

YOMILINE

cosmatics products

Under the Supervision of
Dr. Ahmed Gamal





Yomiline
cosmetics store

YOMILINE BRIEF

Yomiline is an Egyptian beauty brand founded in 2023, specializing in cosmetics and skincare products.

The brand was established by a pharmacist with a vision to provide safe and effective alternatives to chemical-based products — by creating natural, long-lasting formulas that promote healthy skin and beauty.

Yomiline stands out for its high-quality standards, affordable pricing tailored for Class B and B+ audiences, and a strong reputation built organically through word of mouth since its early stages.

Currently, the brand focuses on increasing awareness and engagement through Instagram and Facebook, where most sales take place.





BUSINESS MODEL CANVAS

Key Partnership



- One Retail Store in Shebin El-Kom.
- Delivery and logistics partners for shipping across Egypt.
- Packaging and printing vendors for labels & bottles.
- Raw material suppliers (local & imported)
- Marketing & Advertising

Key Activities



- Research and development of skincare and fragrance formulas
- Production, packaging, and labeling of Yomiline products

Key Resources



- In-house pharmacist and product formulation team
- Digital assets: official social pages & brand visuals.

Value Proposition



- Premium-quality skincare and fragrance products handcrafted by professionals.
- Natural ingredients ensuring safety, freshness, and trust.
- Locally made with love, combining authenticity with modern style.
- Focus on emotional experience: every product tells a story ("عشق", "دلال")

Customer Relationship



- Building long-term trust and familiarity through emotional and interactive content
- 60 % Customer Retention Rate
- customers feel part of the Yomiline family

Channels



- Main presence via social media platforms (Facebook & Instagram)
- One retailer in Shebin El-Kom

Customer Segments



- Females aged 18-40 especially Class B & B+
- Consumers who value a balance between elegance & lifestyle
- Beauty enthusiasts looking for affordable yet premium-quality self-care products
- Repeat buyers and loyal customers who trust Yomiline's consistency
- Social media users who engage with beauty, skincare, and fragrance content

Cost Structure

- Marketing & advertising campaigns and boosted posts.
- Raw materials and fragrance oil costs.
- Packaging, labeling, and design expenses.
- Delivery and logistics costs across Egypt.
- Content creation, photography, and digital marketing.
- Maintenance for physical workspace and tools.



Revenue Streams

- Direct product sales via (Facebook & Instagram).
- Retail sales from partnered stores.
- Occasional promotional bundles and limited offers
- Future expansion: website e-commerce or subscription model





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OUR PRODUCTS



Coco Hair Cream



Pixi Caffeine Shampoo



Pixi Rosemary Tonic



Pixi Hair Oil



Skin Bloom Serum



Yomiline Laser
Replacement



Lip Balm



Yomiline Deodorant



Yomiline Body Splash



COCO Hair Cream

- It is effective for dry, frizzy, brittle hair and a lack of moisture.
- It contains moisturizers and nutrients that provide the hair with the essential elements it needs and restore the hair's moisture balance.
- It quickly restores lost vitality to the hair, softens its outer surface, and gives it a distinctive and very noticeable shine because it is rich in natural oils.
- Its ingredients: Shea butter, cocoa butter, vitamin E, virgin coconut oil, and five other natural oils that combine the essential elements that hair needs, panthenol and special water moisturizers.





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Pixi hair oil

- **Moisturizing, nourishing, and treating dry hair.**
- **Stimulating blood circulation and follicles.**
- **Cleansing the scalp of dirt, chemicals, and dead cells by dissolving them in the oily layer.**
- **A safe and effective solution for a hair loss treatment routine**
- **Its ingredients include: rosemary oil, saw oak oil, lavender oil, pumpkin seed oil, sesame oil, watercress oil, jojoba oil, castor oil, fenugreek oil, olive oil, wheat germ oil, and other oils.**





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GENDER

FEMALE

LOCATION

EGYPT

Skin and Hair Care - Natural
Products - Trends in Beauty and
Personal Care

AGE

18-40

INTEREST

TARGET AUDIENCE





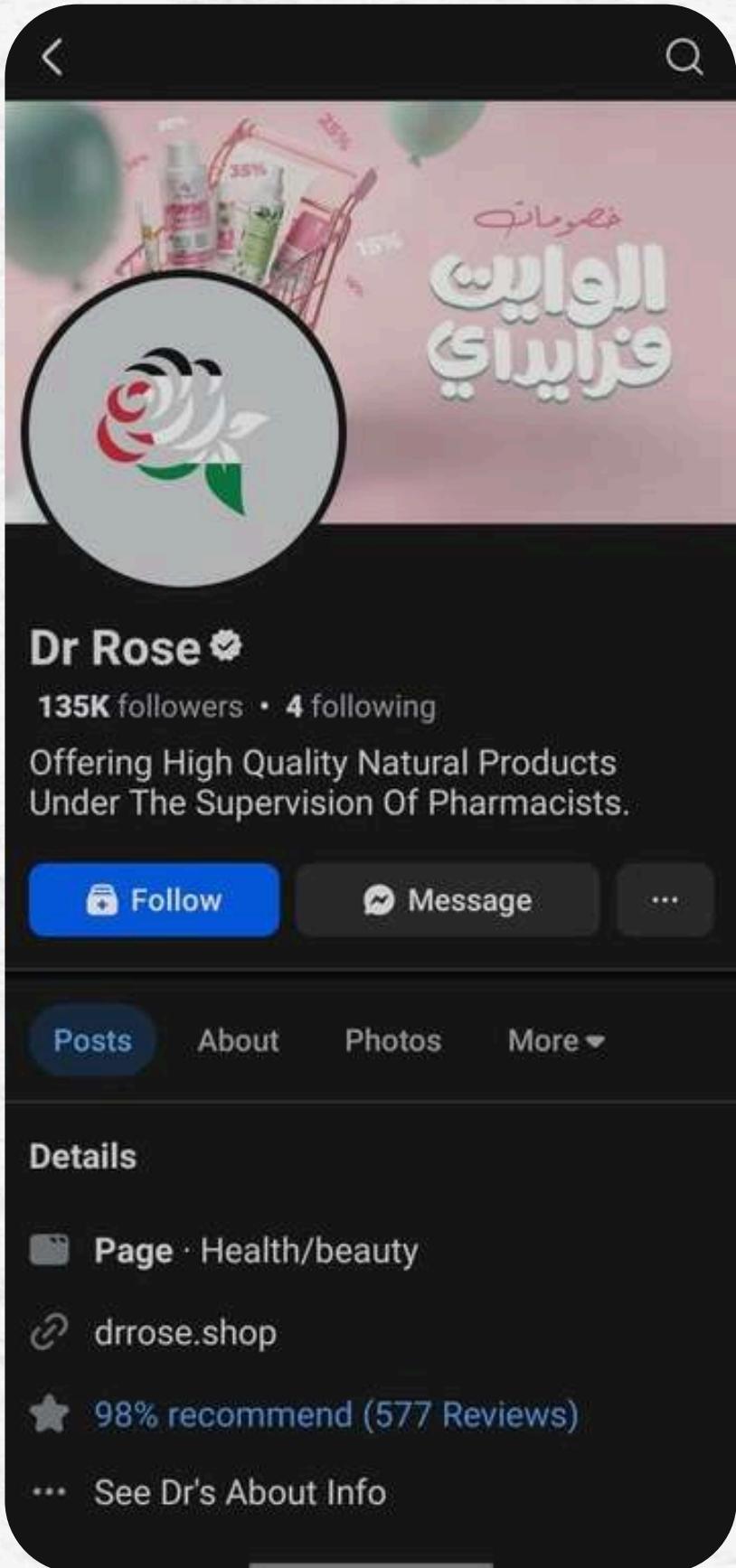
COMPETITOR ANALYSIS

ASPECT	DR ROSE	lady tabtab
Page Name, website & page	<u>DR Rose</u> website	<u>LadyTabtab</u> website
Followers	135K	243K
Page Created	March 2018	August 2018
Visual Identity	Natural look emphasizing trust and pharmacist supervision.	Trendy, elegant aesthetic with unique product names.
Content Strategy	Educational content highlighting natural ingredient benefits.	Focuses on hero products and strong client testimonials.
Engagement Rate	High engagement shown by numerous product reviews.	High engagement driven by powerful customer reviews.
Product/Service	Offers 100% natural skin and hair care products.	Sells a wide range: face, body, hair, and perfumes.
Business Model	DTC e-commerce with incentives like free shipping.	Direct-to-Consumer (DTC) e-commerce strategy.
Competitive Advantage	Trust via natural ingredients and expert pharmacist oversight.	Unique brand identity provides high market recall.



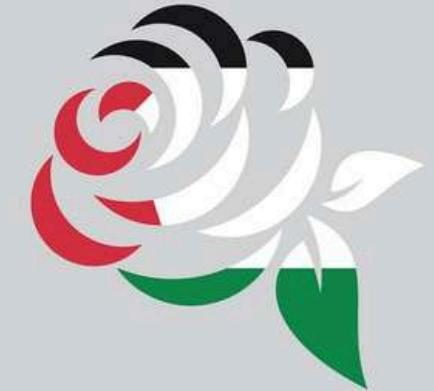
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COMPETITOR ANALYSIS



Strengths

- Having a website
- excellent product photography
- using good content
- The ability to make strong offers every so often



Weaknesses

- Less reliance on UGC
- There are videos, but not consistently.



COMPETITOR ANALYSIS



Strengths

- Having a website
- actual place
- excellent product photography
- using good content



Weaknesses

- The same character appears in all the videos
- Following the same style in the videos, but with fewer videos being published.



SWOT ANALYSIS

- Local products with controlled quality.
- Affordable prices for B and B+ brands.
- No need for a physical store.
- High reliability due to direct local start-up with customers who know the entrepreneur.
- The products need 3 to 4 months of testing.

Strengths

- High shipping costs (60 Egyptian pounds) compared to the product price.
- Primary reliance on social media.
- Low awareness of the brand and proper use of the products.

Weaknesses

- Growing demand for natural and local products.
- The holiday season and the start of school are strong buying seasons.
- The potential to create educational content that raises brand awareness and increases consumer confidence.
- The potential to distribute near universities to reduce shipping costs and increase awareness.
- The potential to launch new products.

Opportunities

- Strong competition from well-known local and international brands.
- Legal licensing requirements.
- Changes in customer preferences or market trends.
- Volatile raw material prices.

Threats





SMART OBJECTIVES

- Increase monthly Sales by **50%** in the first three months (from **5,000 EGP** to **7,500 EGP**).
- Boost brand awareness on Facebook by **30%** engagement growth in the Third month.
- Increase page followers by **30%** through a mix of organic content and paid campaigns.
- Grow Facebook-based sales by **40%** within the first three months.





STRATEGIC PILLARS

- **Content Marketing:**

- User-generated content (UGC) to build authenticity.
- Mix of educational, emotional, and aspirational posts

- **Paid Media Strategy:**

- Meta Ads (Facebook) with retargeting for existing audiences
- Small-budget awareness ads to sustain visibility

- **Distribution & Partnerships:**

- Strengthen physical presence in Shebin El-Kom.
- Explore collaborations with local beauty shops and micro-influencers





ACTION PLAN



- **Awareness Stage (September):**

- Evaluate and refresh social media visuals and brand tone.
- Publish introductory posts about Yomiline's story and values.
- **Goal:** Build brand identity and increase recognition among Class B & B+ audiences.



- **Engagement Stage (October):**

- Share Before/After results for skincare and hair products to build trust.
- Reinforce the "local natural brand" positioning through storytelling.
- **Goal:** Achieve +30% engagement and establish customer trust.



- **Conversion Stage (November):**

- Launch sales-driven campaigns around Black Friday and limited-time offers.
- Create product bundles (e.g., Hair Kit / Deodorant + Body Splash).
- **Goal:** Increase total sales by 50% during this month.



SEGMENTATION

Demographics:

Gender: 100% Female Age: 18–40 years

Income: Middle to upper-middle class

Occupation: Students, working women, mothers

Geographics:

Primary Market: Menoufia (core & loyal base)

Secondary: Cairo, Alexandria, Delta (online)

Sales Channel: 100% online – Instagram, Facebook, TikTok

Behavioral:

Buy regularly as part of self-care routine

Engage with tutorials, reviews & offers

Trust transparent brands that educate

Psychographics:

Interested in natural beauty & self-confidence

Value safety, authenticity, and simplicity

Prefer affordable, natural care over luxury products



TARGETING

T1

Age: 18-25

Profile: University students & early workers

Needs: Affordable, trendy, easy-to-use products

Message: "Natural care that fits your daily routine"

T2

T2

Age: 25-30

Profile: Young professionals & newly married women

Needs: Effective self-care & beauty confidence

Message: "Glow naturally with safe, trusted care"

T3

Age: 30-40

Profile: Mothers

Needs: Reliable, safe, family-friendly products

Message: "Protect your beauty – safe for you & your family"



POSITIONING

**Yomiline stands for “natural, safe, and affordable personal care”
offering high-quality skin and hair products
under expert supervision.
Positioned as a trusted local brand that combines safety,
simplicity, and real results for women who care about natural
beauty every day.**



Sarah

Age 20 year

Location Cairo - Egypt

Income Limited (monthly allowance)

Occupation University Student



Sarah wants affordable and safe cosmetic products that help her look good and confident in front of her friends.



She spends most of her time on Instagram and TikTok, following influencers and trusting product reviews before making any purchase.



Sarah is afraid of fake or low-quality products that might cause skin irritation or allergies.



Offer small-sized, affordable skincare products and create short educational Reels such as “30-second skincare routine” to gain her trust and attention.

Mariam

Age 28 year

Location Giza- Egypt

Income Moderate (Class B)

Occupation Full-time employee



Mariam wants to maintain her appearance both at work and during outings with friends.



She prefers online shopping because she doesn't have time to visit stores. She looks for natural, easy-to-use products that fit her busy lifestyle.



Mariam needs effective products with fast results, as she has limited time for long skincare routines.



Offer online discounts and bundle deals to encourage purchases, along with before-and-after content that demonstrates visible results.

Heba

Age 35 year

Location New Cairo- Egypt

Income Moderate (Class B)

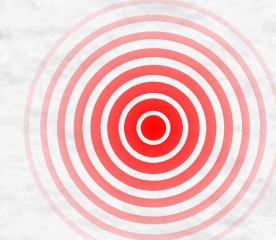
Occupation Housewife



Heba looks for natural, chemical-free skincare products that are safe for her and her family.



She carefully reads product labels before buying and relies heavily on user-generated content (UGC) and online reviews to make purchase decisions.



Heba doesn't trust unfamiliar brands and avoids products without clear ingredients or customer feedback.



Highlight that Yomiline is a local brand offering high-quality natural products, supported by certifications and authentic customer testimonials to build trust and credibility.



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SOCIAL MEDIA PLATFORMS



Facebook



Instagram



Tiktok



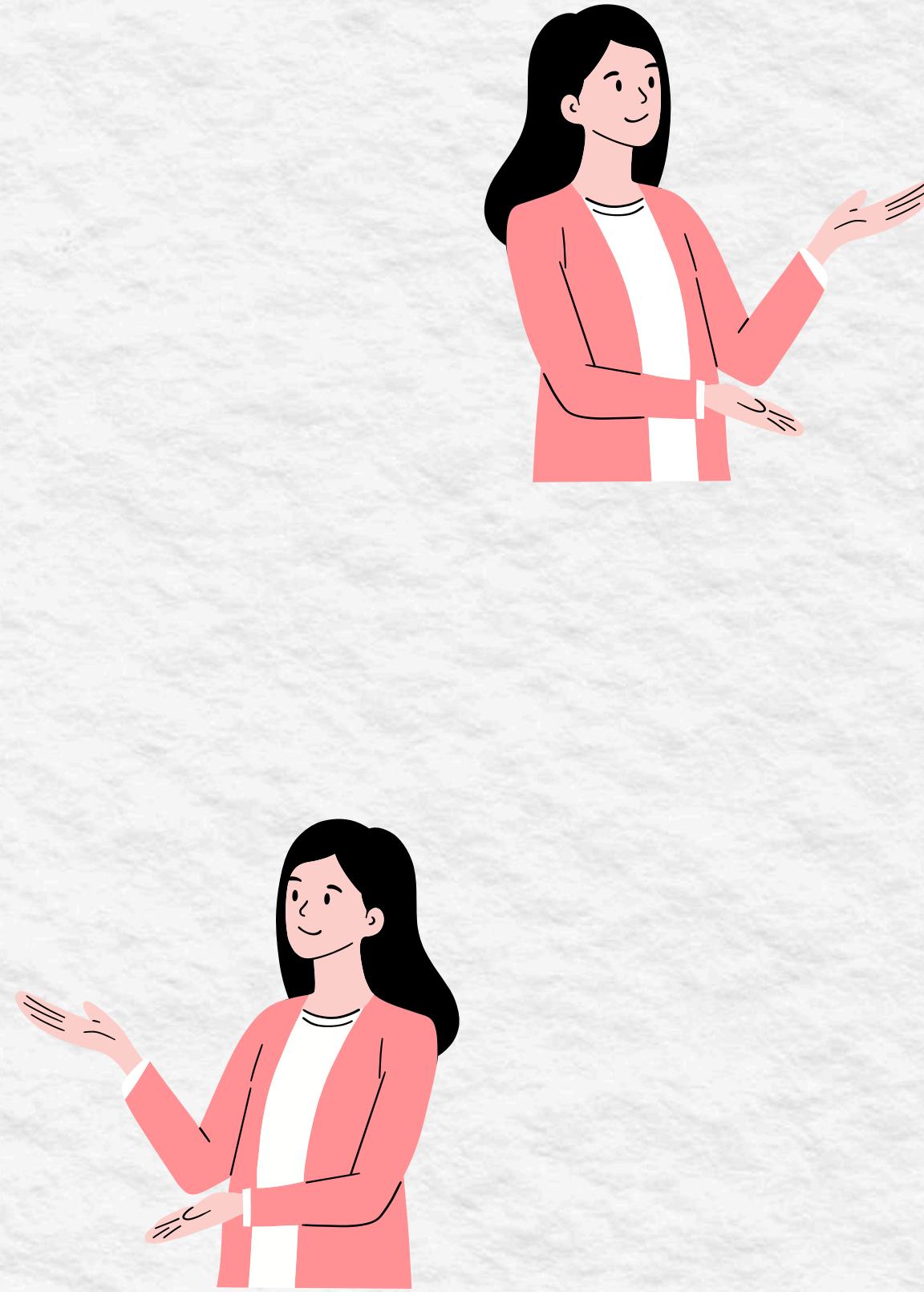
CONTENT CALENDAR

Date	Objective	Type	Idea
2 OCT-2025	Engagment	Reel	Trust - Demand - Credibility
4 OCT-2025	Sales	Reel	"New Month - New You" Concept
6 OCT-2025	Education	single photo	Behind the Product Formula
8 OCT-2025	Engagement	Reel	social proof
10 OCT-2025	Sales	single photo	Behind the Product Formula



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CONTENT SAMPLE





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Sponsored

يورملين... لأن العافية تبدأ من التلاصيل.
نلزقني ولهك تختارى العافية اللي تلقي بيكي وتنفعني بمحضها
ـ راقية توصل لعافية 20% + شحن مجاني لجميع

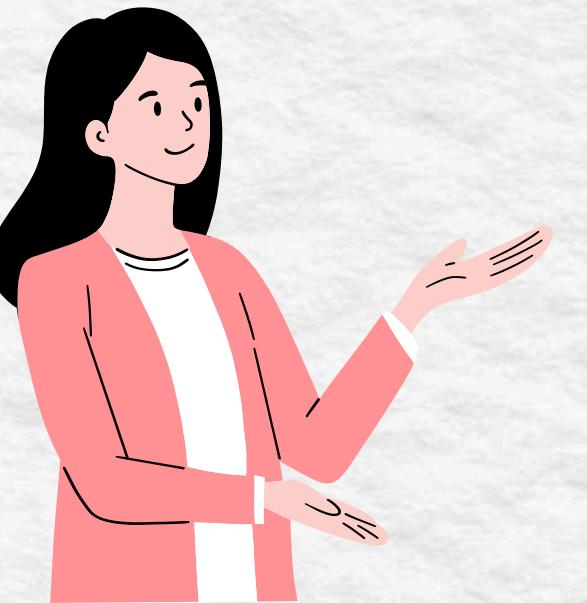
See more

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11

3 comments

CONTENT SAMPLE



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Oct 22 ·

في لحظة معينة، قلبك بيعمل حركة غريبة... دقة سريعة كده،
احساس بيخلالك تبتسم من غير سبب.... See more

Opens in Messenger

Send message

See insights and ads

Boost post

You + 13

14 comments



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CONTENT SAMPLE

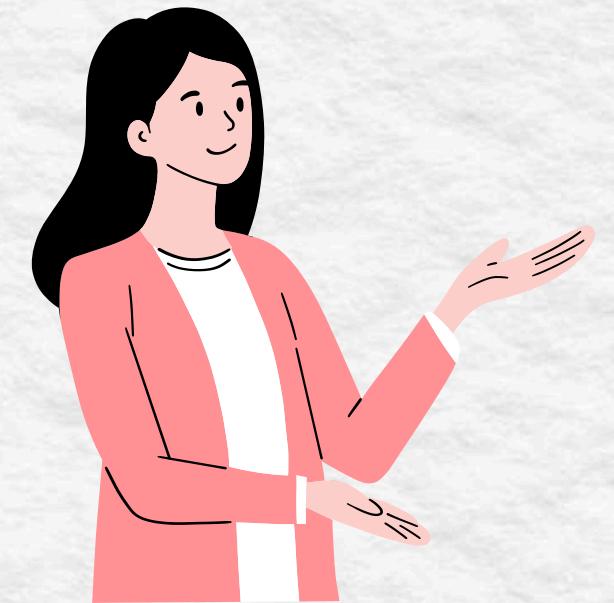
yomiline Oct 21 · See more

هل ممكن لمجذّد رشّة وحدة تغيير مزاجك... وتخليك ...

Opens in Messenger

Send message

26 23 comments 2 shares



yomiline Sep 27 · See more

استعملها صح | خريطة الحبوب هتكشفلك أسرار ب ...

رسم خريطة حب الشباب

خط الشعر
منتجات الشعر تسعد فروة الرأس الدهنية وتتسبب في ظهور القشرة

الأنف
سوء التغذية وعسر الهضم والانتفاخ

خط الفك
حمية الأطعمة الدهنية

الجبهة
الإجهاد التعب قشرة الرأس انسداد المسام

الخددين
الوسائل المتتسخة وفرش المكياج وسطح الهاتف

الذقن
خلال التوازن الهرموني، الأماء، عدم تحمل الطعام

6 1 comment 319 views



OUR BEST PERFORMING POSTS

Title	Date published	Status	Reach	Likes and reactions	Comments	Shares
 ٢٤ ساعه مرتاح و سالم و ملطف سهلان جزو اینستاگرام Photo - yomiline	Mon Oct 27, 6:27pm	 	592	9	12	1
 قناع مسحوق اسفلتي شفاف يدخل الشفاه مطلقاً ... Photo - yomiline	Wed Nov 5, 4:47pm	 	607	10	11	1
 مكنون ربيحة تغطى مودي تك ربيحة واسع من ... Photo - yomiline	Sun Oct 26, 6:20pm	 	489	15	16	0
 ...ذا وقت التجميل، ربته وراحتها ... كل هذه إيجابيات فنتي ... Photo - yomiline	Tue Oct 21, 4:49pm	 	7.2K	26	23	2



MEDIA PLAN

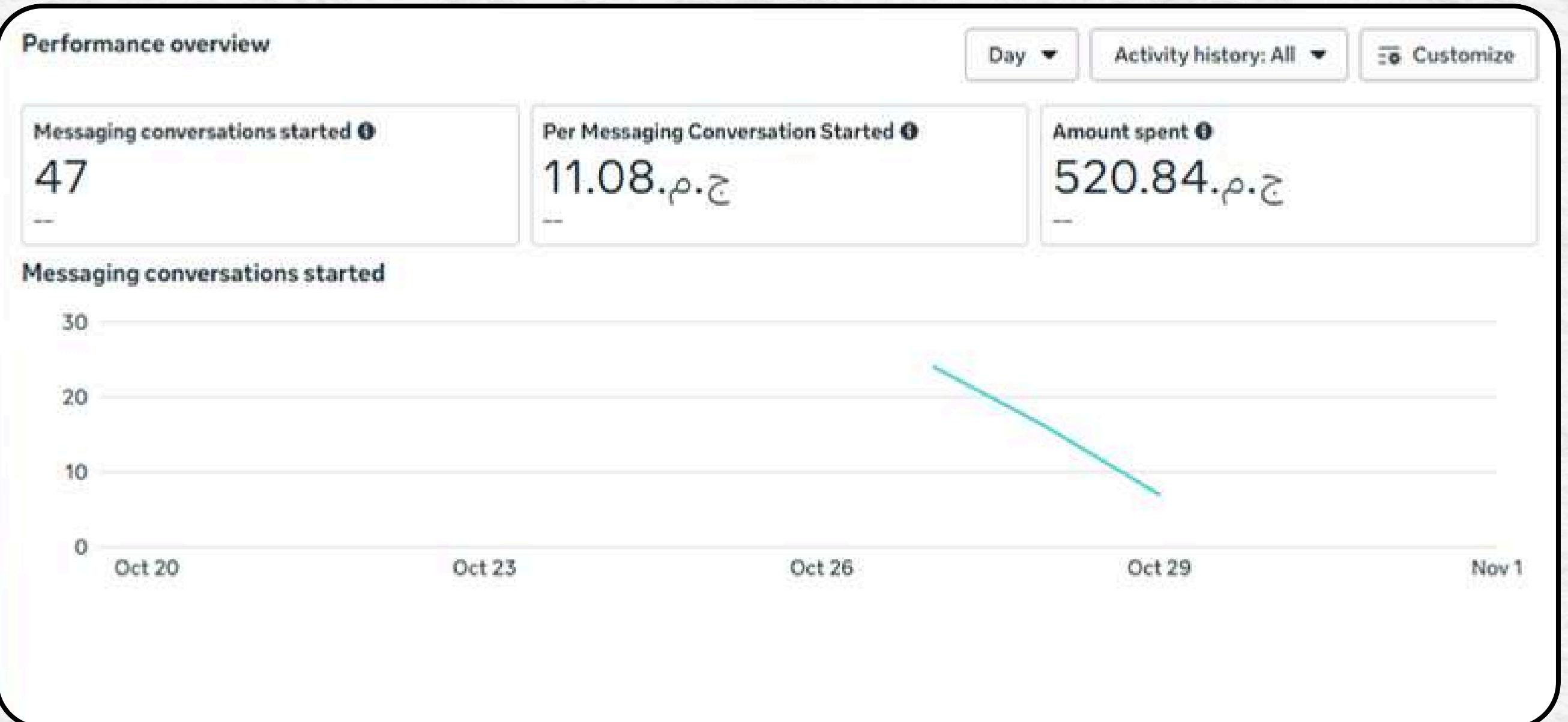
Total Budget 1500 LE

Platform	Objective	Conversion location	Budget	Days	Daily Budget	Audience Size	Reach	Results
Facebook	Engagement	Message	520.00	3.00	175.00	4,500,000 - 5,300,000	7,013	48 Messaging
	Engagement	Page like	480.00	3.00	160.00	9,000,000 - 10,600,000	5.5K - 16K	Page Likes 58 - 168
	Sales	Message	500.00	2.00	250.00	2,700,000 - 3,200,000	2.6K - 7.5K	18 Messaging



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ADS RESULTS



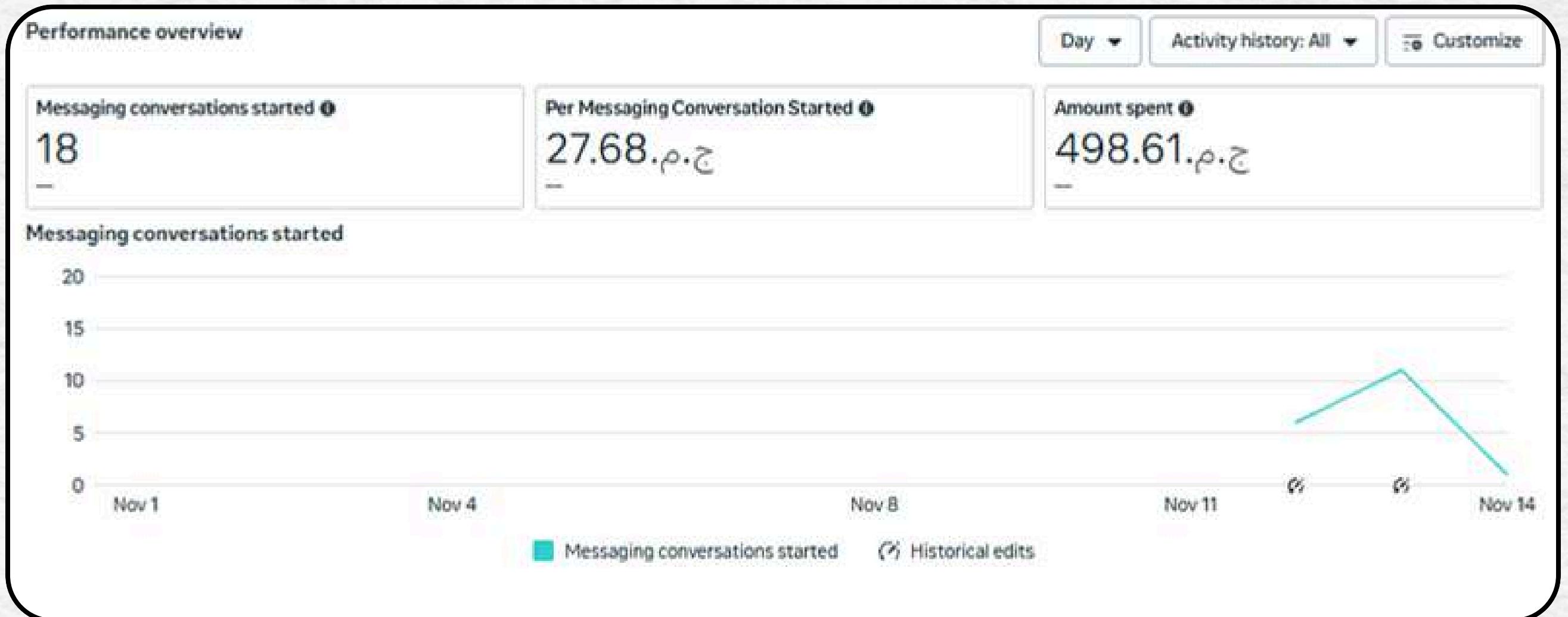
Detailed Targeting:

- **Interests:** Cosmetics, Beauty, Natural products, Hair products or Skin care
- **Gender:** Females





ADS RESULTS



Detailed Targeting:

- Interests: Sephora, NARS Cosmetics, Urban Decay (cosmetics), L'Oréal, Chanel, Shiseido, Lancôme, Nivea, Maybelline, MAC Cosmetics, Clean & Clear, Revlon, Armani, Victoria's Secret or Make Up for Ever
- Gender: Females



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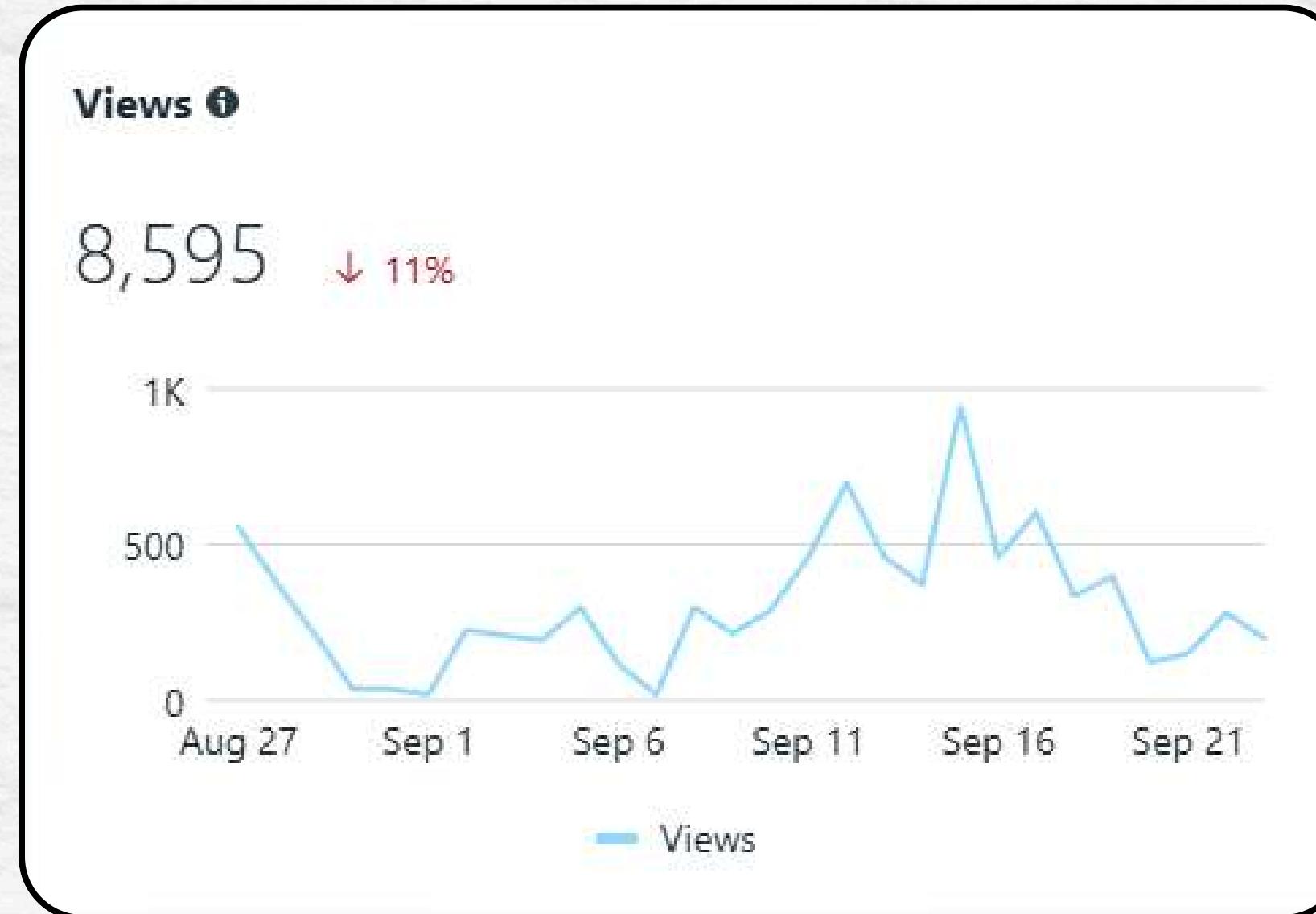
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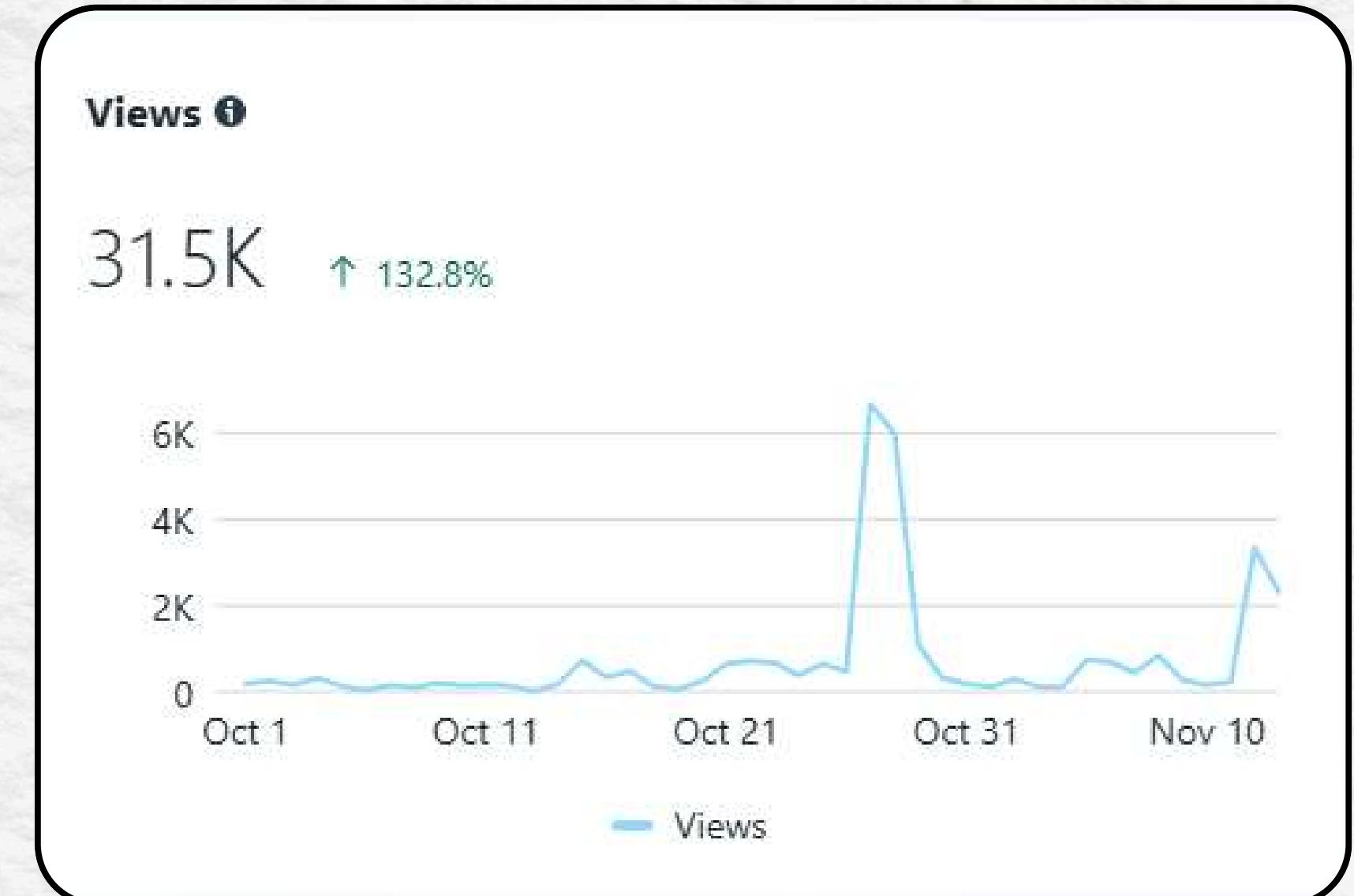


REPORT

BEFORE



AFTER





REPORT

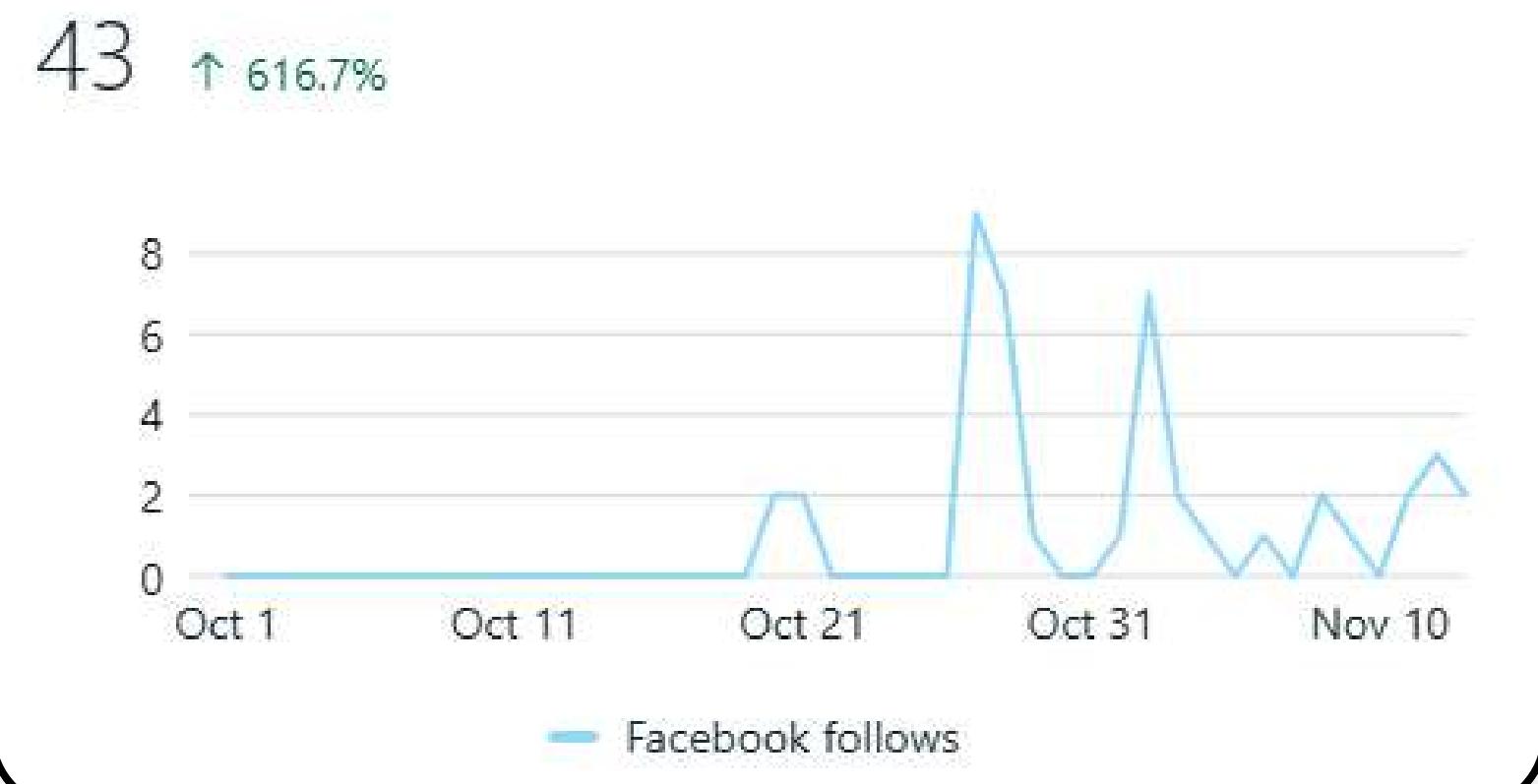
BEFORE

AFTER

Follows



Follows





REPORT

BEFORE

AFTER

Content interactions ⓘ

400 ↑ 2%



— Content interactions

Content interactions ⓘ

658 ↑ 8.9%



— Content interactions



RECOMMENDATIONS

- Using the **UGC** Content for the products and we have achieved it via the ads we've created cause some creators contacted us to shoot some videos as commercials
- **Replacing** the Content Type from being pure **medical** and Technical informational to Content that showcases the Products **Benefits** to the Audience not the Features
- **Diversified** our content strategy by introducing multiple engaging formats such as challenges, polls, and episodic content, increasing interaction with the audience.
- Introduced **bundled box** offers to increase the average order value, helping us meet both delivery cost requirements and ad spend efficiency.

R E C O M M E N D A T I O N



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TEAM MEMBERS



ABANOUB WAGEIH



AMR ASHRAF



AHMED IBRAHEIM



TOQA RAMADAN



BALIGH ABD ELHAMED



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