



catchy 
CLOTHING STORE

Instructor : **Mohamad Elaswad**





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ABOUT US

Welcome to Catchy, where elegance meets simplicity. Our modern designs for both men and women prove that true style is found in the smallest details, not in complexity. We believe in creating unique, timeless looks that stand out effortlessly. With Catchy, you'll always feel confident, chic, and perfectly you.



U MODEST

OUR VISION



At Catchy Store, our vision is clear and true, elegance shines in all we do. We believe simplicity is the key, where every detail lets you feel free. With style that fits and comfort so fine, confidence will always be yours to find.





BUSINESS CANVAS MODEL

Key partners

There are many affiliates like Taager , Engazny , Men fen , Vendor and so on along with 5 partners who moderate the facebook page with me

Key resources

my partners in ads budget along with many affiliate as a source of goods and as a digital resource we have videos , reels , posts

Key activities

We sell women and men clothes

Value proposition

We offer a comfortable , easy , unique , affordable and interesting way for shopping experience that is never forgettable

Customer relationships

We love to stay close to our customers and maintain regular, friendly communication with them through comments, responding to Messenger messages, and consistently engaging with them

Channels

through Facebook page



Customer segment

Geographic

Customers in Cairo

Demographic

women & men from 18 to 30
women & men from 31 to 45

PSYCHOGRAPHIC

in general men and women who
prefer comfortable and trendy styles
(more detailed in buyer persona)

Cost structure

Our expenses consist of advertising and promotional costs for the clothing we market on our page, as well as the salaries of those who work with us, sharing tasks such as content creation and page management.

Revenues streams

Our profit relies on the margin we add to the cost of each piece of clothing we sell, in addition to the commission we receive from the website upon completing a purchase



SITUATION ANALYSIS

SWOT *analysis*

Strengths

Ease of working from anywhere, faster reach due to social media platforms, reduced inventory management costs, and a diverse range of offerings, allowing for the display of thousands of items

Weaknesses

Some difficulty in building customer trust as an affiliate marketer, and any changes in the policies of the product platform, such as Taager, impact the affiliate marketer. Lastly, competitors offering discounts for price competition purposes

opportunities

Increased consumer engagement in online shopping after the COVID-19 pandemic, better use of data to improve advertising campaigns, and collaboration with influencers to raise brand awareness

Threats

Constant shifts in fashion trends, such as fast fashion, which can cause stagnation in many products, along with potential technical issues that may occur on social media platforms used for marketing.

POLITICS

The strength or weakness of political relations is a significant factor that greatly impacts digital marketers. For instance, Egyptian-Turkish and Egyptian-Gulf relations, particularly with Saudi Arabia and the UAE, have contributed to the wide availability of their products in the Egyptian market

ECONOMICS

"Undoubtedly, affiliate marketing has provided Egyptian consumers with a variety of goods at good quality and affordable prices.

However, on the other hand, these prices won't remain stable due to the economic instability and the 'green monster' attacks on the currency

TECHNOLOGY

Technological advancements have streamlined design with tools like Canva and MidJourney, simplified marketing through social media, and enhanced capabilities with AI applications like OpenAI and ChatGPT. Additionally, website and digital store-building platforms enable anyone to easily create their own online store without complex coding.

S O C I A L

Consumer behavior and societal conditions are integral to the buying and selling process. For instance, events in Palestine and the boycott of products from the occupying forces mean that platforms displaying such products may lose popularity and profits. The COVID-19 pandemic has also shifted consumer behavior towards online shopping, leading to an increase in sales platforms, enhanced purchasing facilities, and diverse payment methods to accommodate everyone. Additionally, the rise of home delivery services and increased price competition among platforms attract customers and replace many traditional shopping experiences. Moreover, some restrictions imposed by social media platforms can limit users and ban any advertising accounts that call for boycotting products from the occupying forces

ANALYSIS



A A

Strengths



They aim to expand widely by providing multiple contact points and promoting their website through Facebook ads. Their communication is engaging, with consistent responses to comments. They offer many promotions and reasonable prices by manufacturing clothes themselves or partnering with factories for bulk orders.

Weaknesses



The response to comments is largely automated and consistent, but customers tend to prefer interacting with real people.

Designs



The logo is simple, and the overall theme of the page maintains brand identity in the post designs while keeping them simple. As a result, their work is easily recognizable even without looking at the brand's logo.





SHEIN EGYPT PAGE



Strengths



They have an impressive variety of products and goods, and the page features many reels, not just relying on images. They consistently upload content and regularly respond to comments. They rely on a source that offers both affordable prices and high quality

Weaknesses



They rely solely on one source, which poses a risk if there are any changes in that source's policies also they pay part of attention to cosmetics .They don't publish enough interactive content, and there are no clear contact numbers available for customers.

Designs



Their designs have a predominantly feminine touch, but even in men's designs, they leave a clear mark. They maintain a strong and consistent brand identity in the overall appearance of the page







SELL

Achieve 200 online sales within the first three months.

Serve

Respond to customer inquiries within 24 hours and resolve 90% of issues within 48 hours over the next six months.

SPEAK

Grow social media followers by on Instagram 1,000 and 500 on Facebook within the first three months

SIZZLE

Collaborate with five influencers who have a following in Egypt and the Gulf countries within the first six months.

BUYER PERSONA





DEMOGRAPHIC HISTORY



Sara Mohamed

She is 25 years old and lives in Cairo.

Single and a newly graduated accountant.

She loves traveling, color coordination, online shopping, and drawing.

She aims to create a wardrobe that reflects her personal style and increases her confidence.

Sarah needs attractive prices and value-for-money products that are stylish and versatile.

The obstacles that stand in the way of Sarah's ability to shop freely are limited income



Hisham Mustafa



He is 25 years old and lives in Cairo.
Single and a newly graduated IT engineer.
He always aims to wear what is stylish and be satisfied with his appearance.
He needs to wear clothes that reflect his personality and that are versatile and of good quality.
What prevents him from shopping freely, his previous bad experience with online purchases may lead to an unwillingness to repeat the experience.

Demographic history

Leila Mahmoud

She is 45 years old and lives in Cairo

Married and working as a marketing manager

Her favorite hobbies are color coordination, online shopping and handicrafts.

She aims to always look age-appropriate and fashionable

She needs clothes that are stylish, modest, practical, and an easy shopping experience without too many exhausting details.

She often finds it difficult to shop online and make purchases



Demographic history

Mohamed Omar

He is 42 years old and a resident of Cairo
Married and working as a financial analyst in a
multinational company

Enjoys analyzing data, pays attention to detail,
and likes to try different and stylish outfits

He aims to wear clothes that are comfortable,
good quality, and stylish

What prevents him from shopping online is the
lack of confidence in the quality of the products
and the doubt that the product to be received
will not match the description or pictures.



INTERNAL ANALYSIS

content used : photos , reels , videos This content is uploaded daily for a week

Admins (Monitors) : Five persons

Main product : Women and Men Outfits

Buyer persona : Divided into four sections: two based on age groups (18 to 30 and 31 to 45) and two based on gender (women's and men's).

Resources : As a source for images and videos, affiliate sites can be utilized, along with creating some videos using Canva and CapCut

Budget : 1,000 EGP for one week

STRATEGIC PLAN



STRATEGIC PLAN

SEGMENTATION

Geographic

Customers in Cairo

Demographic

women & men from 18 to 30
women & men from 31 to 45

PSYCHOGRAPHIC

in general men and women who
prefer comfortable and trendy
styles (more detailed in buyer
persona)



A decorative graphic in the top-left corner of the slide, featuring a cluster of colorful circular icons representing various social media platforms. Visible icons include Facebook (blue 'f'), Instagram (orange camera), Twitter (blue bird), LinkedIn (blue 'in'), and YouTube (red play button). The icons are arranged in an overlapping, circular pattern.

TARGETING

For (18 to 30) women and men group I will focus on Facebook campaigns that primarily concerned with fashion and trendy styles in low prices.

POSITIONING

We offer a seamless shopping experience through social media and direct messaging, ensuring fast service and flexible return options

Our focus is on providing comfortable and stylish products that cater to the needs of all targeted age groups

TACTICS

TACTICS

PRICE →

We add a profit margin and delivery cost to the original price of the product displayed on the sales site.

PLACE →

e will start from Cairo and then expand to Alexandria and Assiut

PROMOTION →

FACEBOOK ADS

PRODUCT →

Our product is modern, simple, and elegant clothing for both women and men
the following is F, A , B of it



FEATURE

The clothing is elegant, comfortable, and versatile, with quick delivery and a wide range of designs. It also features an easy return policy

ADVANTAGE

These clothes are comfortable and affordable, with an easy shopping experience, improved after-sales service, and the option to buy in larger quantities

BENEFIT

The products offer higher quality than traditional shopping due to diverse options, home delivery, and easy returns. Customers can buy in larger quantities, ensuring a convenient, enjoyable, and time-saving shopping experience with great prices.

Marketing Channels



Frequency Of Posting

We will publish 5 posts daily over a period of 8 days

Time to Post

We publish one post every four hours, and so on for the reels or videos

Types Of Content

The images and some suitable videos for showcasing the product

Tone Of Voice



our tone of voice is warm and friendly, fostering a welcoming atmosphere for our customers. We prioritize understanding their needs, ensuring personalized interactions that reflect our commitment to elegance and simplicity. Our goal is to build genuine connections, making each customer feel valued and understood

CONTENT CALENDER



EVERY WEEK	DAYS	Cornerstone Content	Frequency
	SATURDAY	Social media Post , Reel , Video	5 Posts , 2 Reels , Video
	SUNDAY	Social media Post , Reel , Video	5 Posts , 2 Reels , Video
	MONDAY	Social media Post , Reel , Video	5 Posts , 2 Reels , Video
	TUESDAY	Social media Post , Reel , Video	5 Posts , 2 Reels , Video
	WEDNESDAY	Social media Post , Reel , Video	5 Posts , 2 Reels , Video
	THURSDAY	Social media Post , Reel , Video	5 Posts , 2 Reels , Video
	FRIDAY	Social media Post , Reel	5 Posts , 2 Reels
	SATURDAY	Social media Post	5 Posts



CONTENT CALENDER

Time to Post	Content Pillar	Target Audience	Format
8 am , 12 pm , 4 pm , 8 pm , 12 am	Promotion , Sales	Women , Men	Facebook Post
8 am , 12 pm , 4 pm , 8 pm , 12 am	Promotion , Sales	Women , Men	Facebook Post , Story
8 am , 12 pm , 4 pm , 8 pm , 12 am	Promotion , Sales	Women , Men	Facebook Post
8 am , 12 pm , 4 pm , 8 pm , 12 am	Promotion , Sales	Women , Men	Facebook Post , Story
8 am , 12 pm , 4 pm , 8 pm , 12 am	Promotion , Sales	Women , Men	Facebook Post
8 am , 12 pm , 4 pm , 8 pm , 12 am	Promotion , Sales	Women , Men	Facebook Post , Story
8 am , 12 pm , 4 pm , 8 pm , 12 am	Promotion , Sales	Women , Men	Facebook Post
8 am , 12 pm , 4 pm , 8 pm , 12 am	Promotion , Sales	Women , Men	Facebook Post , Story

ACTION

Item	Who	When
content creation	Mariam , Hla , Esraa	all the project time
Ads management	Yasmeen	through the time of campaign
moderation	Mariam , Hla , Esraa , Yasmeen , Taghreed	distributed between us every one have a 3 hours on page
control and ads analytics	Taghreed	at the end of campaign

How many	Cost	Objectives
8 days	zero	make attractive posts , reels and videos
7 days	1000	manage the campaign as good as much we can
8 days	zero	follow up the customers questions and messages and focus on the whole appearance of page
1 day	zero	analyse the results of campaign and make a recommendations depend on those results

Samples of our social media work





Catchy store

October 7 at 10:24 PM · 🌐



خامه و أناقه و أنوثه و مناسب ليكى لو بتحبى يكون عندك قطعة واحده تلبسيها مع اكر من حاجه و تكون بطعم مختلف ف كل مره 🥰

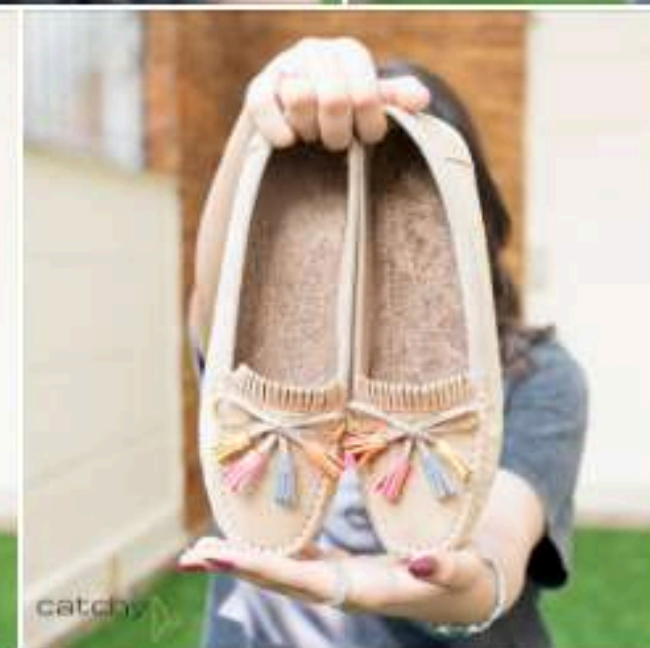


Catchy store

October 7 at 1:24 PM · 🌐



شوز شمواه جميلة جدا في اللبس 🔥🔥🔥🔥
المقاسات من 37 الى 41





Catchy store

October 8 at 4:00 AM · 🌐



جاكيت جوخ ليكرا تركي، واسع ومريح ❄️

✓ معالج ضد الانكماش والوبره

✓ متوفر منه 5 ألوان (أخضر، جملي، شاركول، لبنني، رمادي)

✓ مقاسات من M لـ 2XL تناسب من 50 لـ 110 كيلو

📦 اطلبه دلوقتي واستمتع بالدفا والراحة!

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FASHION STORE





Catchy store

October 6 at 6:08 PM · 🌐



الچيبه اللي منقدرش نستغني عنها متوفره معانا 🇲🇪, 🧡



No insights to show ⓘ

Boost a post

👍❤️🧡 You, Yasmina Mahdy, Esraa Hegazy and 2 others

❤️ Love

💬 Comment

📧 Send

➦ Share



Catchy store

October 6 at 6:17 PM · 🌐



الكارديجان قطعة اساسية لازم تكون في دولابك
عشان كدا وفرنا لك كارديجان بيزك طويل رمادي و كحلي 🌱❤



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No insights to show ⓘ

Boost a post



You, Yasmina Mahdy, Esraa Hegazy and 2 others

SOME REELS



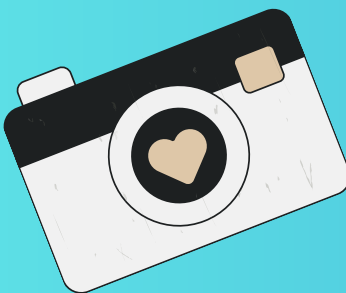
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Follow





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NEW ▶
VIDEO



Nourhan Mohamed
Assign this conversation

Hi Nourhan! Please let us know how we can help you.

بكام



Sun 8:15 PM

Catchy replied to Nourhan

Photo

اسفين ع التأخير يا فندم جدا

Catchy replied to Nourhan

Photo

دا ب 505

Francy Adham...
Assign this conversation

bekam

Sat 1:09 PM

Francy Adham Reverchon replied to an ad. View ad

Hi Francy! Please let us know how we can help you.

price for this item


Sat 3:49 PM

Catchy replied to Francy

price for this item

kindly send the photo of item you ask about

Sent by Mariam Hany



This ine

Noja Omar
Assign this conversation




مع حضرتك اتفضلى

Sent by Mariam Hany




Yaqin Shurrab
Assign this conversation

Sat 11:06 AM

Yaqin Shurrab replied to an ad. View ad

Hi Yaqin! Please let us know how we can help you.

بكام



د

Sat 3:47 PM

Catchy replied to Yaqin

Photo

عذرا على التأخير يا فندم دا ب 700

Sent by Mariam Hany

Campaign messages



I **N**
OUT **OF** **C** **O** **N** **T** **R** **O** **L**

Control tools and key performance indicators (KPIs) :

Since we use Facebook solely for paid ads, the focus of monitoring should be on improving the performance of paid ads on Facebook.

Facebook Paid Ads Performance : Monitoring Tool: Facebook Ads Manager to track the results .of paid campaigns, such as clicks, conversions, and customer acquisition cost
A weekly review of ad performance is conducted to adjust targeting and improve ads if .necessary
.Goal: Achieve a 20% increase in clicks and improve the conversion rate by 5% monthly

Customer Acquisition Cost (CAC) :

Monitoring Tool: Facebook Ads Manager to track the cost of acquiring a customer from paid ads.

A monthly analysis is conducted to compare advertising costs with the number of new customers acquired.

Goal: Reduce the customer acquisition cost by 10% over the next year.

ROI from Paid Ads :

Monitoring Tool: Facebook Ads Manager to calculate the return on investment (ROI) from paid ads.

A monthly review is conducted to calculate the ROI based on each paid campaign on Facebook.

Goal: Achieve a sustainable increase in ROI by 15% annually

Brand Awareness Growth Monitoring :

Monitoring Tool: Facebook Insights to track the growth of brand awareness on Facebook.

A monthly review is conducted to monitor follower growth and engagement on Facebook.

Goal: Achieve a 25% increase in brand awareness within 6 months, particularly through published content on Facebook.

Follow-up Program :

Weekly Performance Report for Facebook Paid Ads: A weekly report should be prepared, including .a detailed analysis of ad performance, covering costs, clicks, and conversion rates

Strategy Improvement: Based on Facebook data, ad campaigns should be adjusted, content .improved, and targeting strategies developed to increase effectiveness

Regular Follow-up Meetings: Hold monthly follow-up meetings to analyze the reports and discuss future plans to improve performance across all used platforms



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THANKYOU