



YOUNES
FASHION

Younes Marketing Plan

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-
-
-
-





Overview

- ◆ Business Brief
 - ◆ Situation Analysis
 - ◆ Objectives
 - ◆ Business Strategy
 - ◆ TACTICS
 - ◆ ACTIONS
 - ◆ CONTROL
 - ◆ Canvas Model
 - ◆ Recommendations
 - ◆ Our Team
- 



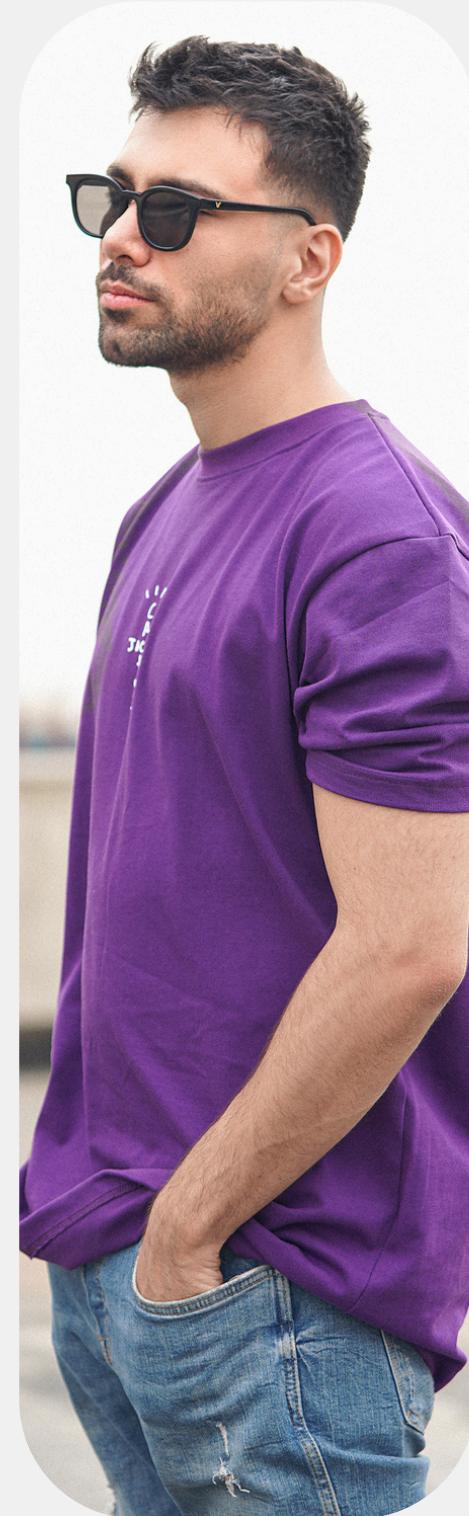
Business Brief

Younes Men's Store is an online shop that helps men show their unique style with trendy and high-quality clothing.

We focus on making shopping easy, and affordable, and giving great customer service.

Our collection offers something for every man, whether for casual days or special events.

Our vision is to be the number one online place for men's fashion, inspiring men to feel confident and stylish.



Branding

Color Guidelines

1

#ADB2B5

2

#063DFF

3

#5B7EFA

4

Logo



YOUNES
FASHION

Font Style

CAIRO

SOSTAC Model

SITUATIONAL

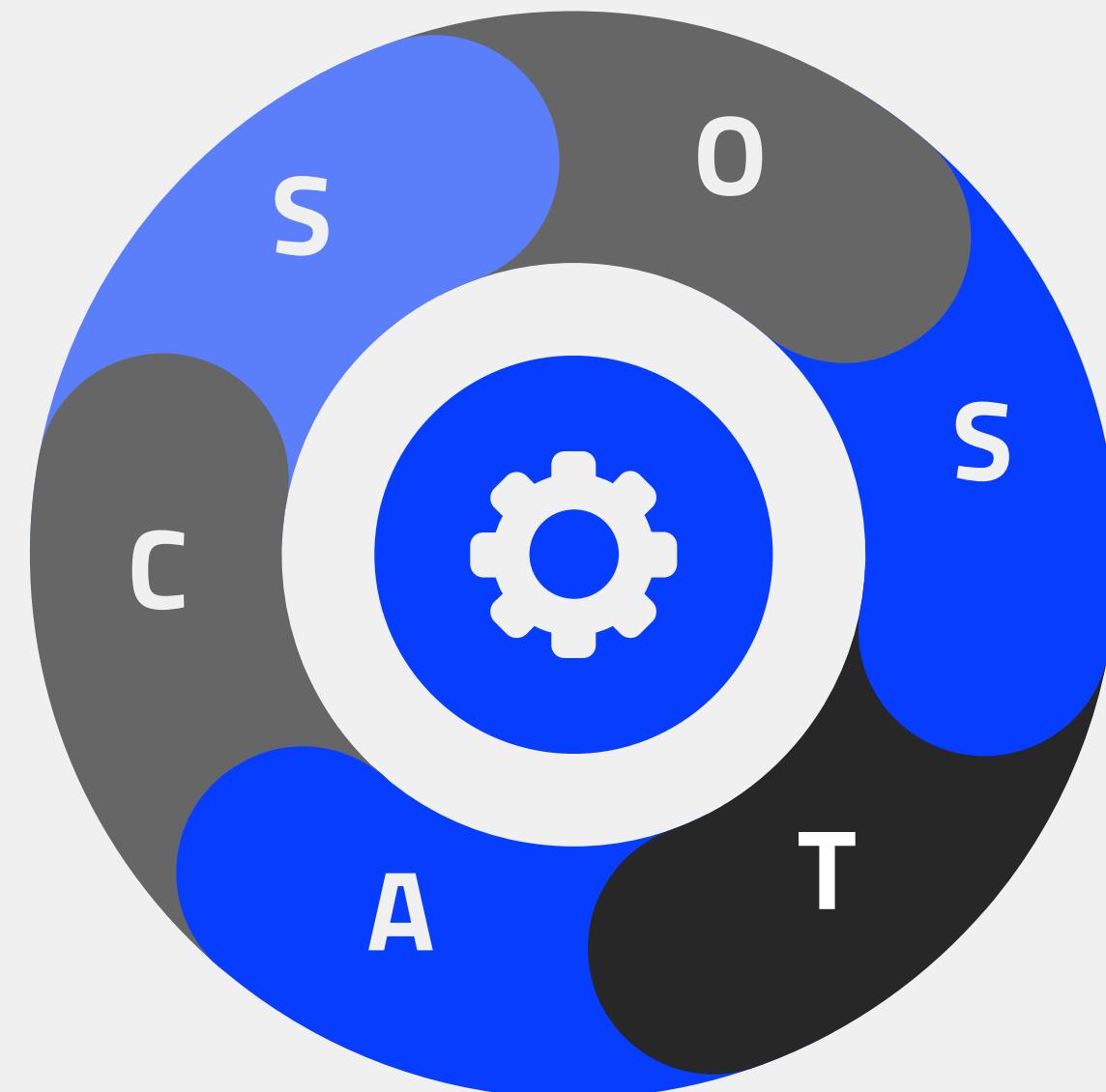
CONTROL

ACTIONS

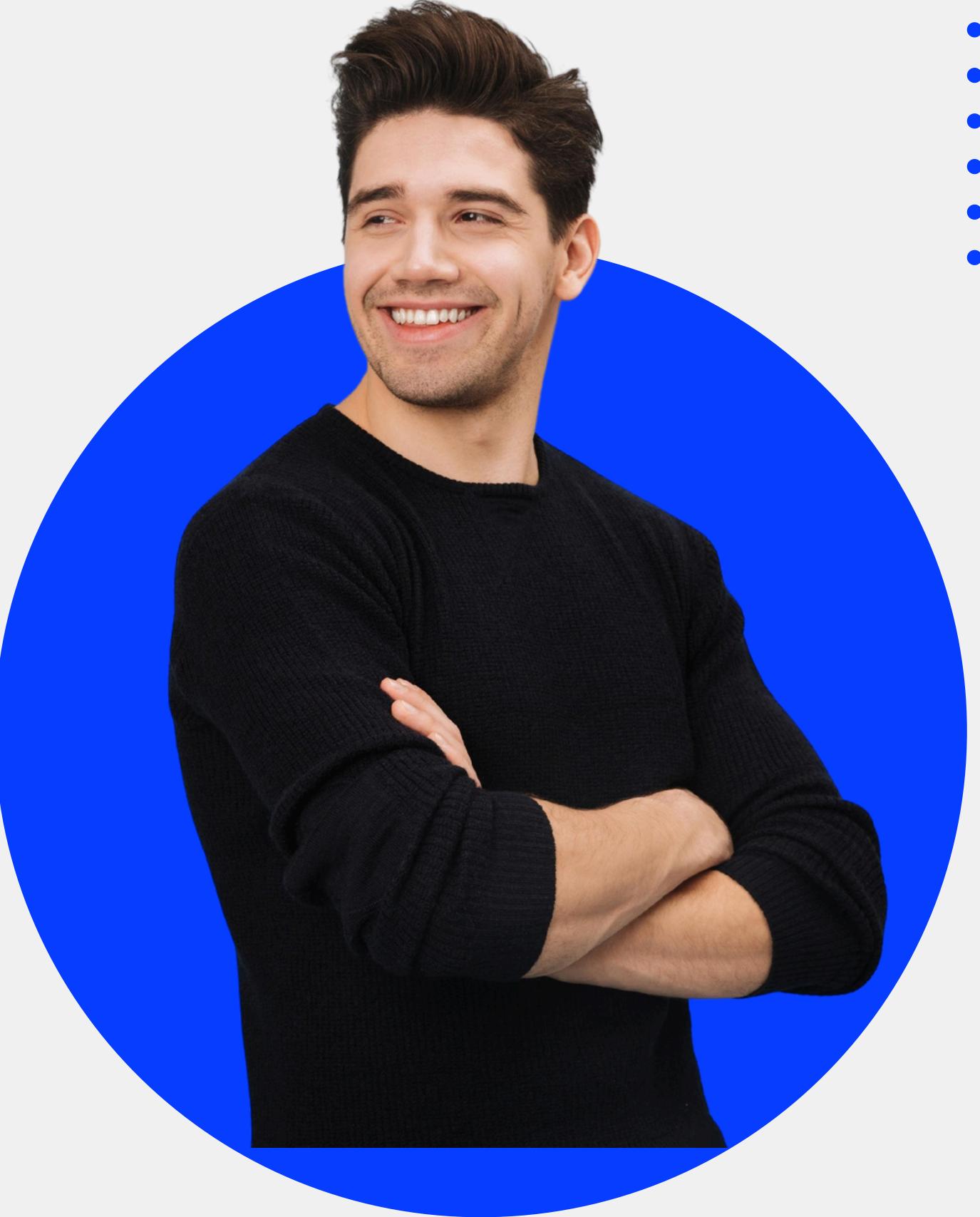
OBJECTIVES

STRATEGY

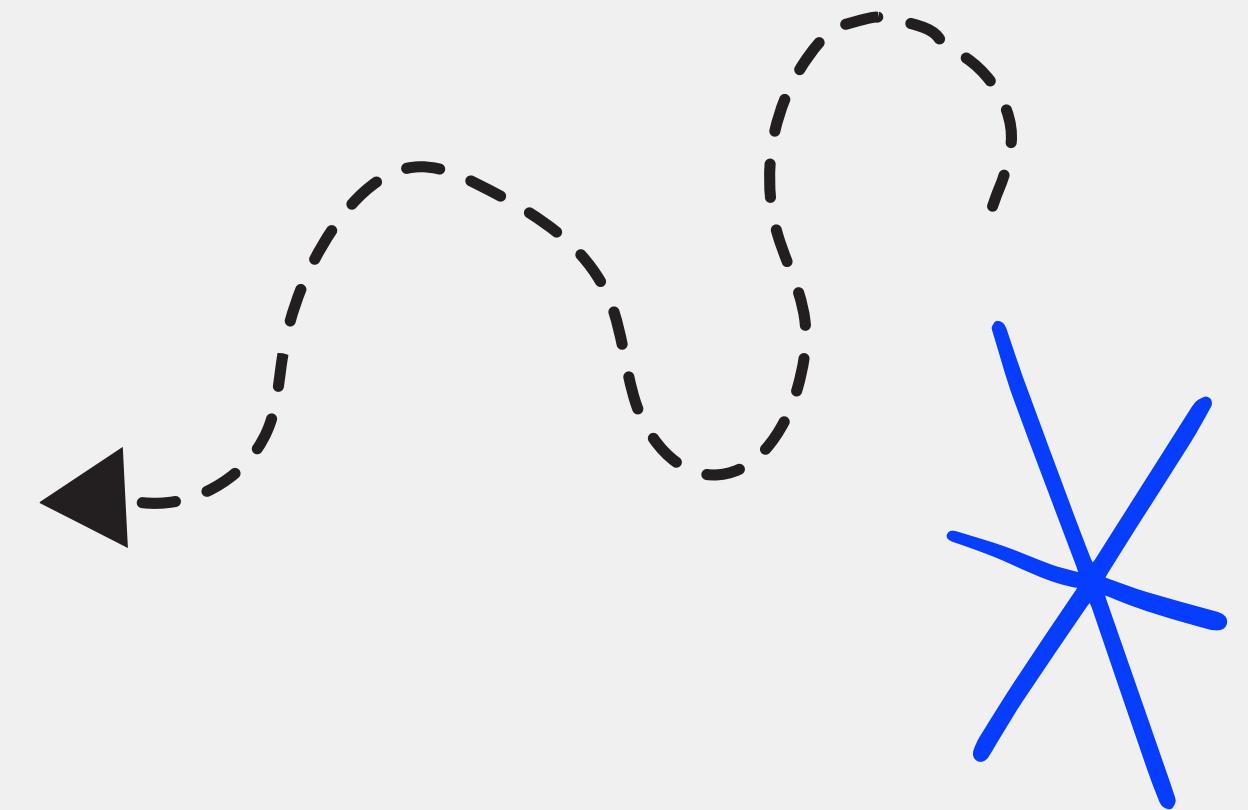
TACTICS



Situational Analysis



Internal ANALYSIS



Feature

Advantage

Benefit

Product diversity

Ease of choice, finding ur exact need

Time saving effortless purchase

Competitive price

Affordable wallet friendly

Money saving

Delivery

All governorates

Easy purchase experience

Social media

Good coverage

Good engagement, reputation building reaching to advocacy

● Resources



Manpower resources	Technological resource	Financial resources	Marketing resourcse
<p>Self-employed team of 5 members</p> <p>Work flow is devided into:</p> <ul style="list-style-type: none">• Content creation• Video editing• Moderator and customer service• Affiliate site and stock follow up• Campaign follow up and analysis <p>• • • • • • • • •</p>	<ul style="list-style-type: none">• Website: easy order• FB page: Younes online store• TIKTOK• IG	<p>Budget: Available budget for test campaign Payment</p> <p>System: Secure and easy payment system with refund policy to enhance customer trust (cash on delivery payment)</p>	<p>Brand identity: Friendly easy lovely brand name that matches with our to go online destination</p> <p>Marketing channels: Social media platforms that ensure easy reach and engagement attractive content</p>

Where

Online shopping
(FB, IG & TIKTOK)

When

All year specially in
seasons like feasts
and end of season
sale

Who

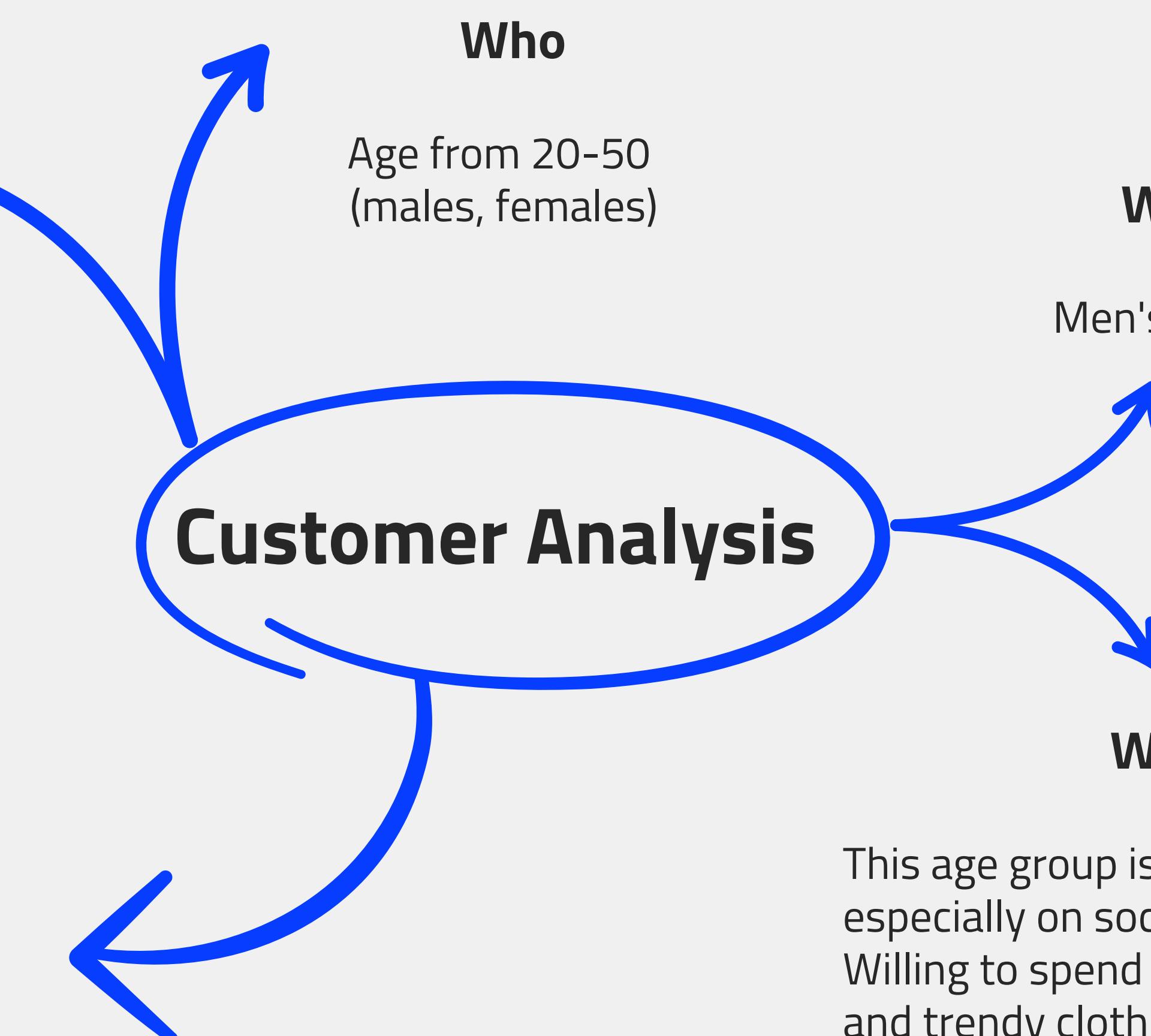
Age from 20-50
(males, females)

What

Men's clothes

Why

This age group is active online,
especially on social media
Willing to spend on high-quality
and trendy clothing





Competitive Analysis

COMPETITOR 1



● ABOUT

22K Followers
Started in Sep.2021
Deals with the same affiliate.
Use informal tone talking to customers.
Have high engagement rate.

● STRENGTHS

The page depends on ads, almost all posts, high engagement rate, wide variety of products.

● WEAKNESSES

No identity,
Depends on the original photos from the affiliate.
No special designs.
Reply to comments privately only.
Low organic content no.

● COMMENTS

It doesn't have Instagram or TikTok which is a weak point we can play on.
Price of shirt 270 L.E

COMPETITOR 2



- **ABOUT**

1.8K Followers
Started in March.2022
Deals with the same affiliate.
Use informal tone talking to customers.

- **STRENGTHS**

Has a wide variety of products,
Has real photos and videos for the products.
Their reels reach 1K.

- **WEAKNESSES**

No brand identity,
No regular posting,
Low engagement rate.

- **COMMENTS**

Doesn't have professional profile picture and cover photo,
Has only facebook page.
Price of shirt 320 L.E

COMPETITOR 3



● ABOUT

10K Followers
Started in Sep.2018
Deals with the same affiliate.
Use informal tone talking to customers.
Have medium engagement rate.

● STREGNTHES

Variety in content and products,
Has many real video for the products which build trust with the customer,

● WEAKNESSES

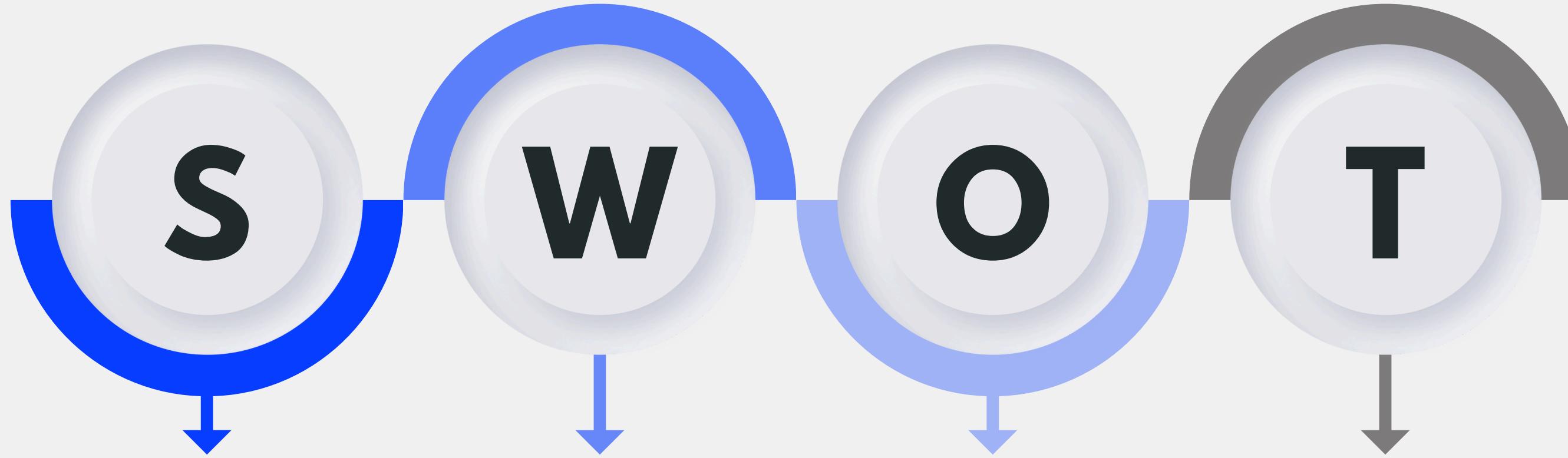
No brand identity,
No about or bio or information about the brand.

● COMMENTS

No special designs for the page.
Doesn't have different social media platforms.

Price of shirt 270 L.E

SWOT ANALYSIS



STRENGTHS

- Strong branding and visual identity.
- Responsive customer support.
- Affordable price.
- Fast market adaptability to trends.
- Post regularly and depending on organic content.

WEAKNESSES

- Lack of control over inventory management.
- Difficulty in communication with the shipping responsible.
- Inability to control clothing quality.

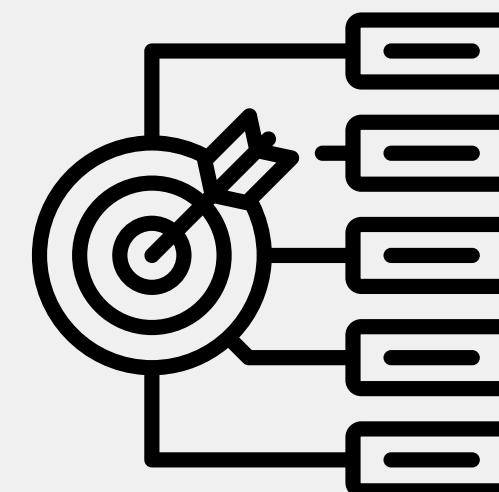
OPPORTUNITIES

- Launching Flash Sales.
- Implementing Loyalty Programs.
- Try to leveraging User-Generated Content.
- Expanding Affiliate Network.
- Expanding Product Range.

THREATS

- Changing Affiliate Commission Models.
- Risk of Affiliate Product Mismatch.
- Limited size options affect sales.

Objectives



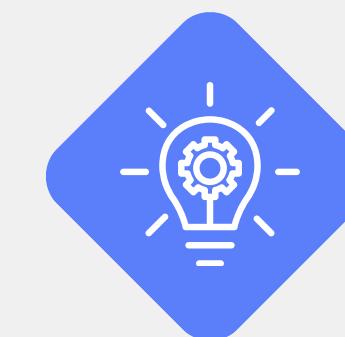
Sell

Sell about 50 pieces from the period in the month



Serve

Improve customer satisfaction ratings by 30%.



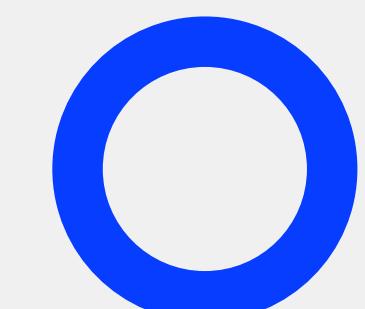
Speak

Increase page followers from 14k to 15k in a month



Save

Reduce Customer Acquisition Cost from 9 LE TO 7 LE during campaign





Business Strategy

● Segmentation



● Target Audience



Geographic

All Egypt



Demographic

Age: 20-30, 30-40, 40-50 years.

Gender: Male, Female

Income: Middle to high-income earners.

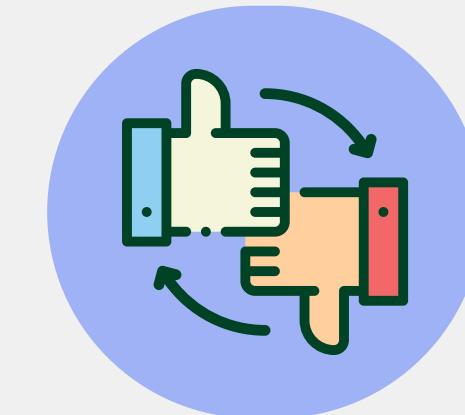
Occupation: Students, working professionals, executives.



Psychographic

Interests and lifestyle: Men who value fashion, comfort, and functionality.

Personality: Stylish, modern, and professional.



Behavioral

Fashion interest: Men who are conscious about their style and appearance.

Buying purpose: Casual wear for everyday use (hoodies, t-shirts, sweatshirts) or formal wear (shirts) for work or special occasions.

Positioning

Style for All: Premium Looks, Without the Premium Price.

Younes is a stylish destination where affordability meets quality.

We offer the latest trends to make stylish, unique, and durable clothes without compromising quality.

We aim to ensure our customer advocacy by fighting against overpriced trends with an exceptional online purchase experience and discovering the timeless style that respects their wallet.



Buyer Persona

Persona 1

Age: 25

Location: Egypt

Interests: Work out in a gym or club, social media,, and online shopping.

Language: Arabic

Gender: Male

Education: Bachelor's degree

Social status: Single

Income: 8000

Occupation: Gym and fitness coach

Websites : FB ,IG, TikTok

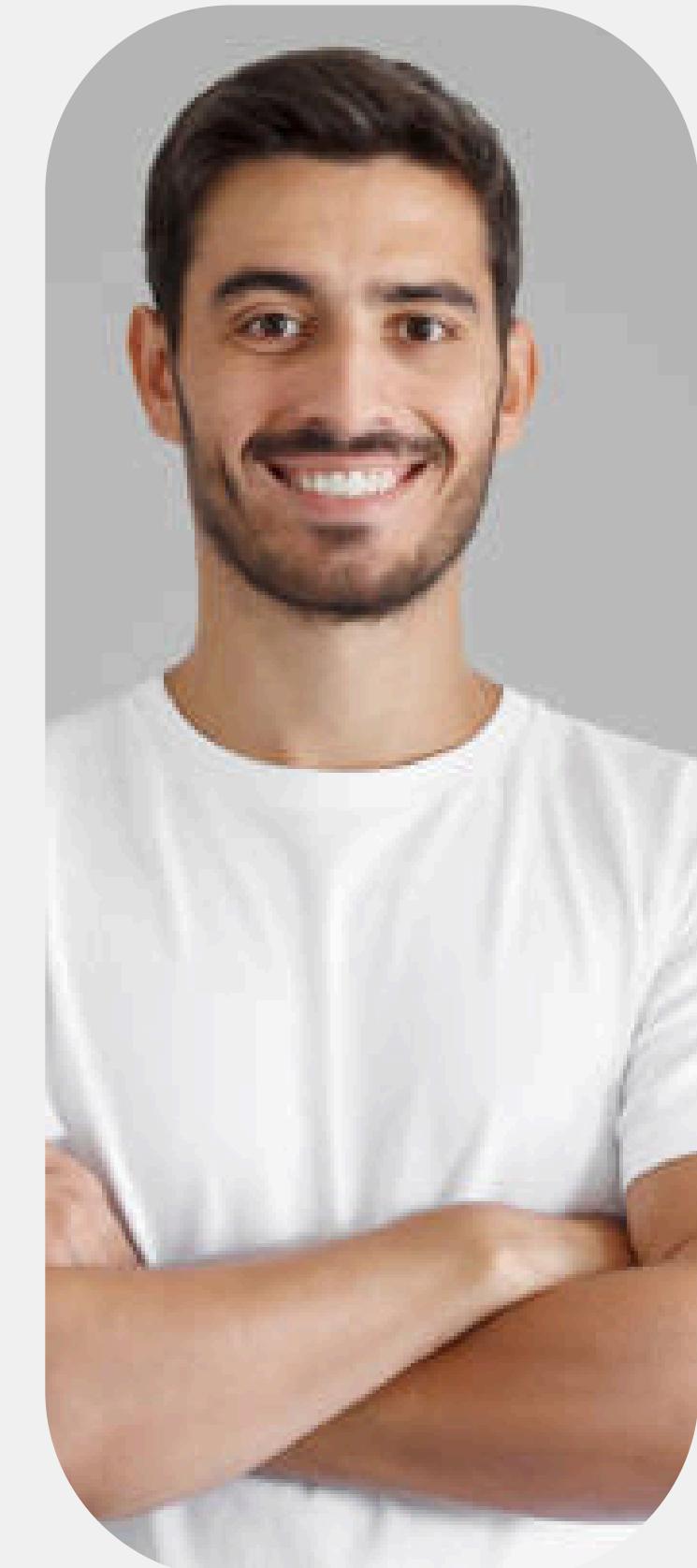
Obstacles hinder buying: Worries about finding the size, and the quality of the product material.

Motives to buy: Time-saving way, good offers, oversize availability

Online behavior: Active

Goals that may achieved: Good value for money, Stay trendy.

Name: Rami



Persona 2

Age: 34

Location: Egypt

Interests: Watching TV shows, football, sports programs, social media reels

Language: Arabic

Gender: Male

Education: Bachelor's degree

Social status: Married

Income: 12000

Occupation: Lawyer

Websites : FB , tiktok

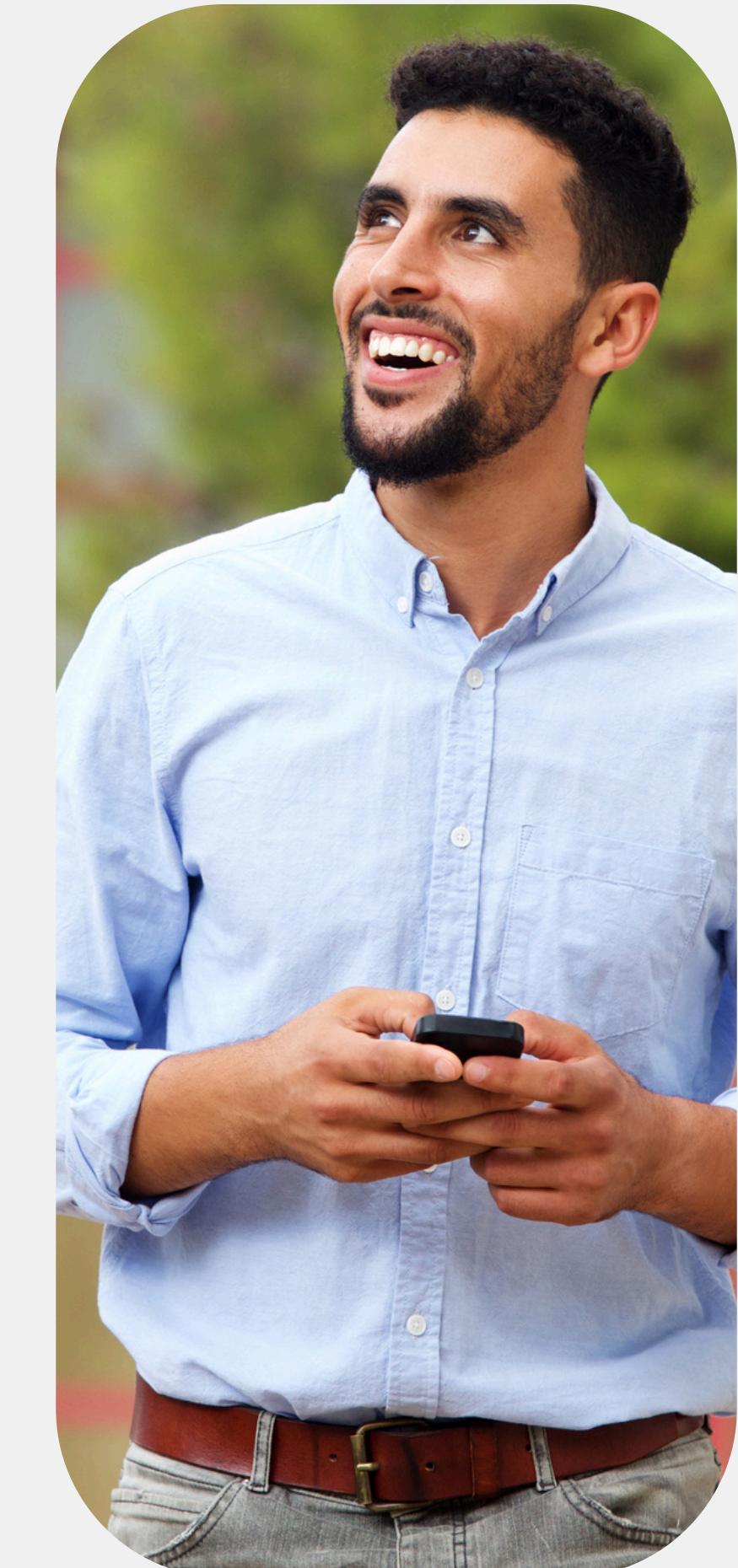
Obstacles hinder buying: Worries about finding quality, and trustability issues.

Motives to buy: Time-saving way, good offers

Online behavior: Active

Goals that may achieved: Good value for money, no need to go to the store so time-saving

Name: Hassan



Persona 3

Age: 43

Location: Egypt, Cairo

Interests: Social media, online shopping

Language: Arabic

Gender: Female

Education: Bachelor's degree

Social status: Married

Income: 7000 pocket money

Occupation: Accountant

Websites: IG, TIKTOK, FB

Obstacles hinder buying: Quality of the product

Delivery issues & complicated return processes

Motives to buy: Good offers and stylish designs

Online behavior: Active

Goals that may achieved: Buying a valuable gift for her partner

Easy shopping experience

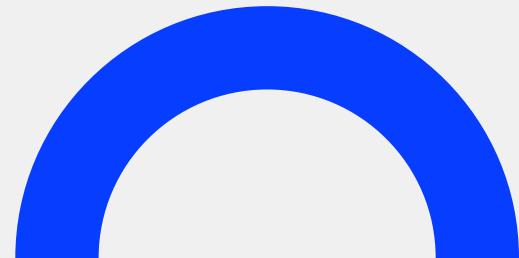
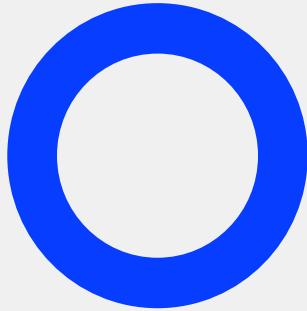
Name: Mai



Competitive Advantage

- Follow up and order tracking till delivery
- Customer feedback and return availability at the same time of delivery

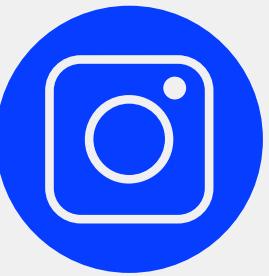
TACTICS



4PS: Product,Price,place,promotion



Marketing Channels



Stone YOUNES
Mobile shopping
FEEL CONFIDENT, BE ELEGANT ❤️

Younes Men's Store
5.7K likes • 14K followers

Posts About Mentions Reviews Reels Photos More

Intro
Younes هو متجر إلكتروني لبيع الملابس الرجالية

Create post Create Ad ...

Manage Page on Meta Business Suite

younesmenstore Follow Message + 180 posts 277 followers 5 following

Younes Men's Store
Clothing (Brand)
Men's Clothes Store
#men #menfashion #fashion #online #egypt #egyptmen #clothes #mensclothing #clothing
www.facebook.com/YounesMenStore?mibextid=ZbWKwL

Reviews will 200 ... عرض تربح secret ... تربح نايك شورت Fu تربح شورت POLO T-shirt

Posts REELS TAGGED

New
الصغار ولفتره محدوده
تري 4 قطع بسعر 999 L.E
BE ELEGANT

@younes.mens.store
715 Following 1,230 Followers 502 Likes

Edit profile Share profile ⌂+

ملابس رجالى شبابي قطاعي بسعر الجملة
هدفنا توفير منتج جيد بأسعار أقل من السوق

🔗 <https://m.me/YounesMenStore>

Email Phone Address

● Tone of voice

Friendly



- **Simple Language:** Using easy-to-understand words and phrases
- **Positivity:** Focusing on positive aspects and expressing optimism.
- **Warmth and Respect:** Communicating with kindness and respect, showing empathy.
- **Active Listening:** Demonstrating interest in others' opinions and responding thoughtfully.

ACTIONS

Items	Who	When	How Many	Objective
Facebook page, Instagram page, Tiktok account	Mohamed Hossam	Mar-23		Selling products to reach a wider audience, boost brand awareness, engage with customers, and increase sales through targeted ads.
Mantra	Mona Yasser	1 octoder	Be elegant and feel confident	Convey the brand's message briefly and memorably, reinforcing its identity and distinguishing it from competitors.
Content write	Team	25 Sep. to 15 Oct.	24	to increase organic reach
Content design	Team	25 Sep. to 15 Oct	18	to increase organic reach

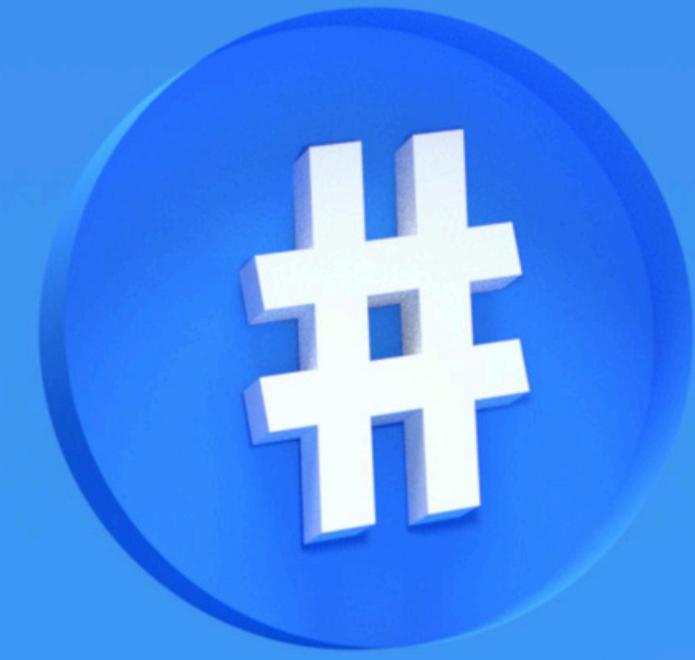
Items	Who	When	How Many	Objective
Viedo content	Alaa Muhammad	25 Sep. to 15 Oct.	28	to increase organic reach
Face book compaign	Team	3 Oct./6 Oct./12 Oct.	3 ads compaign	To set up a Facebook ad campaign to reach the target audience and achieve the specified goals.
Massage reply	Team	7 Oct. to 15 Oct.	97	
Instant reply	Tarke Sayed . Mohamed Hossam	7 Oct. to 15 Oct.	4	To build trust, improve satisfaction, and resolve issues quickly, which can boost sales and enhance brand reputation.
Posting	Mohamed Hossam, Tarek Sayed	25 Sep. - 15 Oct.	24	To gain organic reach
Checking stocks and availability	Mohamed Hossam, Alaa Muhammad, Tarek Sayed	12 Oct. to 15 Oct.	Every order	To make sure that we can set the customer orders

● Control

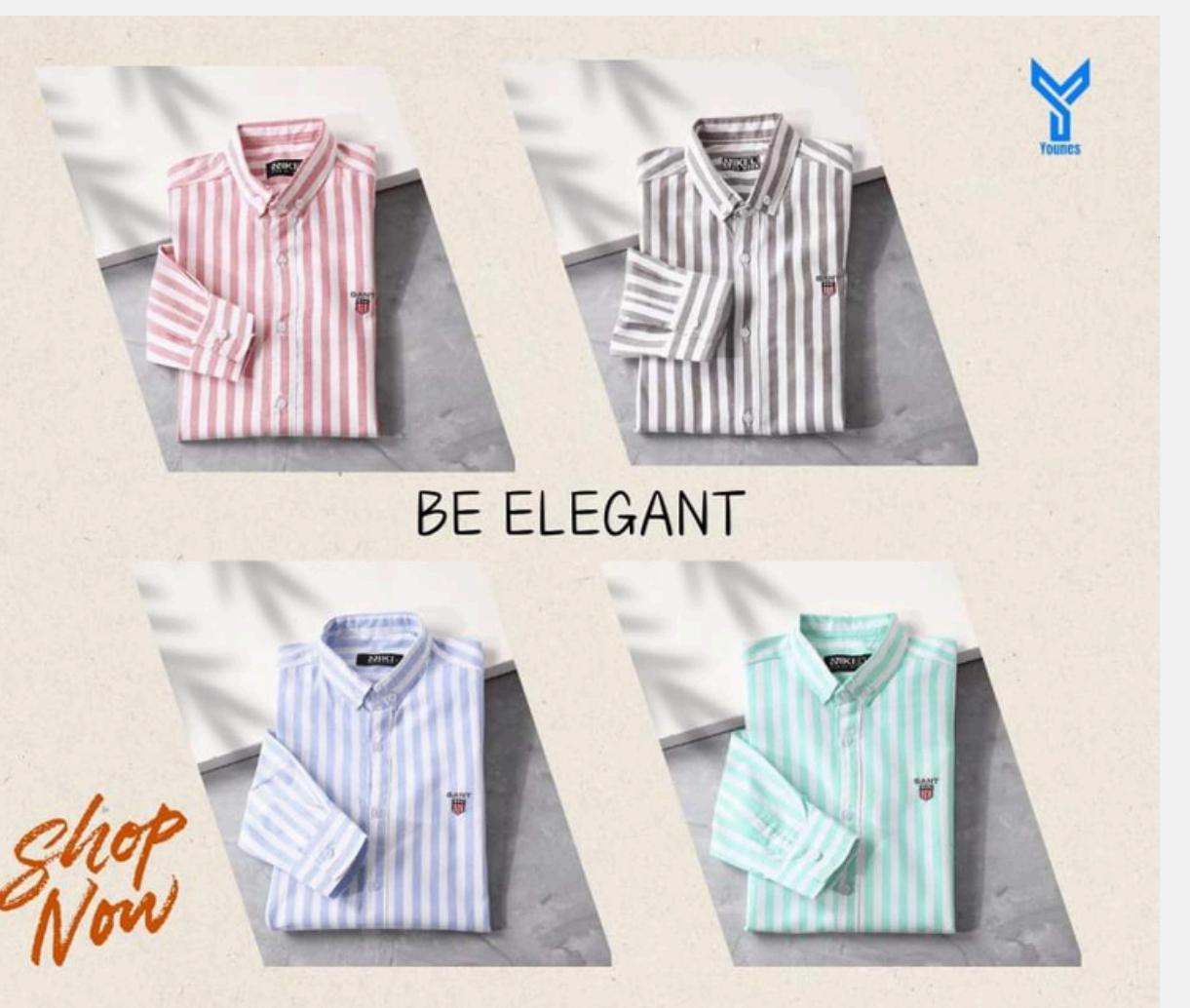
What can be measured?"	"How do you measure?"	1st Campaign	2nd Campaign	3rd Campaign
Sell Objective	Record the number of selling items during the campaign	0	0	67
Serve Objective	Ask the customer about the service and how far they satisfy for our serves	no reply	no reply.	8 satisfaction reply
Speak Objective	Record the engagement rate	10604	2889	7149
Save Objective	Customer Acquisition Cost	-	-	reduced by 2 LE (from 9 to 7 LE)

Canvas Model

<p>Key Partners </p> <ul style="list-style-type: none"> Affiliates: Collaborate with ENGEZNY to drive traffic and sales. Payment Processors: Cash on delivery Delivery Services: Efficient logistics for timely delivery. 	<p>Key Activities </p> <ul style="list-style-type: none"> Marketing and Promotion: Digital campaigns, social media presence. Order Fulfillment: Processing and shipping orders. Customer Service: Handling inquiries and returns. 	<p>Value Propositions </p> <ul style="list-style-type: none"> Affordable fashion for middle-class men. High-quality, stylish clothing without the premium price tag. Transparency in pricing and sourcing. Follow up 	<p>Customer Relationships </p> <ul style="list-style-type: none"> Personalized Shopping Experience: Recommendations, styling tips. Excellent Customer Support: Responsive and helpful. Community Building: Engaging content Advocacy: well reputation 	<p>Customer Segments </p> <ul style="list-style-type: none"> Middle-class looking for stylish, affordable clothing. Budget-conscious fashion enthusiasts. Repeat customers who value quality and affordability.
<p>Cost Structure </p> <ul style="list-style-type: none"> Marketing Expenses: Campaigns. 	<p>Competitors </p> <ul style="list-style-type: none"> Timon 22K Followers AK Store 10K followers M&H 1.6K Followers 		<p>Revenue Streams </p> <ul style="list-style-type: none"> Sales of Men's Clothing: Main source of income. Affiliate Partnerships: Revenue through ENGEZNY collaborations. 	



Facebook
Designs !



CAF SUPER CUP

MATCH DAY

SHIRT

T-SHIRT

+

اشترِ قميص + تيشيرت
واحصل على الشحن مجاني

ORDER NOW

كينج الشتاء وصل

New collection

Feel confident..Be elegant

New collection

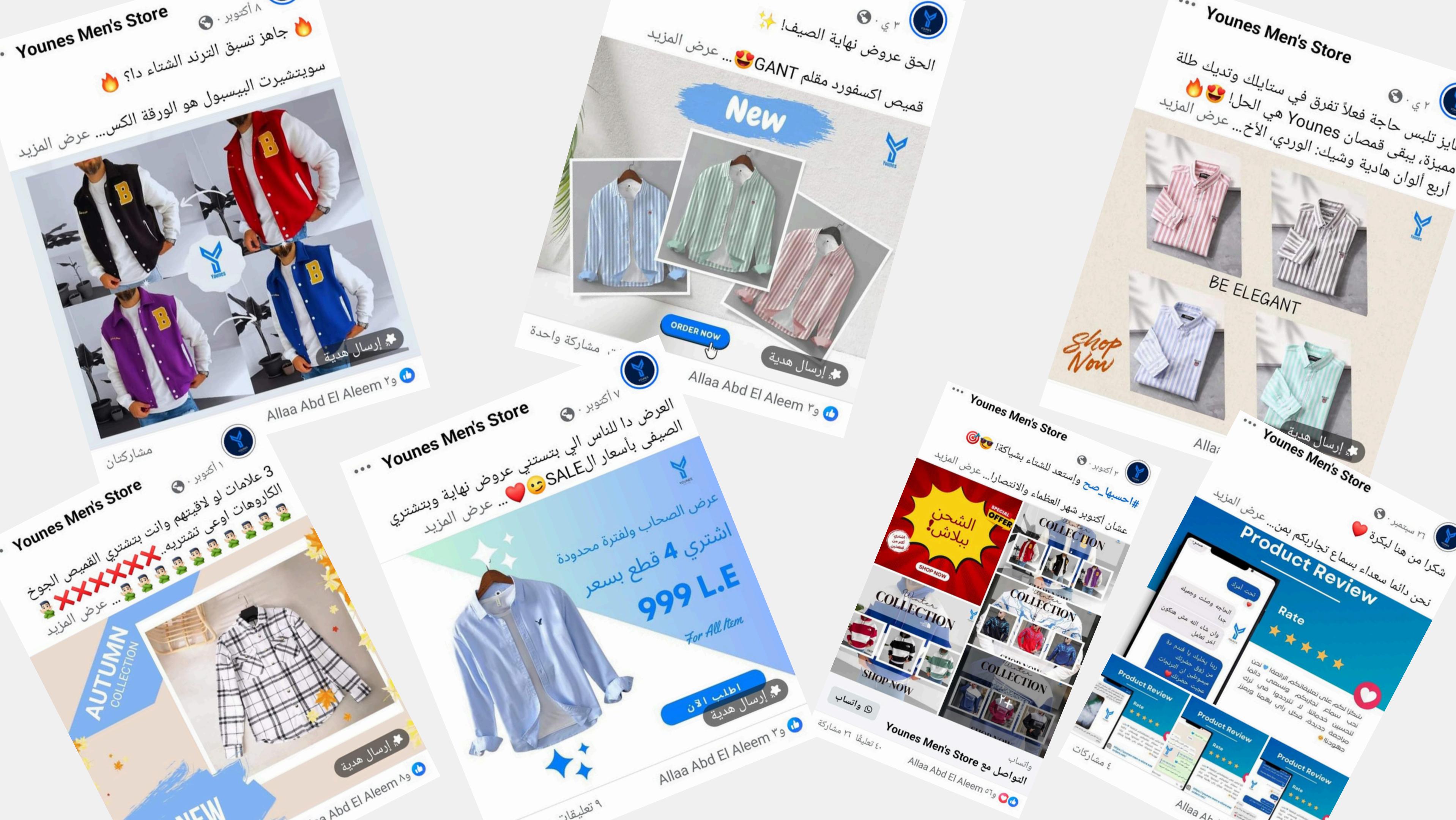
discover our new products

Winter COLLECTION

SHOP NOW

عروض الشتاء

اطلب
دلوكتى



● Reviews From customer

سلام عليكم ورحمة الله وبركاته
باشا الحاجة وصلت
وشكرا
خامة جميلة تسلم
وإن شاء الله مش آخر تعامل



أهلاً أستاذ محمد 😊



أيوة يا فندم زي م طلبت بالظبط



OCT 17 AT 5:42 PM

لقد استلمت طببي وأعجبني كثيراً،
استمر في عملك الجيد 👍



باقي القمصان عجبت حضرتك

تمام شكرا لحضرتك جدا

اه جميلة جدا جدا



You replied to Yousef



OCT 16 AT 3:02 PM

شكرا جدال ذوقكم في التعامل

استلمته و خامته حلوة جدا

عجبني شكرا ان شاء الله مش آخر
تعامل



Campaigns Performance

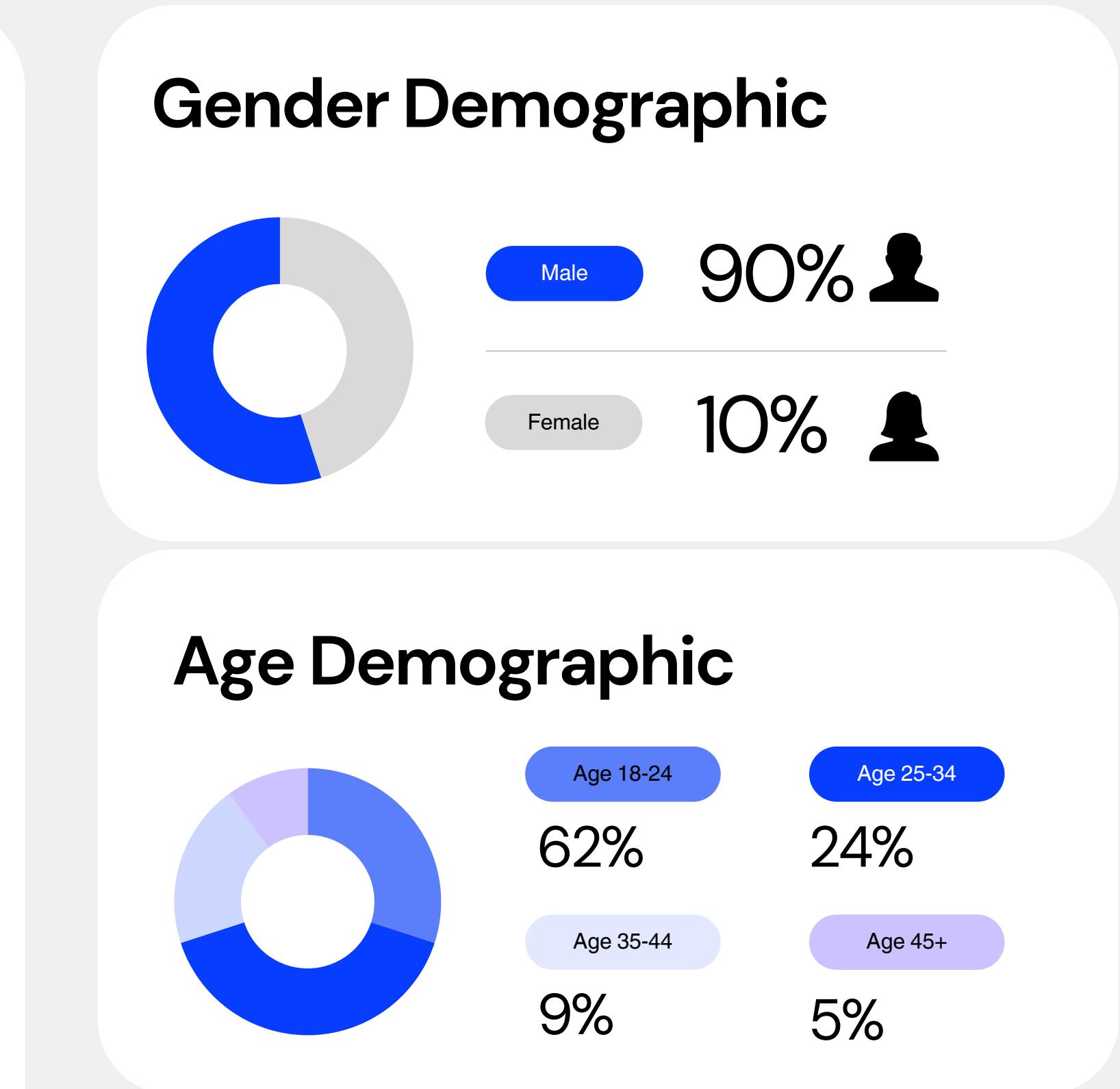
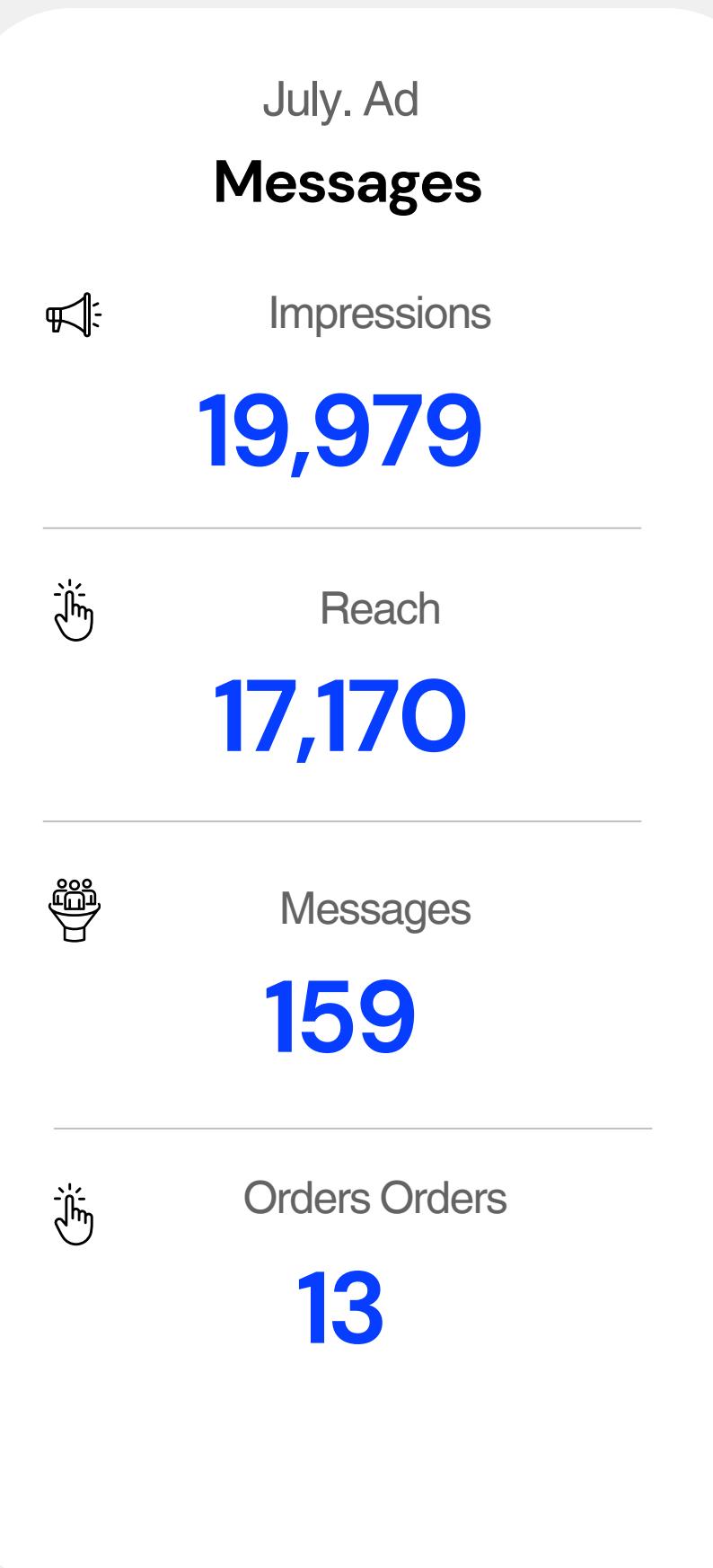
Engagement - Messegues
Off · Engagement

Edit Duplicate

Results [View performance](#)

10 days Maximum Today

159 Messaging conversations started	EGP3.31 Cost per Messaging conversation started	EGP526.00 Amount spent
74.00.ج remaining	lifetime budget 600.00.ج	
17,170 Reach	19,979 Impressions	159 Messages
0.00 Purchase ROAS (return on ad spend)	1.16 Frequency	13 Orders
634 Unique clicks (all)	EGP2.05 CPC (cost per link click)	



Campaigns Performance

 Post Engagement
Off • Engagement

Edit  Duplicate

Results [View performance](#)

10 days Maximum Today

1,323 Post engagements	EGP0.19 Cost per Post engagement	EGP250.67 Amount spent
49.33.ج remaining	lifetime budget 300.ج 	
10,604 Reach	14,317 Impressions	1.35 Frequency
0.00 Purchase ROAS (return on ad spend)	EGP13.93 CPC (cost per link click)	1,417 Unique clicks (all)

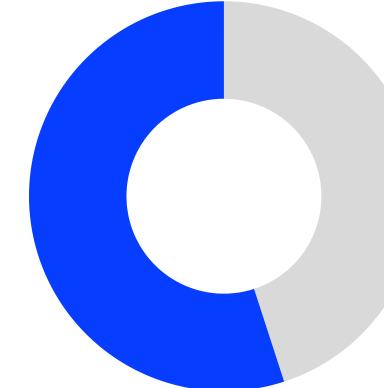
4-6 Oct. Ad Engagement

 Impressions **14,317**

 Reach **10,604**

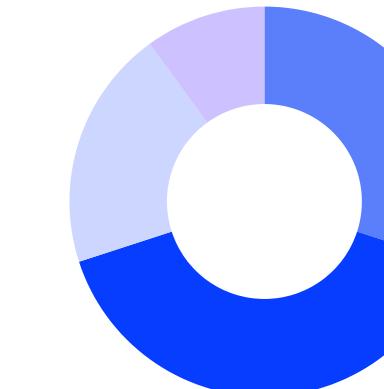
 Post engagement **1323**

Gender Demographic

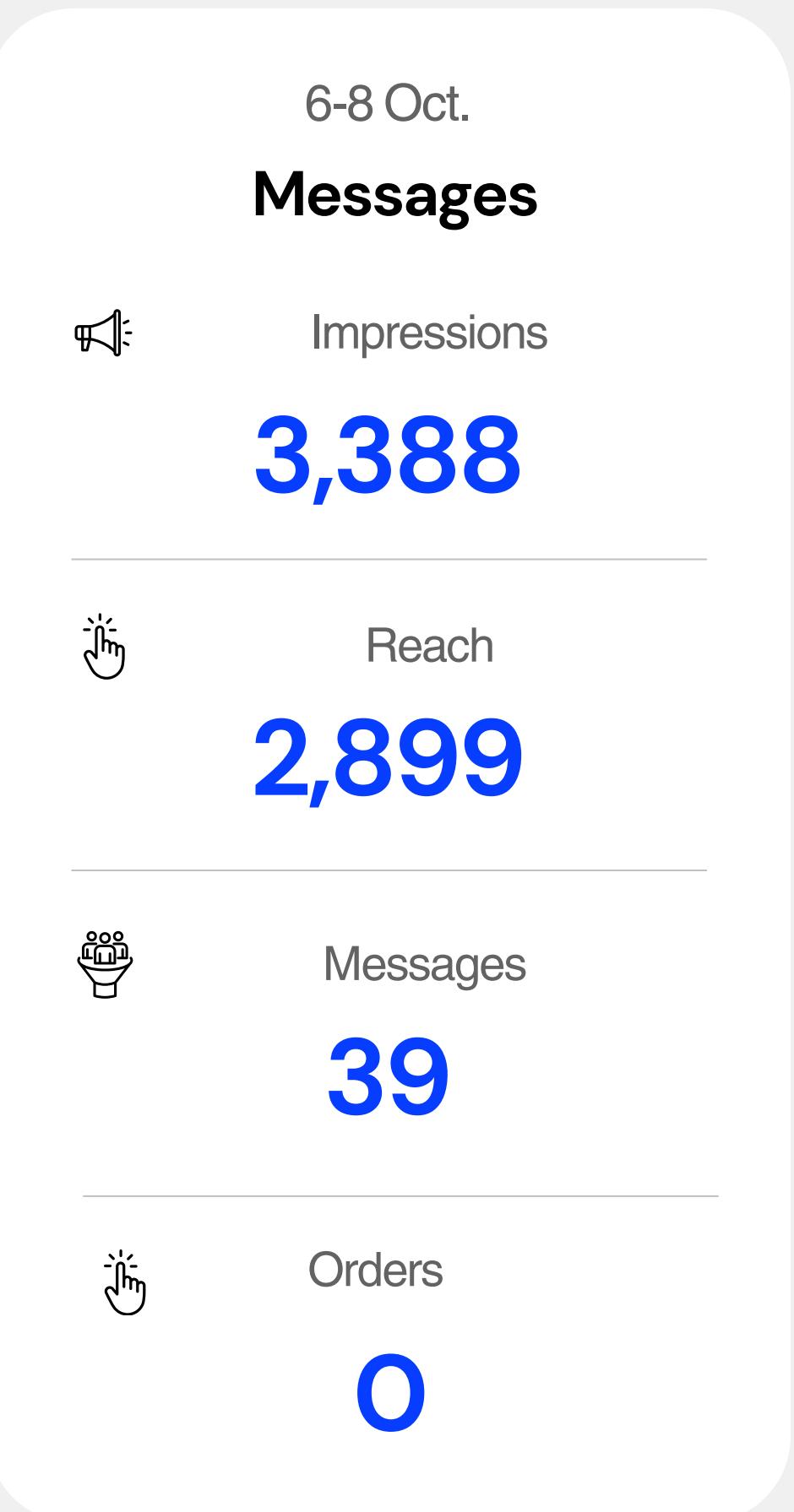
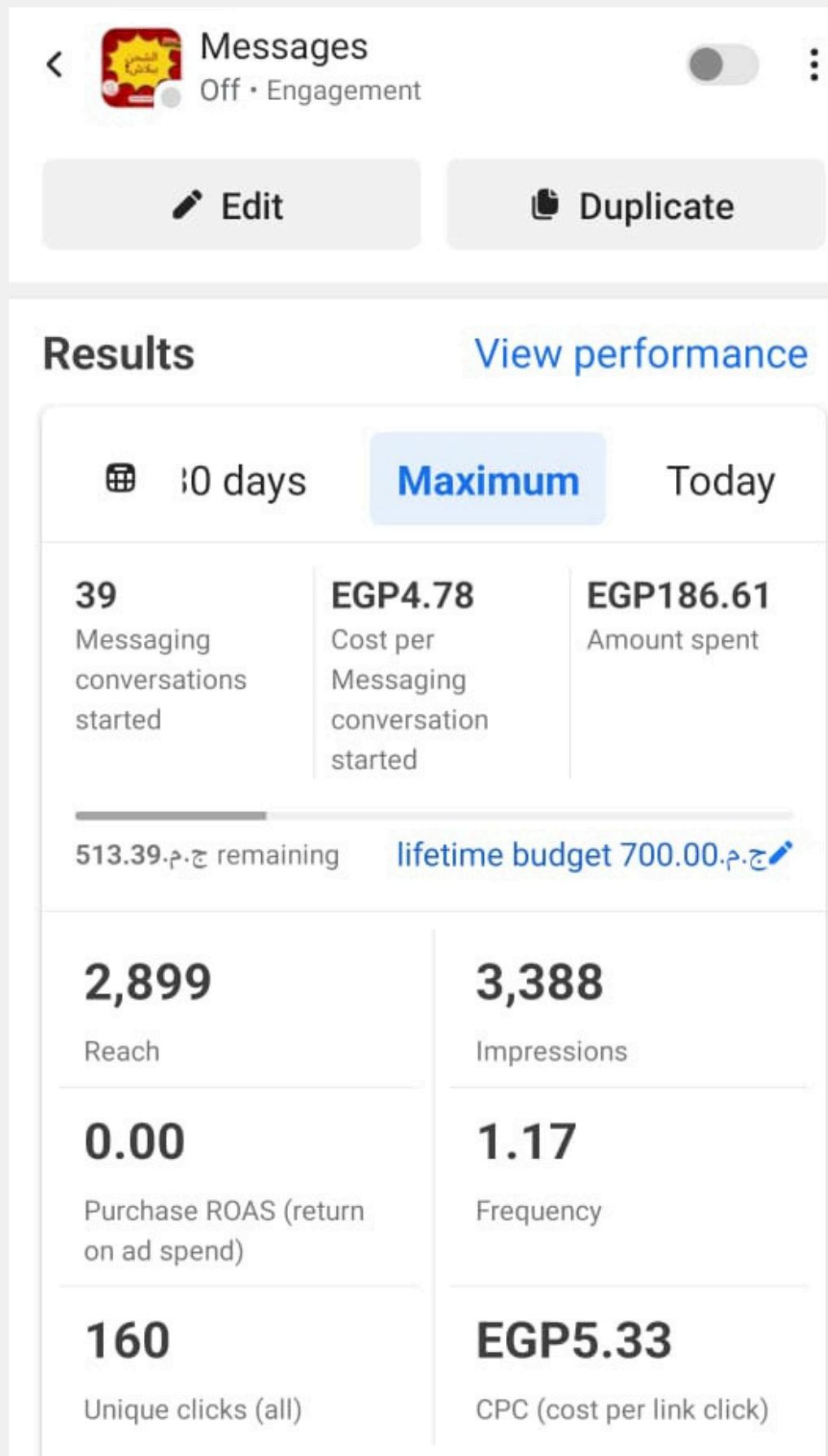


Male	85%	
Female	15%	

Age Demographic



Age 18-24	35%
Age 25-34	38%
Age 35-44	26%
Age 45+	1%



American eagle 12-October :

 American eagle 12-October
Not delivering · Engagement

Edit Duplicate

Results View performance

10 days	Maximum	Today
97 Messaging conversations started	EGP4.54 Cost per Messaging conversation started	EGP439.92 Amount spent
60.08.ج. remaining lifetime budget 500.00.ج.		
7,150 Reach	9,623 Impressions	
0.00 Purchase ROAS (return on ad spend)	1.35 Frequency	
547 Unique clicks (all)	EGP3.64 CPC (cost per link click)	

 Younes Men's Store ...

Apr 11 · 

الحق عروض آخر الموسم مع يونس وبس  

See ... more



Messenger Send message

Contact Younes Men's Store

12-16 Oct. Ad

Messages

Impressions **9,620**

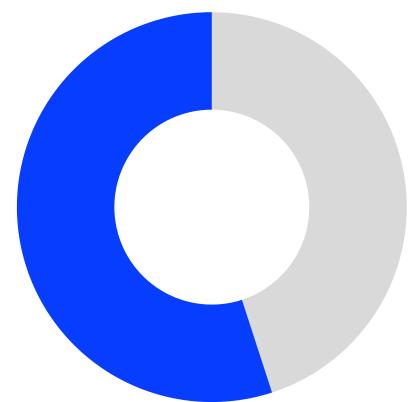
Reach **7,149**

Messages **97**

Orders **23**

Audience Insights

Gender Demographic



Male

82% 

Female

18% 

Cost Analysis

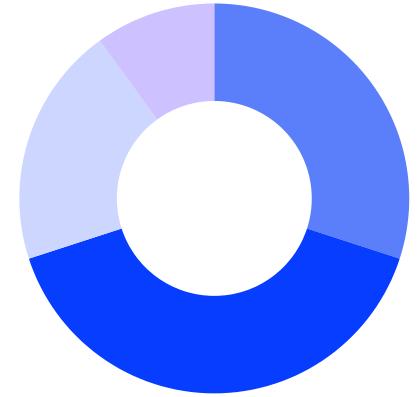
Ad budget

440 L.E

Total orders

20753 I.E

Age Demographic



Age 18-24

32%

Age 25-34

30%

Age 35-44

20%

Age 45+

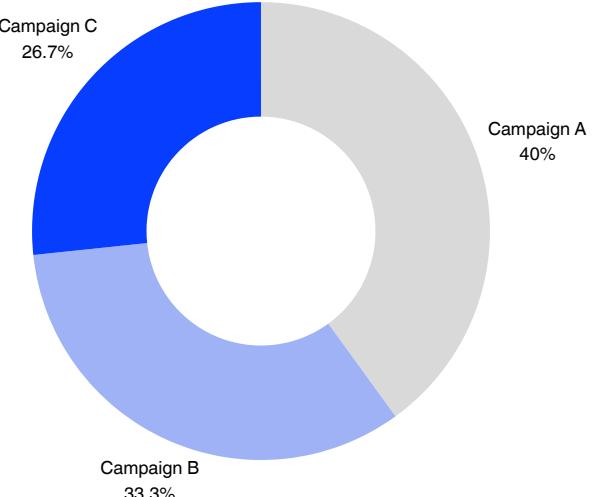
18%

Commission

2313 L.E

Ad Spent Total

1000 L.E



Campaign A	Campaign B	Campaign C
250	186	440

Orders and deliveries

No. of orders

67

Done

63

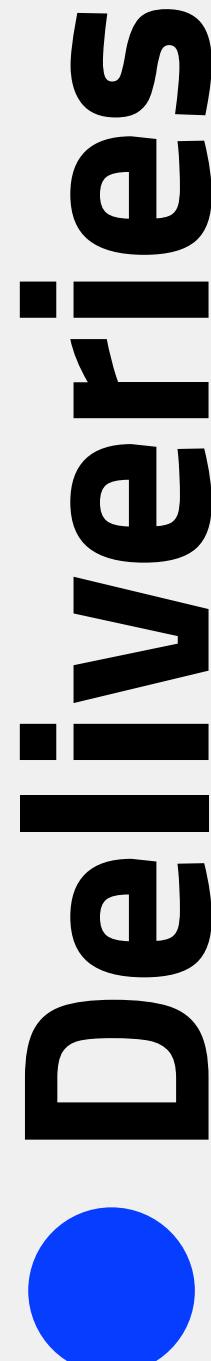
Commission

2313 L.E

Month

October (Metador)

Start date	10/12/2024	10/5/2024	10/4/2024
End date	19/16/2024	10/9/2024	10/6/2024
Duration	4 days	5 days	3 days
Campaign name	فوريكس كاسفورد	سوق تجارة متجر	متجر متجر متجر
Amount spent (EGP)	440	186.61	250.67
Ad set budget	440	700	300
Ad set budget type	Lifetime	Lifetime	Lifetime
Impressions	9620	3388	14317
CPM (cost per 1,000 impressions) (EGP)	45.73	55.08	17.51
Reach	7149	2899	10604
Frequency	1.35	1.17	1.35
CTR (all)	9.90%	6.61%	13.59
Link clicks	121	35	18
CPC (all) (EGP)	0.46%	0.83%	0.13%
Results	96	39	1323
Result indicator	Messeges conversation	Messeges conversation	Post engagement
Cost per results	4.58	4.78	0.16
Sales	20753	0	0
Commission	2313	0	0
Purchase ROAS (return on ad spend)	47.16590909	0	0
Orders No.	23	0	0



الاسم	التاريخ	كود الطلب	المحافظه	الاجمالي	العموله	حالة الشحن
نور الدين احمد	2024-09-29	MMV2399572	القاهرة	1055	90	Done
نور الدين احمد	2024-10-03	JTM2406839	القاهرة	305	30	Delivered
احمد بهجت	2024-10-12	YXS2424641	القلوبية	1055	0	Canceled
احمد عياد	2024-10-12	AHQ2425039	الإسكندرية	3000	300	Delivered
شريف محمود	2024-10-12	HPS2425102	القاهرة	585	90	In Delivery
ايمن السعيد	2024-10-12	HGQ2425533	الغربيه	1585	120	Delivered
محمود منصور	2024-10-12	OGS2425622	الغربيه	585	90	Delivered
انصرف حسني	2024-10-13	VHP2426434	القاهرة	1525	150	Delivered
عبد الرقيب	2024-10-13	YXO2426736	القاهرة	585	90	Delivered
نورهان علي مطاوع	2024-10-13	MIQ2426853	قنا	330	55	Delivered
حسام ابو بكر صديق	2024-10-13	LVI2427135	القاهرة	1531	141	In Delivery
واائل حسن	2024-10-14	EBW2427342	القاهرة	345	65	Delivered
يوسف محمد	2024-10-14	OOL2427646	سوهاج	830	115	In Delivery
شهد اسامه	2024-10-14	QIG2427656	الشرقية	330	55	Delivered
يوسف محمد	2024-10-14	PUV2427876	القاهرة	1355	180	Packing
مصطفى محمد	2024-10-14	YBL2428773	القاهرة	1555	180	Waiting Confirm
رمضان صالح محمود	2024-10-14	LQH2428886	الشرقية	585	90	In Delivery
مصطفى محمد	2024-10-14	REG2428970	القاهرة	1282	122	In Delivery
اسلام ربيع	2024-10-15	UDX2429241	البحيرة	330	55	Confirmed
حازم محمد فكري	2024-10-15	PQR2430383	القاهرة	585	90	Confirmed
عمرو صلاح قطب	2024-10-15	VJB2430636	الإسكندرية	585	90	Confirm By Aff
هانى وليم	2024-10-15	KWI2430648	سوهاج	830	115	Pending
محمد علام			طنطا	1355	180	

● Recommendation & Action Plan



What Worked

- ✓ Messages Campaign.
- ✓ Photo creative with simple design and only one product.

What Didn't Work

- ✗ Engagement Ad because of the low budget.
- ✗ Using a creative with too many details and photos, miss match of the target audience.

Next Steps

- ✓ Invest all the budget on sales campaigns.
- ✓ Depend on competitor analysis to choose the winner affiliate product and work on it.
- ✓ Experiment with different ad formats in Display Ads.

OUR TEAM



Mona Yasser



Mohamed Hossam



Alaa Mohamad



Tarek Yosef



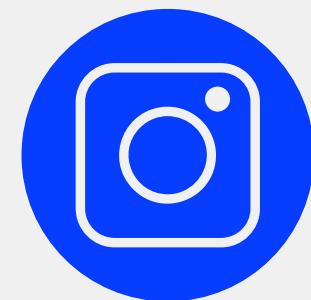
Yasmine Fathy

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O Contact us O

Do you have any questions?



Younes Men's Store

THANK
YOU

