



# 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. Low Social Media Engagement

## Opportunities



- Rising Demand for Online Shopping .1
- Partnership with Factories for Exclusive .2
- Production Lines
- 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
Publishing rate	4 posts per week	5 posts per week
Engagement rate	50 Like	40 Like
Average price	400- 1000	400- 1000





# Our Target Audience

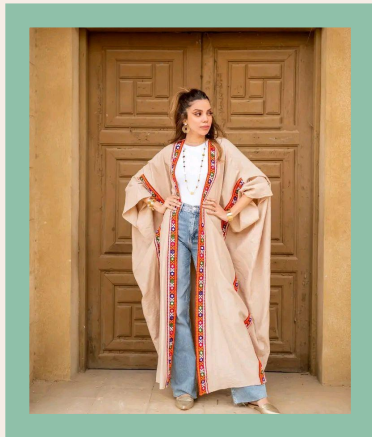


Females

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.

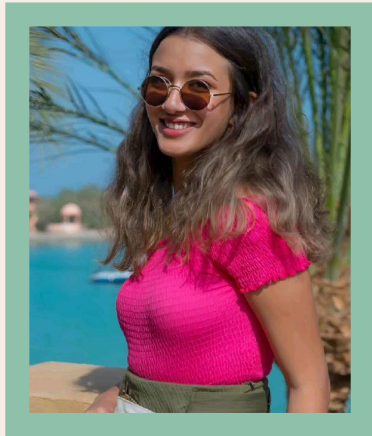
## Personality

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
<b>Female students (highschool /university)</b>	girls aged from 18/25 who are: Students	<ul style="list-style-type: none"><li>لبس عملي ينفع لكل مناسبة</li></ul>
<b>Employment woman</b>	ladies aged from 22/35 Who are :Working	<ul style="list-style-type: none"><li>لبس شيك ومريح يسهل معاكى اليوم</li></ul>





# Social Media Channels

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



# 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

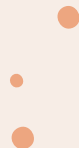
#### Content Type:

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.





**Thanks!**

