerts, festivals, and events with friends almost every month.
* Enjoy outings at cafes, malls, and restaurants.
* Keeps up with the latest fashion trends through Instagram and Pinterest.
* Prefers trendy, stylish accessories that complement her social lifestyle.

**Demographics:**

* Mariam Mohamed
* 22 Y
* Female
* Cairo, Egypt
* University Student (Business Administration major)
* Freelance recruiter
* Earns freelance income and receives some family support.

**Identifiers:**

* Instagram, TikTok, and Pinterest for fashion inspiration and shopping ideas.
* Prefers Instagram shops and online stores for easy access and quick purchases.

**Interests:**

* Attending concerts, music festivals, and nightlife events with friends.
* Listening to a mix of pop, indie, and electronic music.
* Following the latest fashion trends on Instagram and Pinterest.
* Collecting unique accessories like handmade bags, jewelry, and statement pieces.

**Purchasing Behaviors:**

* Buys items to accessorize her outfits for concerts, outings, and events.
* Looks for bags that are compact but elegant, easy to carry to parties and events.
* Values uniqueness—loves handmade or limited-edition items that not everyone else has.

**Goals & Needs:**

* Stay trendy and wear accessories that reflect her personality and style.
* Use her outfits and accessories as a way to feel confident in social settings and events.
* Bags that are versatile enough for both casual outings and semi-formal events.
* Affordable luxury, something trendy yet within a budget.

**Challenges:**

* Finding products that are easy to buy without spending too much time browsing.
* Balancing price and quality, as she wants her accessories to last and look good.