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## PROJECT PHASE 1

*Building an Engaging Online Presence*

**SPREDIA TEAM**

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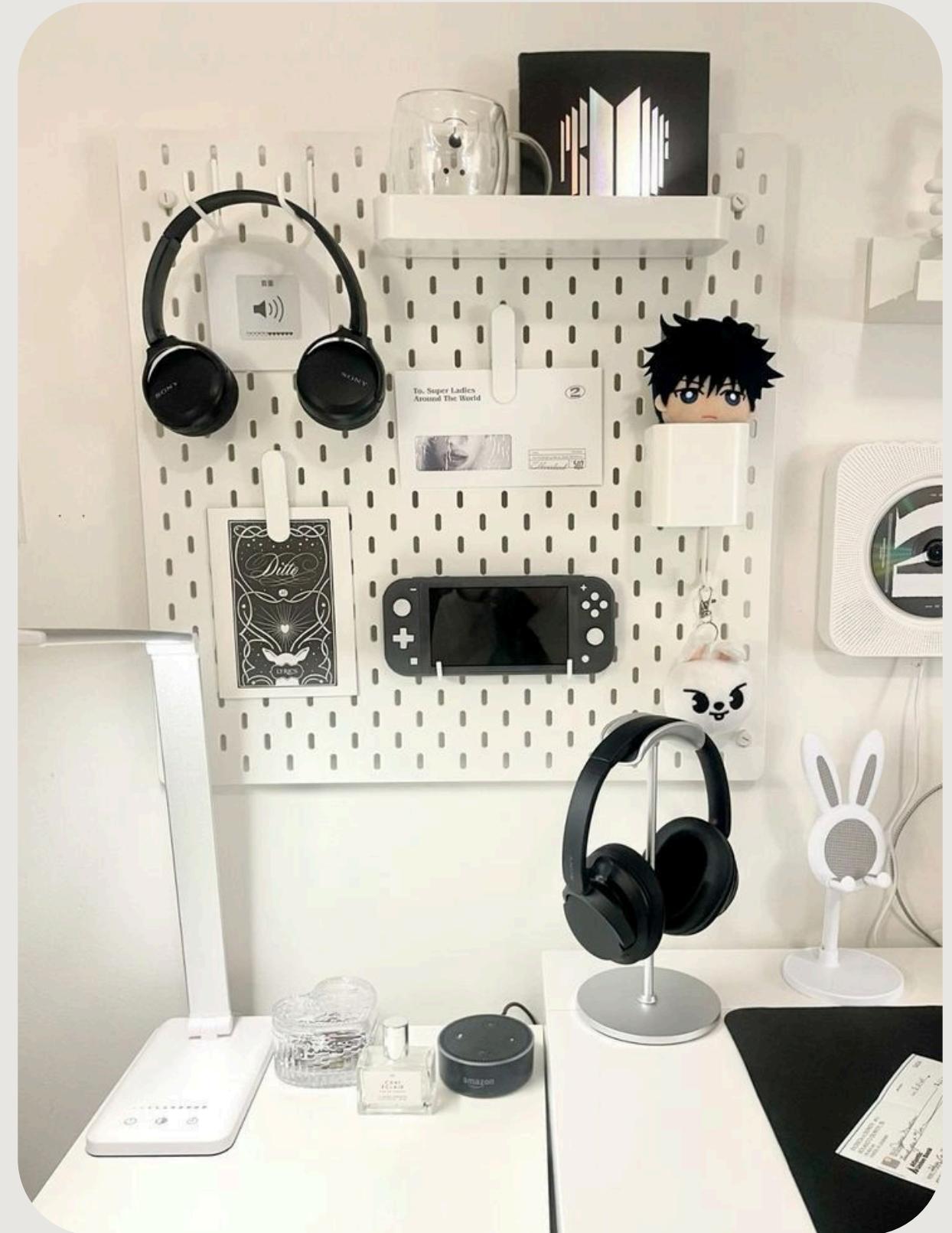
## Introduction:

- *Local Egyptian brand*
- *Offers customizable pegboards & office solutions*
- *Combines aesthetics & utility*
- *Inspired by minimalism and modularity*

## Tagline:

*“Shape Your Space”*

SPREDIA TEAM





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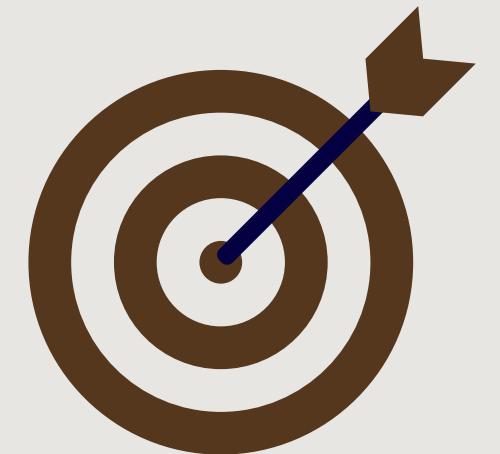


## ***VISION***

To make creative organization an essential and enjoyable part of modern living.

## ***MISSION***

to give everyone—from engineers to artists to gamers—the power to create their perfect space with a single, smart, and stylish organizational system.



## *SMART Objectives*

- Achieve 1,000 product sales within 6 months through online marketing, local partnerships, and pop-up events
- Reach 10,000 followers on Instagram and TikTok in 6 months with engaging content and strategic promotion
- Achieve 500,000+ views on digital content (Reels, TikTok, ads) in 6 months through engaging content, influencer collaborations, and targeted paid campaigns



# *SWOT Analysis*

## Strengths:

- *Aesthetic & functional design*
- *Customization enables targeting diverse user segments.*
- *Cost-efficient operations through local production.*



## Weaknesses:

- *Currently single-product offering*
- *Low brand awareness*
- *Budget & supply chain limitations*

# *SWOT Analysis*



## Opportunities:

- *Rise in remote work culture*
- *Gap in Egypt for stylish, functional wall organizers*
- *Potential through Instagram, TikTok & influencers*
- *Pop-up markets & design fairs*

## Threats:

- *Economic instability & price sensitivity*
- *Mass furniture brand competition*
- *Risk of knockoffs*



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# *Marketing Mix “4P’s”*

**Product:** Modular pegboards in multiple sizes, colors, accessories

**Price:** Premium but affordable (EGP 600-850)



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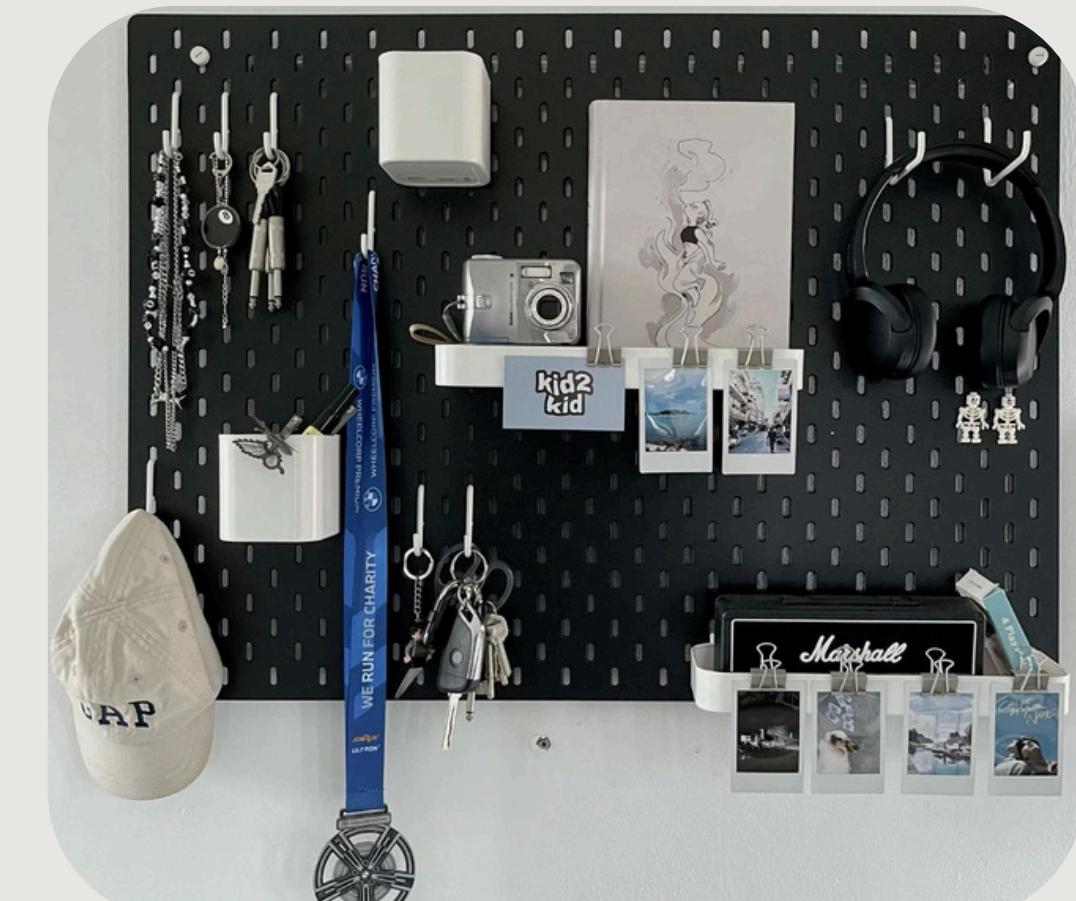
# Marketing Mix “4P’s”

*Place: Instagram, TikTok, own website*

## *Promotion:*

- *15% launch discount*
- *Influencer partnerships*
- *Bundles*

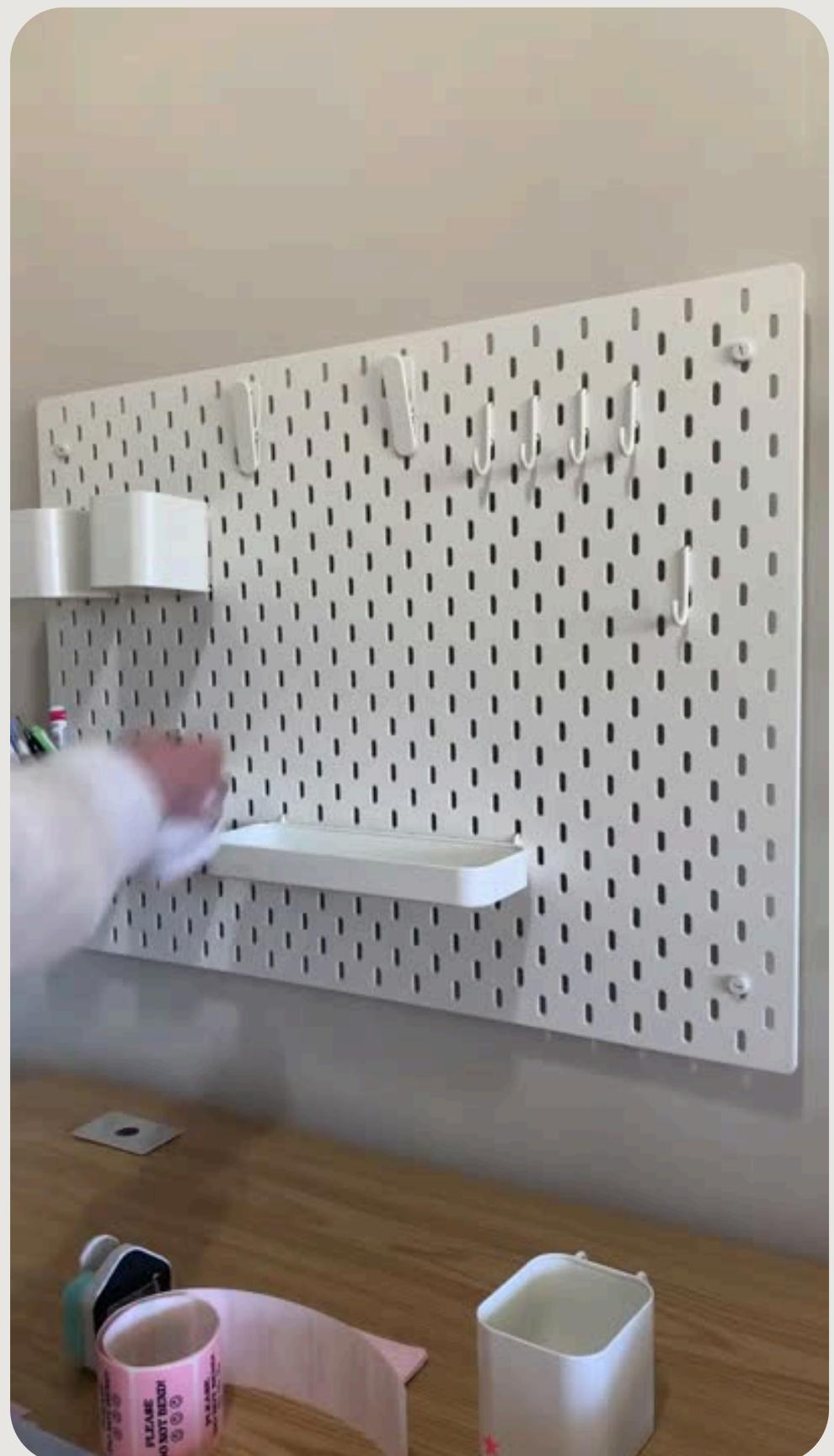
- *TikTok DIYs, Instagram Reels, Events*
- *UGC (User Generated Content)*



# Segmentation

## Demographics:

- **Age:** 16–35 (*students, freelancers & Gamers*),  
35–50 (*home-office users*)
- **Gender:** All genders (*makeup, gaming, tools, crafts*)
- **Class:** Middle to Upper-Middle Class
- **Location:** Urban areas – Cairo, Alexandria



## *Segmentation*

### *Psychographics:*

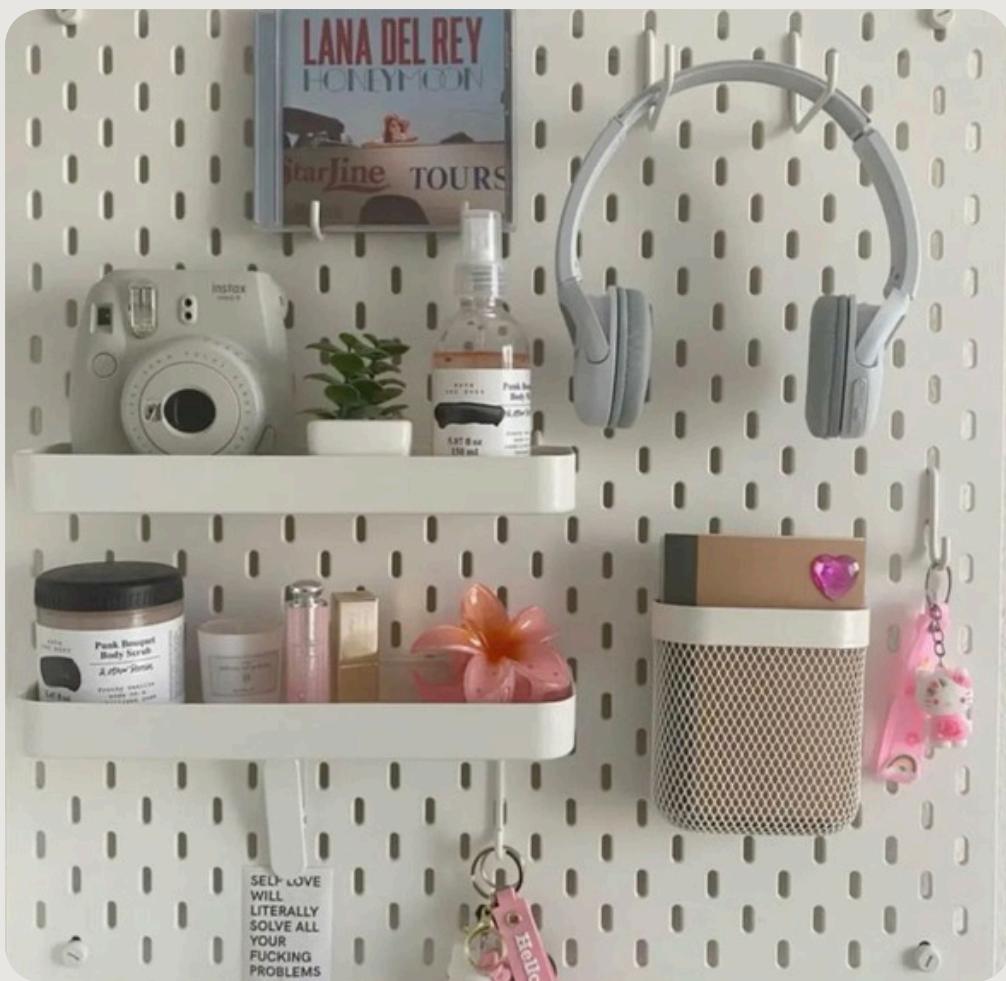
- *People who value design & function*
- *Follow trends, like personalization*



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## *Value Proposition:*

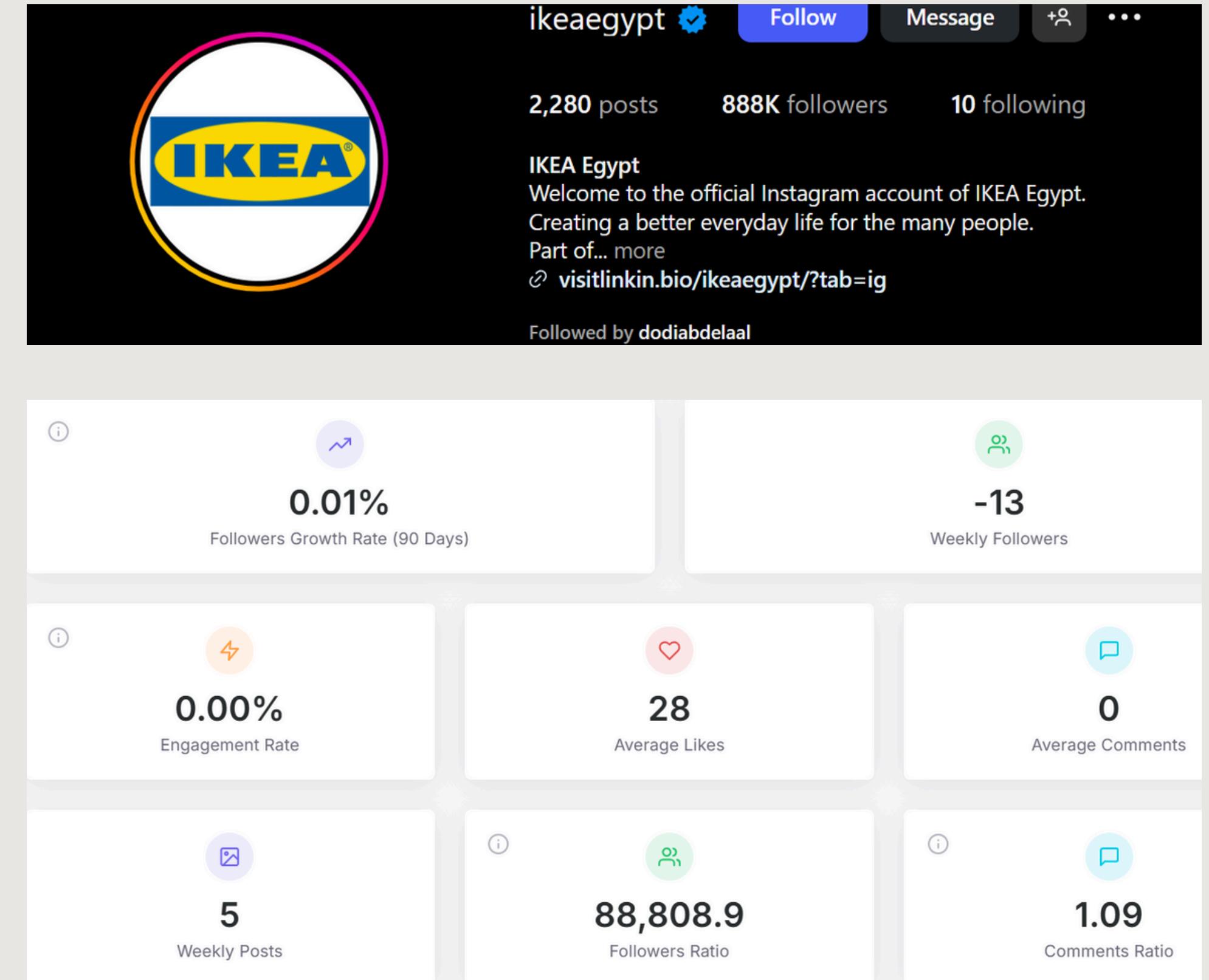
- *Premium Quality*
- *Fair Prices*
- *Bundles & Accessories Variety*
- *Customer service*



# COMPETITORS:

## IKEA Egypt

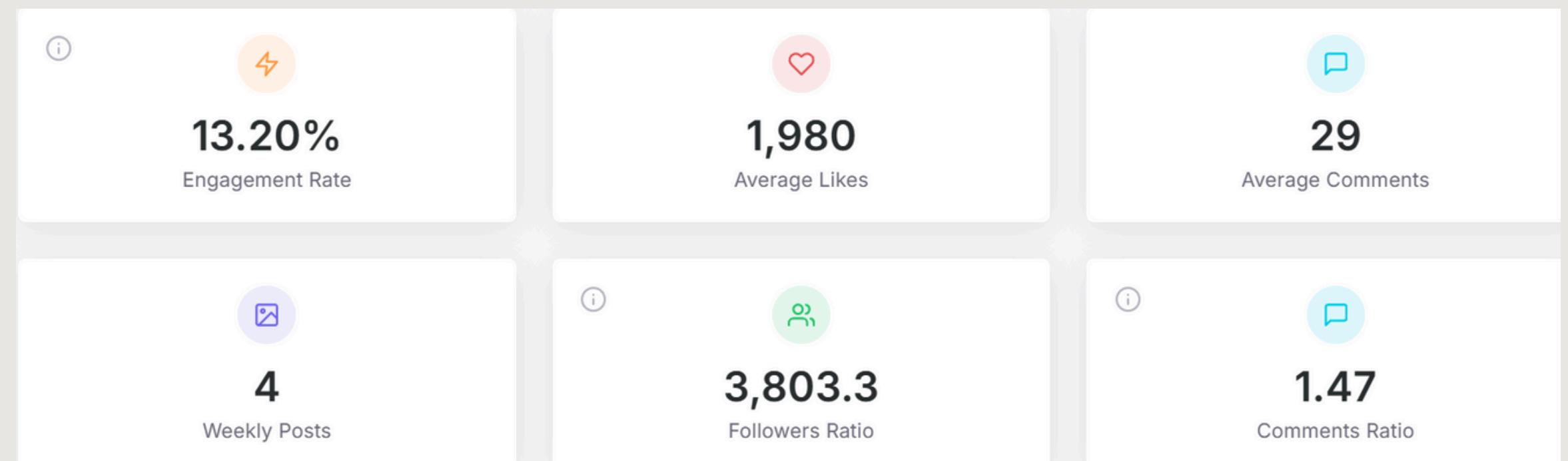
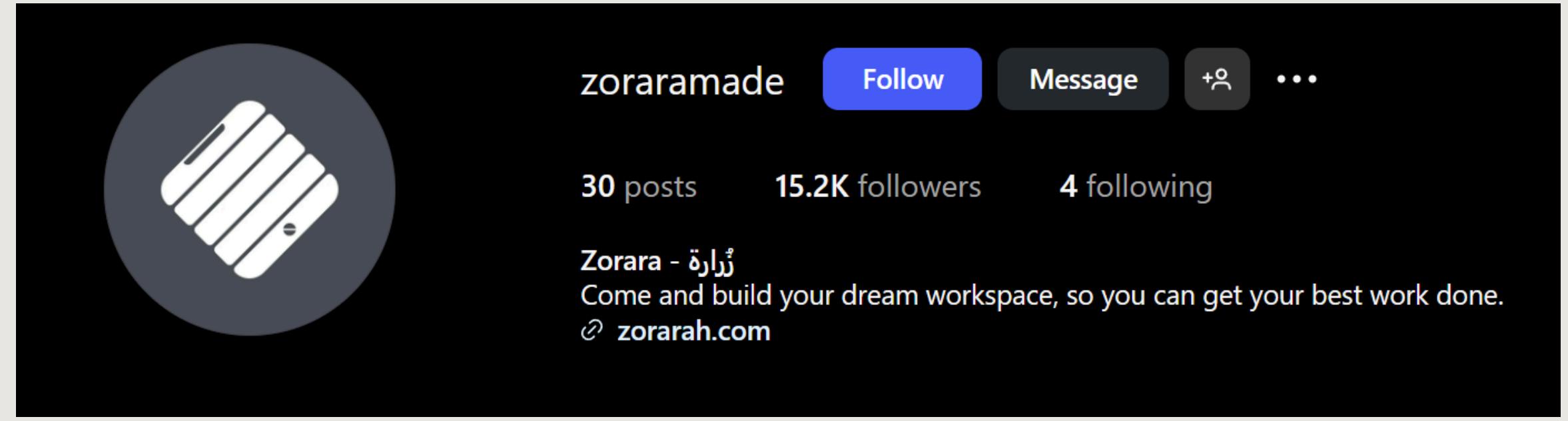
- *High quality*
- *strong brand awareness*
- *High prices (1700 egp)*
- *weak focus on pegboards*
- *low engagement rate*



# COMPETITORS:

## *zorara made*

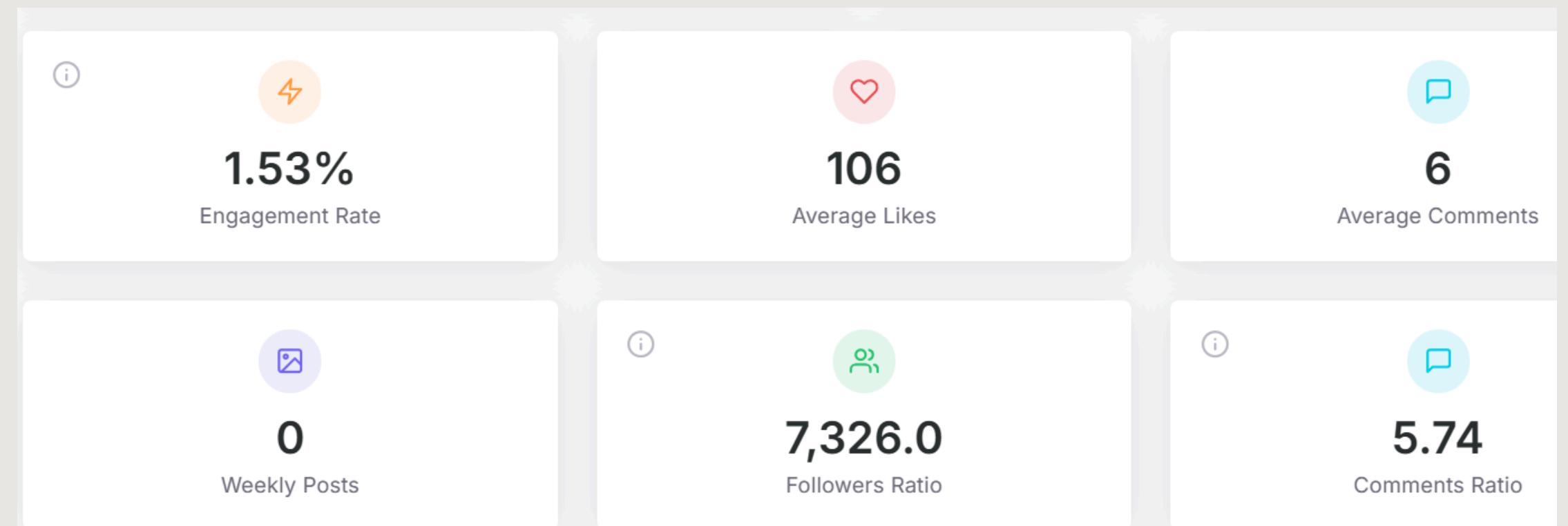
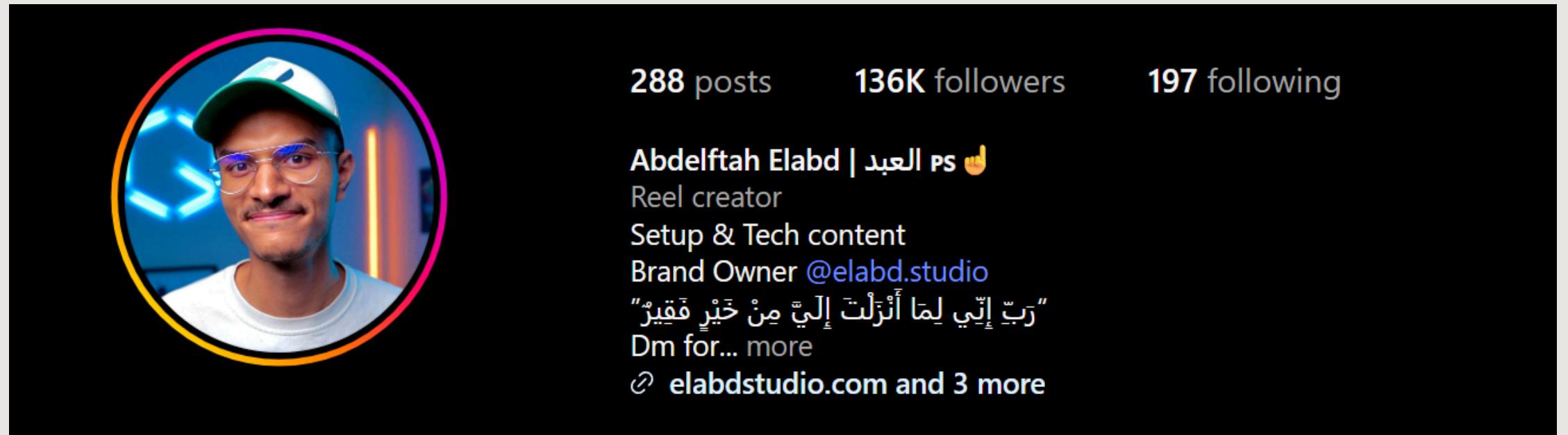
- *low quality*
- *Medium prices (850 egp)*
- *high engagement rate*
- *UGC Focused*



# COMPETITORS:

## *El abd studio*

- *low quality*
- *Medium prices (850 egp)*
- *lack of constant publishing*
- *low engagement rate*



# COMPETITORS:

## Coffee Gamer Store

- *low quality*
- *Medium prices (850 egp)*
- *low engagement rate*
- *UGC Focused*

