



SHAMS

MARKETING STRATEGY



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01

Business Summary





SHAMS STORE

delivers trendy, affordable clothing for girls and young women across Egypt. With fast shipping, cash-on-delivery, and localized designs, we empower young women to express themselves confidently through stylish, high-quality fashion.



OUR OBJECTIVES



Increase Brand
Awareness



Gain More
Followers



Expand Reach
Locally



SWOT ANALYSIS



Strengths



- Trendy and Fashionable Collections .1
- Shipping all over Egypt .2
- Quick Customer Engagement .3



Weaknesses

- 1. Limited Brand Awareness
- 2. Competition with Established Brands
- 3. Logistics Challenges

Opportunities



- Rising Demand for Online Shopping .1
- Engagement and Community Building .2
- Seasonal Demand .3



Threats



- 1. High Competition
- 2. Social Media Saturation
- 3. Logistics and Delivery Issues





COMPETITOR ANALYSIS

Social media	Competitor 1	Competitor 2
Page name	Dolabik <u>Profile</u>	Girls needs <u>Profile</u>
No. of likes or followers	10 K	70 K
Page created	June 2023	2022
Visual identity		
Publishing rate	4 posts per week	5 posts per week
Engagement rate	50 Like	40 Like
Major product		
Average price	400- 1000	400- 1000



Our Target Audience



Females

18 to 35 years

Interested in Styling, Fashion
and Online Shopping

Buyer persona 01



Salma

- 19 Years Old
- University student

Background

A 19-year-old single female university student from a moderate-income family. She's busy with studies, enjoys drawing, and reads frequently.

Needs

Looks for easy-to-wear clothing that allows for multiple styling options, affordable yet durable over time.

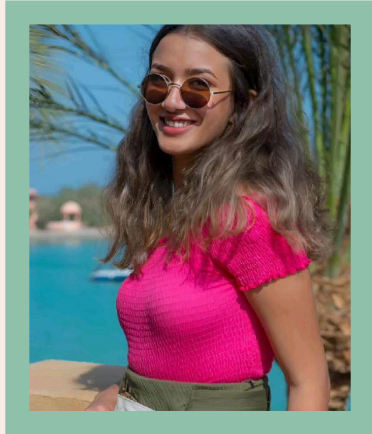
Personality

Very active and busy, always on the go. Needs easy-to-wear, comfortable clothing suitable for movement yet stylish enough for various styling options.

Goals

Seeks clothing with good fabric quality that withstands daily wear and tear, easy to purchase without needing to try on, and reliable in terms of sizing and style.

Buyer persona 02



Nour

- The Practical Graduate
- 24 Years Old
- Full-time Job
- Accountant

Background

A 23-year-old single female with a moderate income. She enjoys watching TV series, reading, cooking, and values tranquility.

Needs

Seeks practical workwear that is comfortable and durable, easy to trust in terms of fabric quality and speedy delivery during work hours.

Personality

She needs practical clothing suitable for work. Often layers with jackets over t-shirts and prefers comfortable knitwear and jeans, for ease of movement and prayer.

Goals

Interested in versatile styling options for each piece of clothing, simplifying shopping, ensuring fast delivery, and affordable quality materials.



Marketing STP

Segmentation	Targeting	Positioning
Female students (highschool /university)	girls aged from 18/25 who are: Students	<ul style="list-style-type: none">Comfortable clothes on latest trends
Employment woman	ladies aged from 22/35 Who are :Working	<ul style="list-style-type: none">Practical clothes ملابس عملية





Social Media Channels

Channels	Post No.	Post Type
Instagram	3-4 posts/week	<ul style="list-style-type: none">• Product promotions and discounts.• Engaging posts with questions (e.g., “Which color would you choose?”).• Announcements of new collections.• Customer reviews and success stories



Action Plan

1. Define Objectives

Increase Brand Awareness: Reach a wider audience and create brand recognition and drive Engagement: Increase likes, comments, shares.

Build a Community: Foster loyal followers through regular interaction.

2. Understand the Audience

Customer Pain Points: Highlight quality, affordability, and style.



Action Plan

3. Platform -Specific Strategies

Instagram

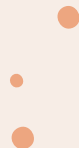
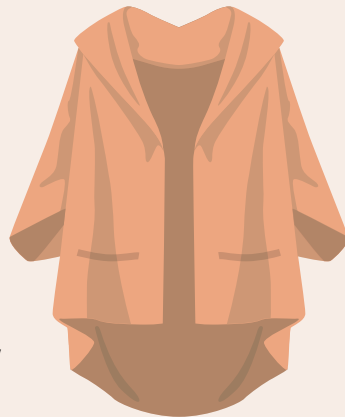
Content Type:

High-quality photos of new collections and lifestyle shots.

Reels showcasing outfit ideas, styling tips, or behind-the-scenes moments.

Stories with polls, Q&A, and countdowns for launches of new styles.

Focus on User-generated content(UGC): Encourage customers to tag your brand to provide reliability of the products.



Action Plan

3. Platform -Specific Strategies



TikTok

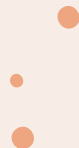
Content Type:

Fun and relatable Reels e.g. Day in the Life of your brand, User-generated content: Encourage customers to tag your brand and posting Tutorials on how to style your products for different occasions.

Facebook

Content Type:

Detailed posts about products, offers, and seasonal collections, customer testimonials and success stories, share blog links or lookbooks for fashion inspiration and hold competitions to provide gifts and offers to the public.





Thanks!

