



SHAMS

The Future of Trendy Fashion!



Table of contents:

01

Brief

02

Marketing Strategy

03

Content Plan

04

Media Plan

05

KPI (Final Report)





01

Brief





Shams Store:

Shams is a trendy online fashion store offering stylish, comfortable outfits for modern girls across Egypt. We focus on effortless fashion that blends elegance with everyday practicality.



Our Products

1. Dresses
2. Abayas
3. Shirts & Blouses
4. Pants & Trousers
5. Sets
6. Basics
7. Seasonal Collections

Our Target Audience

1. Females
2. 18 to 35 years
3. Interested in Styling, Fashion and Online Shopping





02

Marketing Strategy





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



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.

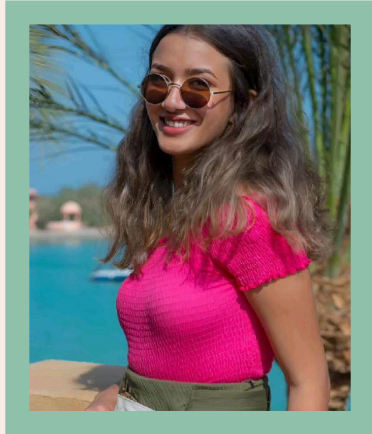
Personality

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





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





03

Content Plan









04

Media Plan



Content Idea	Objective	Daily Budget	Duration (Days)	Total Budget
Trending Shirt	Sales	150	5	750
Basic Dress	Sales	100	5	500
Zara Formal Pants	Sales	100	5	500
GRWM Abaya	Awareness	50	3	150
Basic Dress	Sales	100	5	500
Formal Pants	Sales	150	5	750
Matchy Style	Engagement	50	3	150
Pick Your Style	Awareness	100	5	500
Pick Your Colour	Engagement & Sales	100	5	500
Saudi Abaya	Sales	100	5	500
Monthly Budget	3900			

05

KPI



Views ⓘ

25.2K ↑ 5.4%



Content interactions ①

35 ↑ 84.2%



Reach 📊

1.5K ↑ 679.4%



Visits ⓘ

275 ↑ 1.3K%



Link clicks 📊

83 ↑ 4.0K%





Thanks!

