



**GreenFork**

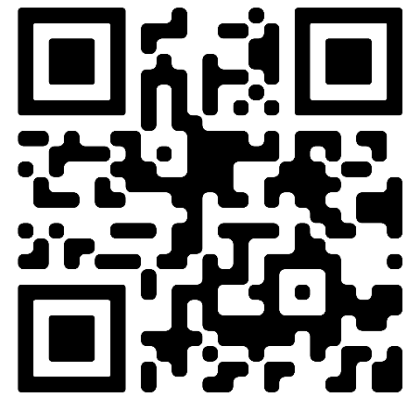
*Farm to Fork*





# GreenFork App

UX Design Presentation

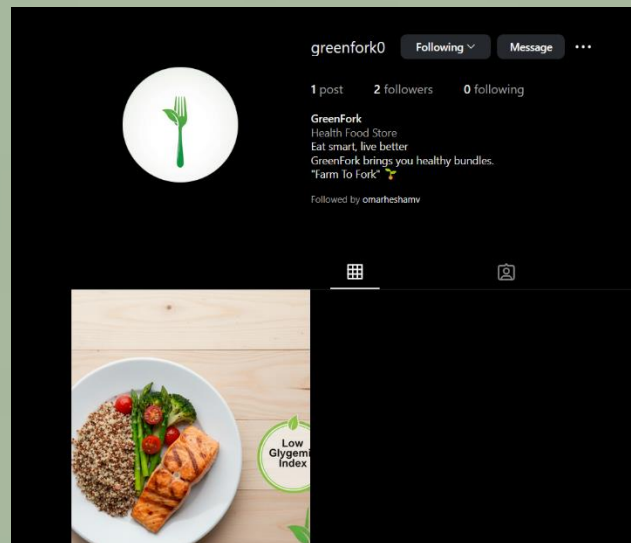


SCAN ME

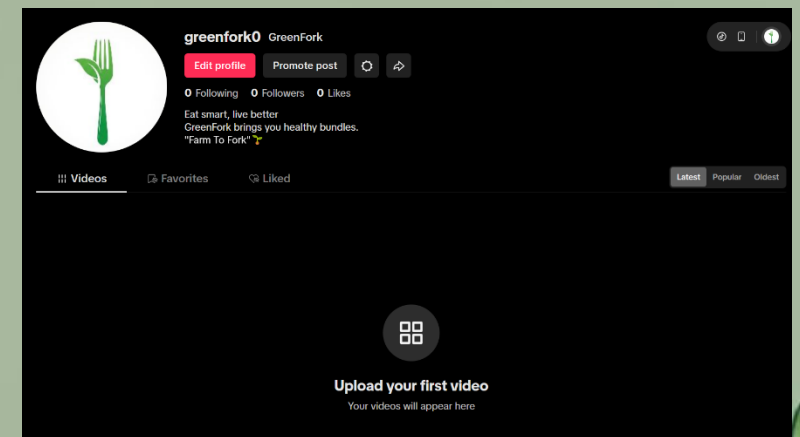
## Facebook



## Instagram



## TikTok



# “GreenFork” Project Foundation

*Green Fork*





# **“Project Idea”**



**Concept:** A healthy, organic food brand App in Egypt.

**Focus:** Delivering 100% organic and healthy meals nationwide.

**Specialty:** Providing specialized packages for people with Diabetes.





# GreenFork: Main Business Goal

- **Goal:** To establish GreenFork as the leading, trusted brand for specialized, recurring healthy meal subscriptions in the Greater Cairo Area.
- **Metric:** Achieve 10,000 active monthly users and secure 3-5 major corporate B2B partners within 3 Years.
- **Focus:** Drive profitability by maximizing the Customer Lifetime Value through the subscription model.





# **“Services Offered”**



- **Healthy Meal Delivery:** Preprepared, organic meals for a convenient, healthy lifestyle.
- **Diabetic Friendly Packages:** Specialized meal plans designed with balanced nutrition to support diabetic patients.



## **“Health and Wellness Overall”**





# **“Unique Selling Points (USP)”**



- ▶ **Easy to Use App:** Our mobile app makes ordering, tracking, and managing your subscription effortless.
- ▶ **Specialized Diabetic Packages:** We cater to a specific health need with tailored meal plans.



# “Initial Marketing Overview”



Growing Demand:  
15% Annually



Key Trend:  
Organic & Local



Segment Share:  
Health Foods Lead



2025: Niche

2026: Expansion

2027: Mainstream



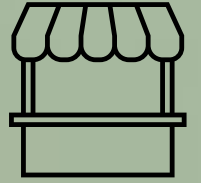
# **“Short Marketing Goal”**

- Awareness/Acquisition: Gain a minimum of 2,000 new, relevant followers combined across Social Media.
- Engagement: Achieve an average engagement rate of at least 6% on organic content.
- Leads (Qualified Prospects): Generate a minimum of 60 qualified customer inquiries directly via social media over (6 months).
- Sales (Conversion): Convert a minimum of 20% of those qualified leads into paying customers.





# “Marketing Channels”



- **Influencer Marketing:** Dr. Norhan Kandeel, Dr. Shrouk Ali – Health Podcasts
- **Social Media Marketing:** to share engaging content like meal photos, healthy tips, and customer testimonials to build a community.
- **Content Marketing:** Create research-based posts and AI-generated videos to educate the audience about health and nutrition in a creative and informative way.
- **Search & Ads:** Increase online visibility with Google Ads and SMO, while using paid Meta campaigns to target and reach new customers effectively.
- **Direct Marketing:** Send weekly meal plans, special offers, and updates directly to customers via email for a personalized experience.
- **Offline Presence:** Build direct connections by participating in health fairs (Egy Health Exp(Doctors or nutritionists Recommendation) - Cairo Food Week (visually appealing tasting samples of your meals) - Sara's Organic Food Experiences (code)  
How? Scan the QR code for 50 EGP on your first order!
- **Mobile Marketing:** Strengthen customer loyalty with a simple app for easy customization of meal plans, nutrition tracking, and exclusive offers.





# **“GreenFork” Digital Marketing Plan**

**Achieving Market Leadership in  
Personalized Healthy Meals via a  
Mobile-First Approach**





# Market Opportunities “Who We Serve?”

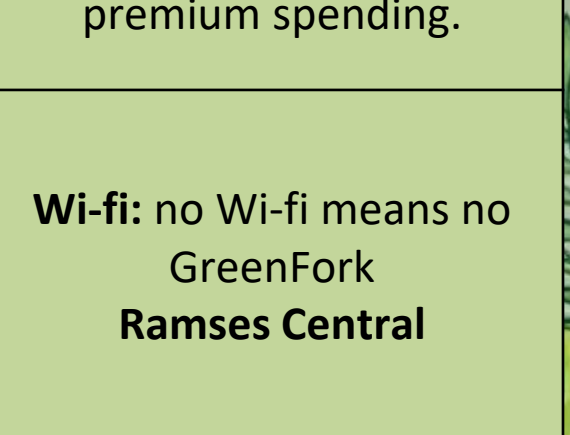
- **Opportunity:** High demand for personalized diets and wellness solutions among the urban middle class in Greater Cairo/Giza.
- **Target:** The Corporate High Performer (Age 20-65)
  - Profile: Middle/High income, health-conscious, tech savvy, values time saving and reliability.





# “SWOT Analysis”

<u>Strengths (S)</u>	<u>Weaknesses (W)</u>	<u>Opportunities (O)</u>	<u>Threats (T)</u>
<b>Quality Control:</b> Owns kitchen; accurate, guaranteed nutrition.	<b>Zero Awareness:</b> Needs major initial marketing spend.	<b>Health Trends:</b> Exploit high demand for specialized diets.	<b>Price Wars:</b> Aggregators can easily undercut premium cost.
<b>Packages:</b> Customized package with subscription for every segment.	<b>High Cost:</b> Expensive sourcing and complex logistics in Egypt.	<b>B2B:</b> Untapped <b>Employee</b> and <b>Student</b> meal plans.	<b>Inflation:</b> Rising food cost reduces consumer premium spending.
<b>Tech:</b> Seamless app UX for personalization.	<b>Limited Menu:</b> Specialization restricts mass market size.	<b>Digital Ready:</b> High mobile/digital payment acceptance supports app growth.	<b>Wi-fi:</b> no Wi-fi means no GreenFork <b>Ramses Central</b>



# “Marketing Mix”

<u>P</u>	<u>Component</u>	<u>Strategy &amp; Focus</u>	<u>Competitive Rationale</u>
Product	Healthy Food- Diabetic Friendly Meals- Diet Meals- High Protein items- Healthy Juices	Offers <b>personalized, certified diets</b> (Keto, Calorie Control, Sugar-Free) via a smart app.	Sells specific <b>Nutrition item details</b> for every Segment.
Price	Premium & Value-Based Pricing	Price reflects superior quality, customization, and reliability. Avoids price wars with bulk/discount competitors.	Justified by <b>Expertise &amp; Convenience</b>
Place	Direct-to-Consumer App & Focused Logistics	All orders through <b>GreenFork App</b> . Cloud Kitchen strategically located near high-income Cairo suburbs.	<b>Full Control</b> over data and quality; maximizes logistical efficiency and <b>AOV</b> .
Promotion	Authority & Trial Marketing	Use <b>Dietitian/Micro-Influencer</b> partnerships	Builds <b>Trust and Credibility</b> (SPEAK objective) and converts leads with low-risk testing.



# “Date & Fig Energy Elixir” Nutritions

<u>Estimated Nutrition (Per Serving)</u>	<u>Value</u>	<u>Notes</u>
Calories	400 – 480 kcal	<u>(Best for General People – Employees- Students)</u>
Protein	30 – 38 g	High protein.
Carbohydrates	45 – 55 g	Primarily complex carbs.
Dietary Fiber	8 – 12 g	Excellent source of fiber for digestive health and satiety.
Total Fat	12 – 18 g	Mostly unsaturated fats from olive oil and quinoa.
Vitamins/Minerals	High in Vitamin C, K, Iron, and Magnesium.	Nutrient-dense meal.





# GreenFork

Farm to Fork, For You



☰ Menu

⚡ Subscriptions

👤 Profile

EMPLOYEES



## The Corporate Pharaoh

**699** EGP/month

- ✓ Free Shipping on all orders
- ✓ 1 Free Healthy Snack Daily
- ✓ Dedicated Priority Support
- ✓ 20% off all Juice Mixes

Subscribe Now

STUDENTS



## The Campus Scholar

**499** EGP/month

- ✓ 5 Orders Shipped for Free
- ✓ Free Energetic Food (Order > 400 EGP)
- ✓ Monthly Study-Session Discount Code
- ✓ Flexible Weekly Meal Selection

DIABETIC PATIENTS



## The Diabetic Guardian

**399** EGP/month

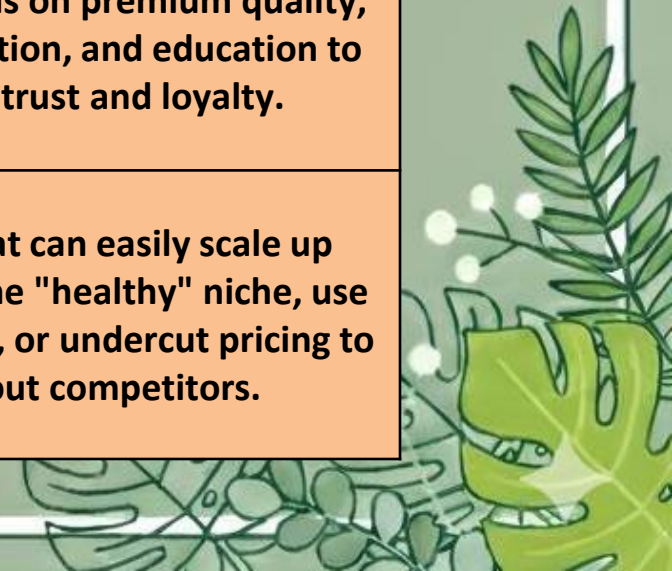
- ✓ Sugar-Free Juice Every Order
- ✓ 1 Free Nutritionist Consultation/Month
- ✓ Precise Carb & Calorie Tracking
- ✓ Priority Access to Diabetic Meal Plans



# “Competitor 1: Talabat”



Component	Strategy Summary	GreenFork Impact
Business Model	<b>Aggregator Leader:</b> Integrates healthy options (restaurants and tMart groceries) seamlessly using filters and tags to offer maximum variety and convenience.	<b>Benchmark Set:</b> Talabat sets the standard for delivery speed and variety. GreenFork cannot compete on scale or price.
Core Focus	<b>Accessibility &amp; Affordability:</b> Leverages scale and promotions to make healthy eating easy and affordable. Focuses on informed choices and transactional volume.	<b>Niche Focus Required:</b> GreenFork must shift away from the viral/discount culture and focus on premium quality, niche specialization, and education to build deep trust and loyalty.
SWOT Summary	<b>Strength:</b> Unmatched reach and delivery network. <b>Weakness:</b> Customer loyalty is still heavily driven by price/discounts.	<b>Threat:</b> Talabat can easily scale up investment in the "healthy" niche, use exclusivity deals, or undercut pricing to squeeze out competitors.



# “Social Media Analysis”

	Component	Facebook (Talabat Egypt)
1	Channel	Facebook is critical in Egypt, capturing 79.36% of the social media market share.
2	Link of channel	<a href="https://www.facebook.com/TalabatEG">https://www.facebook.com/TalabatEG</a>
3	Followers	2.8M
5	Reviews	Not always positive
6	Rating	Medium (2.5 - 4)
7	About	1# Food Delivery App in Egypt
8	Posting Regular or not	Always on campaigns
9	# of posts/week	3 - 7 weekly
10	average likes / post	150-500
11	average Comments / post	Low (50 – 500)
12	Engagement Rate	6.6
13	paid posts/not	Paid adv
14	Type of content	Value-driven campaigns, Community initiatives
15	Tone of voice	Creative and meaningful tone.
16	Call-to-Action	Transactional (Order Now)
17	Comments Replies	Yes
18	Designs?	High quality, uniform visual aspects.
19	Keep Identity	Yes
20	Stories content	Yes
21	Where in buyer journey	Conversion, Loyalty
22	Language	Local Arabic Egyptian Language

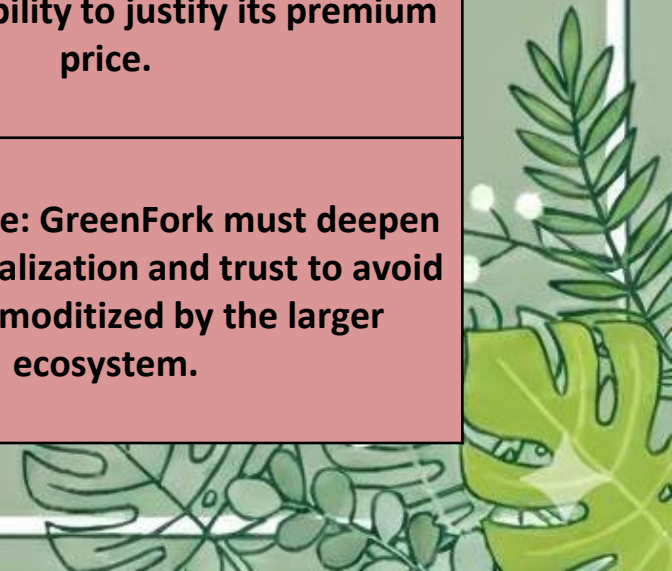
	Component	Detail (Focus on Egypt)
1	Channel	Instagram captures a smaller but highly visual and engaged segment of the Egyptian social media market.
2	Link of channel	<a href="https://www.instagram.com/talabat_egypt/">https://www.instagram.com/talabat_egypt/</a>
3	Followers	357K
4	Following	13
5	Reviews	Used to gather customer feedback for product enhancement and visual representation.
6	Rating	Bad.
7	About	1# Food Delivery App in Egypt
8	Posting Regular or not	Regular and High Volume
9	# of posts/week	3 – 7 Weekly
10	average likes / post	Moderate (50 – 500)
11	average Comments / post	Low (10- 100)
12	Engagement Rate	Low/Moderate
13	paid posts/not	Extensive paid campaigns; influencer collaborations.
14	Type of content	Visually appealing offers, Video reviews.
15	Tone of voice	Personable
16	Call-to-Action	Transactional
17	Comments Replies	Yes
18	Designs?	High quality, high-resolution images
19	Keep Identity	Yes
20	Stories content	Yes
21	Where in buyer journey	Conversion, Loyalty
22	Language	Local Arabic Egyptian Language



# “Competitor 2: InstaShop”



Component	Summary	GreenFork Impact
Strategy	<b>Ingredient Speed:</b> Connects users to specialty health/organic stores for {30-60} minute grocery delivery. Sells convenience for home cooking.	<b>Direct Threat to Meal Prep:</b> InstaShop captures the ingredient market. GreenFork must offer the finished, specialized, portion-controlled meal.
Weakness	Systemic issues with inventory accuracy (substitutions) and inconsistent delivery time/freshness for premium produce.	<b>GreenFork Opportunity:</b> GreenFork must guarantee superior quality control and delivery reliability to justify its premium price.
Threat	As part of the Talabat/Delivery Hero group, they represent an integrated logistics network that can aggressively bundle prepared food and grocery.	<b>Focus on Niche:</b> GreenFork must deepen its niche specialization and trust to avoid being commoditized by the larger ecosystem.



# “Social Media Analysis”

Component	Detail
1 Channel	<u>Facebook</u>
2 Link of channel	<a href="https://www.facebook.com/instashopEgypt">https://www.facebook.com/instashopEgypt</a>
3 Followers	155K
4 Reviews	Not Good
5 Rating	(2.5 – 3.5)
6 About	Focuses on its wide range of services: " <b>All You Need, In One Reliable App</b> "—Supermarkets, Pharmacies, Pet Shops.
7 Posting Regular or not	Low
8 # of posts/week	1- 3
9 average likes / post	200 - 500
10 average Comments / post	10 – 80
11 Engagement Rate	High
12 paid posts/not	Extensive paid campaigns
13 Type of content	Promotional campaigns
14 Tone of voice	Professional, innovative, and encouraging.
15 Call-to-Action	Transactional (Order Now) and App-Download focused
16 Comments Replies	Yes
17 Designs?	High-quality visuals
18 Keep Identity	Yes
19 Stories content	No
20 Where in buyer journey	Awareness & Conversion
21 Language	Bilingual ( Arabic – English)

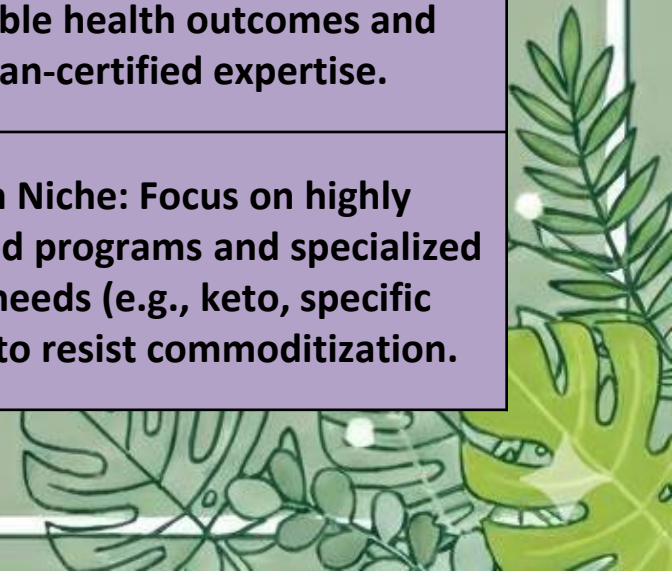
Component	Detail (Focus on Egypt)
1 Channel	<u>Instagram</u>
2 Link of channel	<a href="https://www.instagram.com/instashop_eg/">https://www.instagram.com/instashop_eg/</a>
3 Followers	97.8K
4 Following	8
5 Reviews	Good
6 Rating	Bad
7 About	Emphasizes <b>fast grocery delivery</b> (about 60 minutes) and the ease of getting "fresh groceries to household products".
8 Posting Regular or not	Regular
9 # of posts/week	4 - 6
10 average likes / post	20 - 200
11 average Comments / post	10 -100
12 Engagement Rate	<b>High Importance</b> ; actively analyzed using appropriate social data/metrics. The marketing team analyzes trends on TikTok and Reels to create videos that help <b>boost engagement</b> .
13 paid posts/not	<b>Extensive paid advertising</b> ; highly dependent on <b>Influencer Marketing</b> to reach new audiences and build credibility.
14 Type of content	Visually captivating content.
15 Tone of voice	Authentic and innovative
16 Call-to-Action	Interactive
17 Comments Replies	Yes
18 Designs?	Visually captivating content
19 Keep Identity	Yes
20 Stories content	Stories to connect with the audience and offer exclusive deals.
21 Where in buyer journey	Awareness & Product Discovery
22 Language	Bilingual ( Arabic – English)



# “Competitor 3: Breakfast”



Competition Area	Breakfast Strategy	GreenFork's Defense
Business Model	Subscription Q-Commerce: Sells fresh, reliable early-morning delivery of broad groceries and basic ready meals.	Match Reliability: GreenFork must match their logistical reliability but focus on the specialized nutritional science (not just freshness).
Core Focus	Logistics & Freshness: Owns the supply chain to guarantee consistency and timeliness, driving high subscription retention.	Pivot Narrative: GreenFork must pivot from general convenience/freshness to measurable health outcomes and dietitian-certified expertise.
Threat	Can easily add diet-friendly meals to its vast, existing logistics network, undercutting GreenFork on basic convenience.	Deepen Niche: Focus on highly personalized programs and specialized dietary needs (e.g., keto, specific allergies) to resist commoditization.



# "Social Media Analysis"

	Component	Detail (Focus on Egypt)
1	Channel	Focus on Facebook for its broad demographic reach, especially the target audience (Social Class A, B).
2	Link of channel	<a href="https://www.facebook.com/Breadfast">https://www.facebook.com/Breadfast</a>
3	Followers	452K
4	Reviews	Good
5	Rating	4.5
6	About	"all daily essentials" ,going "from bread to everything else".
7	Posting Regular or not	Regular/Always-On
8	# of posts/week	4 - 7
9	average likes / post	100 - 300
10	average Comments / post	10 - 70
11	Engagement Rate	25%
12	paid posts/not	Aggressive Advertising and Digital Marketing Dominance
13	Type of content	Compelling content -relatable everyday scenarios
14	Tone of voice	Creative, driven, and goal-oriented.
15	Call-to-Action	Transactional ,Acquisition-focused
16	Comments Replies	Yes
17	Designs?	High-quality visual content
18	Keep Identity	Yes
19	Stories content	Yes
20	Where in buyer journey	Awareness, Lead Generation, and Retention
21	Language	English and Arabic.

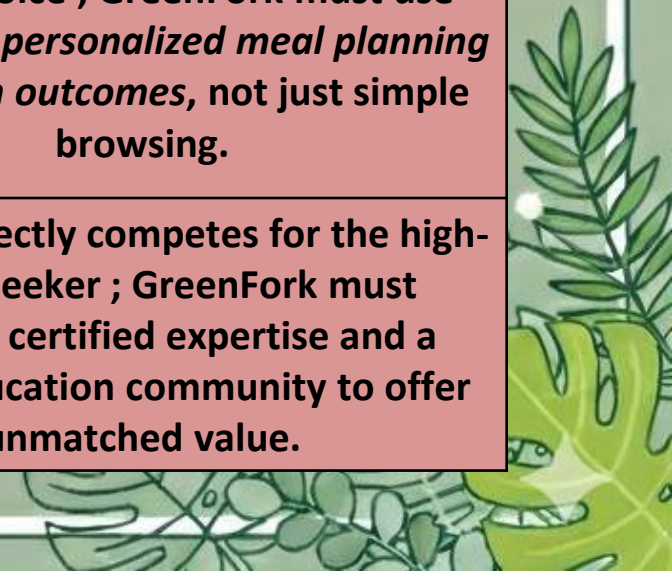
	Component	Detail (Focus on Egypt)
1	Channel	Instagram
2	Link of channel	<a href="https://www.instagram.com/breadfast/">https://www.instagram.com/breadfast/</a>
3	Followers	264K
4	Following	1
5	Reviews	Good
6	Rating	4.5
7	About	Freshness, Convenience, and Community.
8	Posting Regular or not	Regular
9	# of posts/week	5 - 7
10	average likes / post	50 - 100
11	average Comments / post	5 - 20
12	Engagement Rate	Low
13	paid posts/not	Influencer Partnerships
14	Type of content	captivating storytelling
15	Tone of voice	Innovation, Passion, and Purpose.
16	Call-to-Action	Conversion-focused
17	Comments Replies	Yes
18	Designs?	Creative visual content
19	Keep Identity	Yes
20	Stories content	Yes
21	Where in buyer journey	Content Marketing is used to build brand trust and authority. Data-Driven Personalization enhances loyalty.
22	Language	Arabic and English



# “Competitor 4: Elmenus”



<u>Component</u>	<u>Summary (Healthy Focus)</u>	<u>Impact on GreenFork</u>
Business Model	Uses visuals and filters to help users <i>discover</i> healthy restaurant options.	Impact: Sets the UX/UI benchmark ; GreenFork must be cleaner and more personalized for health <i>goals</i> to beat general discovery.
Core Focus	Personalization & Dish Data (calories, macros); sells a curated experience.	Impact: Creates expectation of data-driven choice ; GreenFork must use AI/data for <i>personalized meal planning</i> and <i>health outcomes</i> , not just simple browsing.
Threat	Strong discovery tools capture the user's decision-making process early.	Impact: Directly competes for the high-intent seeker ; GreenFork must leverage certified expertise and a health education community to offer unmatched value.





# “Social Media Analysis”

	Component	Detail (Focus on Egypt)
1	Channel	Facebook
2	Link of channel	<a href="https://www.facebook.com/elmenus">https://www.facebook.com/elmenus</a>
3	Followers	601K
4	Following	13
5	Reviews	Good
6	Rating	3.1
7	About	Mission is to build the ultimate food platform.
8	Posting Regular or not	Regular
9	# of posts/week	3 - 6
10	average likes / post	100 - 250
11	average Comments / post	2 - 40
12	Engagement Rate	6.6
13	paid posts/not	Extensive paid media
14	Type of content	High-quality graphics and visuals, Local Food Content
15	Tone of voice	Collaborative and data-driven
16	Call-to-Action	"Discover & Order Food". Also, offering discount.
17	Comments Replies	Yes
18	Designs?	Impactful creatives.
19	Keep Identity	Yes
20	Stories content	Yes
21	Where in buyer journey	Discovery, Acquisition, and Retentio
22	Language	Arabic , English

	Component	Detail (Focus on Egypt)
1	Channel	Instagram
2	Link of channel	<a href="https://www.instagram.com/elmenus/">https://www.instagram.com/elmenus/</a>
3	Followers	107K
4	Following	236
5	Reviews	Good
6	Rating	4
7	About	Focus on <b>personalizing food recommendations</b> at the dish-level through an <b>AI-powered food recommendation engine</b> .
8	Posting Regular or not	Regular
9	# of posts/week	1 - 3
10	average likes / post	10 - 100
11	average Comments / post	2 - 5
12	Engagement Rate	6.6
13	paid posts/not	Extensive paid media campaigns across <b>Meta</b> (Instagram) and <b>TikTok/Snapchat</b> to drive orders.
14	Type of content	<b>Curated food photos</b> that visualize the next meal. Content is focused on answering the question: " <b>What will I eat today?</b> ".
15	Tone of voice	<b>Creative and innovative</b> .
16	Call-to-Action	Focus on <b>driving app install</b> to <b>first order</b> .
17	Comments Replies	Yes
18	Designs?	<b>Strong emphasis on social media graphics</b> .
19	Keep Identity	Yes
20	Stories content	Yes
21	Where in buyer journey	<b>Discovery , Acquisition, and Retention</b> .
22	Language	Arabic



# Competitive Landscape Conclusion

## 1 Talabat (The Scale Threat):

-Dominates the market through sheer size, massive funding, and heavy discounts.

**#GreenFork's Defense:** Must avoid competing on price and instead offer a **premium, specialized, certified meal plan** solution.

## 2 InstaShop (The Quick Commerce Rival):

-Excels at rapid delivery of groceries and household essentials, covering the raw ingredients market.

**#GreenFork's Defense:** Must demonstrate that the value of the **finished, specialized, prepared meal** is superior to buying the ingredients and cooking yourself.

## 3 Breakfast (The Subscription Validator):

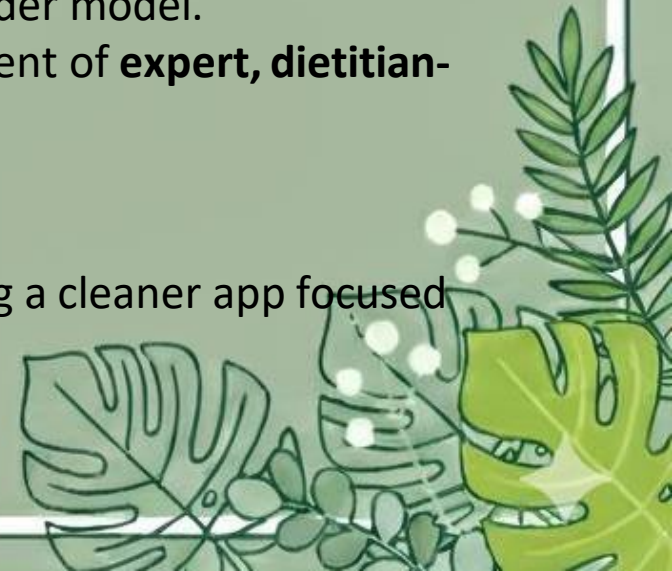
S-uccessfully built a large local logistics network based on a subscription/recurring order model.

**#GreenFork's Defense:** Must match their **logistics reliability** but add the crucial element of **expert, dietitian-approved meal plans** as the core product.

## 4 elmenus (The UX Benchmark):

-Sets the standard for high-quality app design and personalized food discovery.

**#GreenFork's Defense:** Must surpass elmenus in the **"health journey" experience**, offering a cleaner app focused on nutrition tracking and personalized goals.





# **“Our - 6 Month SMART Objectives (The 5Ss)”**

Pillar	Focus (Target)	Specific Goal	KPIS	Timeline	Measurement Tools
1. Sell	40% of total revenue from high-value subscription users.	Secure 300 new subscription sign-ups monthly. Achieve 100 first-time orders from new users monthly.	Revenue from Subs. Monthly Sign-ups.	6 Months	GreenFork's internal CRM & Order Management System.
2. Serve	90%+ Customer Satisfaction Score. 99% Order Accuracy.	Achieve 200 new app downloads (iOS & Android) monthly.	CSAT Score. Order Accuracy %. Monthly Downloads.	6 Months	Google Analytics, Firebase, App Store Connect, Google Play Console.
3. Speak	4% Social Media Engagement Rate Acquire 333 qualified leads/month.	Increase social media engagement to 4%.	Engagement Rate %. Qualified Leads/Month.	6 Months	Instagram/Facebook Insights, third-party social media analytics tools.
4. Save	CAC for first-time user < EGP 50. ROAS target of 3:1.	Collaborate with 2-3 local fitness centers/nutrition clinics for B2B partnerships.	CAC. ROAS. No. of Partnerships.	6 Months	CRM, Advertising Platforms, Internal sales tracking and contract reports.
5. Sizzle	50%+ Net Promoter Score.	N/A (Focus is on measuring strong word-of-mouth growth).	NPS Score.	6 Months	Internal customer surveys and tracking via CRM.



# Segment 1: College Students

Demographics	Psychographics	Geographics	Behavioral
Age, Gender, Income, Education, Social Class	Interests, Personality, Lifestyle	Country, City, Location Type	Usage, Buying Decision, Benefit Sought
Age: 18-24	Interests: Fitness, Socializing, Studying, Entertainment, Healthy eating (often due to trends).	Country: Egypt	Usage: Heavy usage of mobile apps (Talabat, Instashop) and social media (TikTok, Instagram).
Gender: Males & Females	Personality: Trend-aware, budget-conscious, seeking convenience, high energy, peer-influenced.	City: Cairo, Alexandria (Near major universities/campuses).	Decision Making: Quick decisions based on discounts, visual appeal, and peer recommendation.
Income: Low to Medium(dependent on parents/part-time jobs)	Lifestyle: Busy, often inconsistent schedule (lectures, late-night study, minimal cooking time).	Location Type: University campuses, dorms, shared apartments.	Benefit Sought: Affordability, Convenience/Speed, Healthy (guilt-free) options.
Education: University/College Level			Occasions: Study groups, exam periods, quick lunch breaks, social gatherings.
Social Class: B & C (due to low/medium disposable income)			

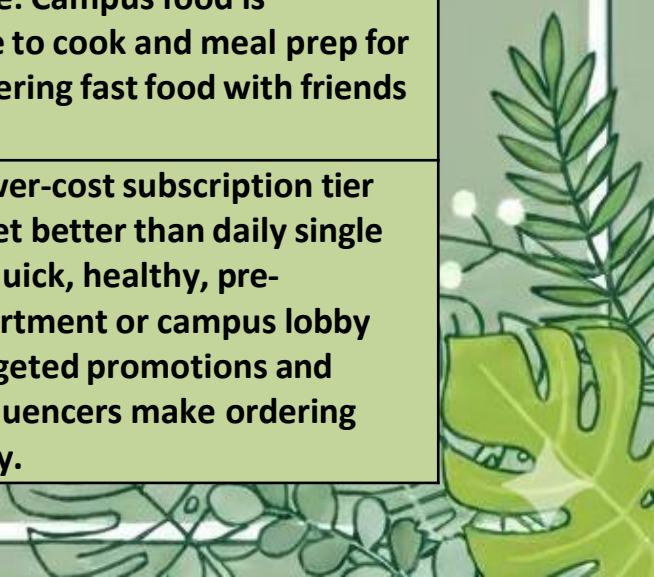




# Persona: College Students



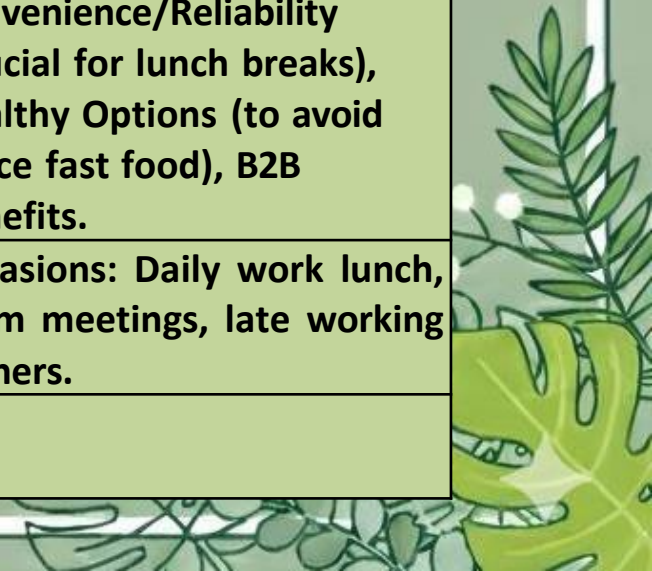
Component	Detail
Title	Mona Ibrahim (The Budget-Conscious Scholar)
Location	Nasr City, Cairo (Lives near Ain Shams University)
Age	21
Occupation	Full-Time Business Student / Part-Time Tutor
Goal	To eat healthier and maintain her energy levels during long study sessions without spending all her limited budget or sacrificing time.
Attitude	Optimistic but highly budget-sensitive. Skeptical of "fancy" diet fads, but trusts brands recommended by her favorite health/lifestyle influencers. Prioritizes speed and convenience.
Problem	1. Affordability: Existing healthy options near campus are too expensive for daily purchase. 2. Convenience: Campus food is unhealthy, and she lacks time/kitchen space to cook and meal prep for herself. 3. Peer Pressure: Often ends up ordering fast food with friends because it's cheap and quick.
Solving by GreenFork	1. Affordable Subscriptions: GreenFork's lower-cost subscription tier (499e.g student plan) fits her monthly budget better than daily single orders. 2. Healthy Speed: The promise of a quick, healthy, pre-portioned meal delivered directly to her apartment or campus lobby saves crucial study time. 3. Social Proof: Targeted promotions and partnerships with student organizations/influencers make ordering GreenFork a desirable, healthy group activity.



# Segment 2: Employees



Demographics	Psychographics	Geographics	Behavioral
Age, Gender, Income, Occupation, Education	Interests, Personality, Lifestyle	Country, City, Location Type	Usage, Buying Decision, Benefit Sought
Age: 25-45	Interests: Professional development, wellness, fitness, time efficiency, convenience.	Country: Egypt	Usage: High usage of online ordering/delivery during office hours (lunch/dinner).
Gender: Males & Females	Personality: Results-driven, time-poor, prioritize convenience over cooking, aspire to maintain a healthy image.	City: Cairo, Alexandria (Near central business districts / industrial parks).	Decision Making: Rational decision based on time saved, reliability, and quality/health perception.
Income: Medium to High	Lifestyle: Structured, busy, often sedentary, leading to a need for convenient healthy food options.	Location Type: <b>Firms</b> - Corporate offices, co-working spaces.	Benefit Sought: Convenience/Reliability (crucial for lunch breaks), Healthy Options (to avoid office fast food), B2B Benefits.
Occupation: Professionals, Managers, Engineers, HR Staff.			Occasions: Daily work lunch, team meetings, late working dinners.
Education: University Degree or Higher			



# Persona 2: Time-Poor Employees



Component	Detail
Title	Waleed El-Sayed (The Time-Poor Professional)
Location	Maadi, Cairo (Works in the 5th Settlement business district)
Age	38
Occupation	Senior Marketing Manager (Works 9 AM to 6 PM, often later)
Goal	To maintain his low-carb diet and high energy levels throughout his busy workday without relying on unhealthy fast food or wasting time commuting/cooking.
Attitude	Results-Oriented and Value-Conscious. Willing to pay a premium for solutions that reliably deliver on time and save him effort. Views GreenFork as an investment in his health and productivity.
Problem	1. Time Scarcity: He has no time to prepare a specific diet meal in the morning or during his short lunch break. 2. Health Risk: Lunch options near the office are either unhealthy or inconsistent in quality. 3. Productivity: Poor diet choices during the week lead to low energy and afternoon crashes.
Solving by GreenFork	1. Corporate Reliability: GreenFork's B2B/dedicated delivery ensures his meal arrives on time, every time, at his desk (crucial for short lunch breaks). 2. Customized Nutrition: The low-carb subscription plan eliminates the guesswork of diet adherence. 3. Seamless Convenience: His meals are pre-ordered, pre-paid, and delivered daily, saving him the mental load of ordering or planning his diet.

# Segment 3: Diabetic Patients

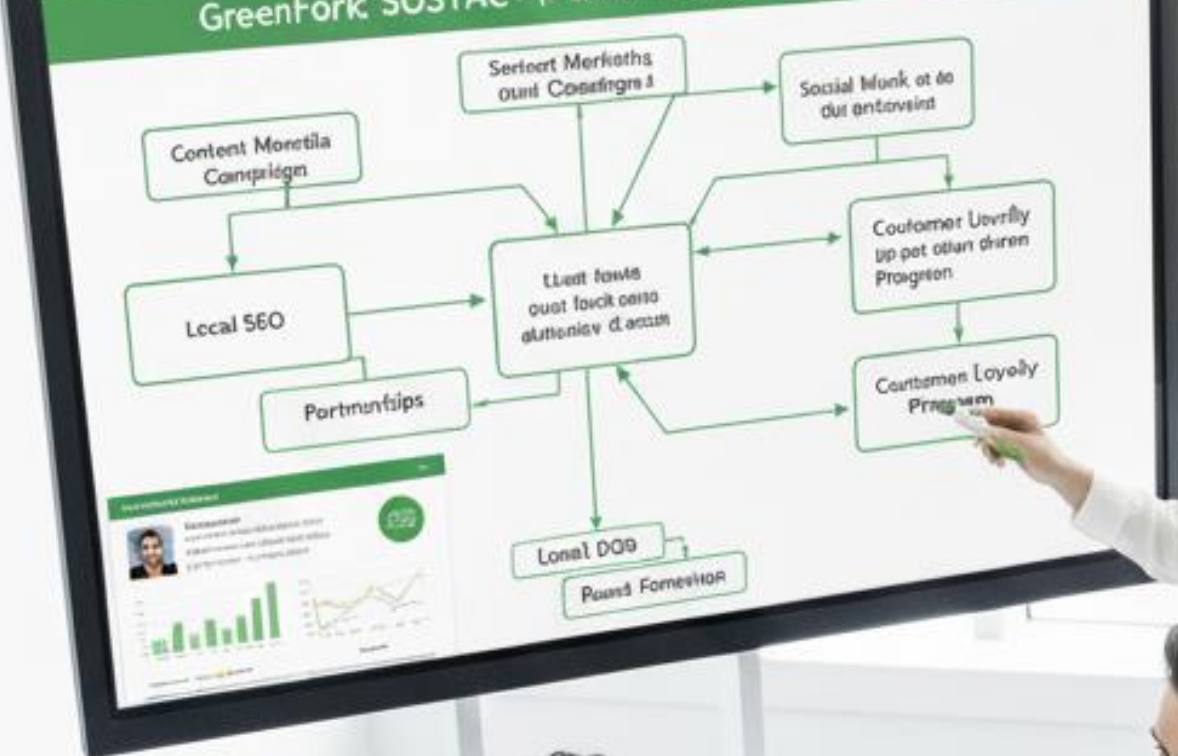
Demographics	Psychographics	Geographics	Behavioral
Age, Gender, Income, Health Status	Interests, Personality, Attitude	Country, City, Location Type	Benefit Sought, Usage, Decision Making
Age: 35+ (Highest prevalence, but includes all ages)	Interests: Health management, medical advice, family well-being, longevity, reading food labels.	Country: Egypt	Benefit Sought: Precise macro-tracking (low sugar/carb), Reliability, Doctor-approved meals.
Gender: Both Males & Females	Personality: Risk-averse regarding food choices, seeking safety and high trust, highly disciplined (out of necessity).	City: Cairo, Alexandria (Due to better logistics/healthcare access).	Usage: High usage of health/telemedicine apps, likely to subscribe for long periods once trust is established.
Income: Medium to High	Attitude: Requires high level of trust, needs certification/proof (nutritionist approval) to use the service.	Location Type: Resides in areas with reliable delivery infrastructure.	Decision Making: Rational, medical-driven decision. Price is secondary to Trust and Health Outcomes.
Health Status: Diagnosed with Type 1 or Type 2 Diabetes, or pre-diabetic.			Occasions: Daily main meals, long-term diet planning.
Education: Varies but must be receptive to digital health tools.			



# Persona 3: Diabetic Patients



Component	Detail
Title	Dr. Yara Fouad (The Health-Managed Senior)
Location	Zamalek, Cairo (High-end residential area)
Age	62
Occupation	Retired University Professor
Goal	To strictly control her blood sugar levels and maintain her health regimen with minimal effort, ensuring every meal is medically safe and accurately portioned.
Attitude	Trust-Focused and Risk-Averse. Price is secondary to safety and reliability. She requires clear certification (nutritionist/doctor approval) and proof of quality.
Problem	1. Medical Risk: Cannot rely on standard restaurant "healthy" options, which often contain hidden sugars or inaccurate carb counts. 2. Time/Effort: Cooking specialized diabetic-friendly meals daily is tiring and complex. 3. Inconsistency: Errors in meal prep at home or by a chef can directly impact her health.
Solving by GreenFork	1. Medical Compliance: GreenFork's certified, precise meal plan offers a safe, predictable substitute for cooking. 2. High Trust Features: The in-app feature showing precise nutritional labels and the option for consultation addresses her need for trust and safety. 3. Ultimate Convenience: The subscription eliminates the daily mental and physical load of meal prep, guaranteeing compliance without effort.



# SOSTAC Tactics



# “Tactics”

Objective	Target	Specific Goal	Tactics	Actions & Execution
1. Sell	40% of total revenue from high-value subscription users.	Secure <b>300</b> new subscription sign-ups monthly. Achieve <b>100</b> first-time orders from new users monthly.	Subscription Conversion Funnel Optimization	* Launch a <b>50% off "7-Day Trial"</b> for new subscribers.
				* Run paid social/search campaigns for <b>"First-Time Order"</b> acquisition.
				* Automate a <b>3-part email series</b> nurturing trial users to full subscription.
2. Serve	90%+ Customer Satisfaction Score. 99% Order Accuracy.	Achieve <b>200</b> new app downloads (iOS & Android) monthly.	App Store Optimization (ASO) & Referral	* Update App Store/Google Play with <b>relevant ASO keywords</b> and visuals.
				* Implement an in-app prompt to encourage <b>native app download</b> .
				* Introduce a <b>customer referral program</b> with dual-sided incentives (old/new user).
3. Speak	4% Social Media Engagement Rate. Acquire <b>333</b> qualified leads/month.	Increase social media engagement to <b>4%</b> .	High-Value, Interactive Content Strategy	* Post weekly <b>"Behind-the-Scenes"</b> short videos (Reels/TikTok) for trust.
				* Run weekly <b>interactive polls/Q&amp;A</b> sessions in Instagram Stories.
				* Create a <b>lead magnet</b> (e.g., free meal prep guide) for qualified lead capture.
4. Save	CAC for first-time user < <b>EGP 50</b> . ROAS target of <b>3:1</b> .	Collaborate with <b>2-3</b> local fitness centers/nutrition clinics for B2B partnerships.	Strategic B2B Partnerships & Targeted Advertising	* Draft and send a <b>B2B partnership proposal</b> to 2-3 local health centers.
				* Implement aggressive <b>retargeting ads</b> for users who visited the pricing page.
				* Conduct a full <b>conversion tracking audit</b> of all advertising pixels.
5. Sizzle	50%+ Net Promoter Score.	N/A (Focus is on measuring strong word-of-mouth growth).	Social Proof and Customer Delight	* Launch a <b>UGC (User-Generated Content) campaign</b> with a monthly prize.
				* Automate post-satisfaction prompts to collect <b>public reviews</b> (Google, App Store).
				* Send small, unexpected <b>"thank you" surprises</b> to 10 random high-LTV customers.



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# “Usage Of Time”

Platform	How Much	Target Time Slots
Facebook	3-4 times per week (Feed) + 3 Stories/Week	1:00 PM (Lunch Break), 7:00 PM – 9:00 PM (Evening Scroll)
Instagram	5 Feed Posts/Week + <b>Daily</b> Stories + 2 Reels/Week	11:00 AM – 1:00 PM (Lunch Scroll), 6:00 PM – 8:00 PM (Dinner Planning)
TikTok	3-5 Posts/Week (Short- Form Video)	12:00 PM – 3:00 PM (Lunch/Midday), 6:00 PM – 9:00 PM (Evening)





# “Facebook Content Calender (1 Month)”

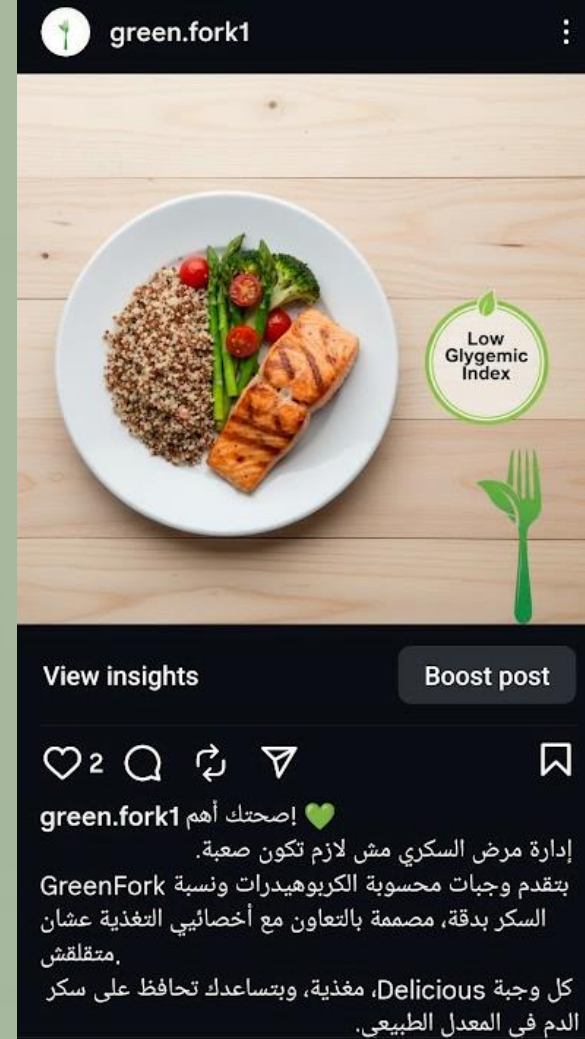
Week	Day	Segment Focus	Title	Caption
1	Friday	(Diabetic Patients)	Easy Blood Sugar Management / تحكم في سكرك بسهولة	بتقدم وجبات محسوبة Greenfork ❤️ صحتك أهم! الكربوهيدرات ونسبة السكر، مخصوص لمرضى السكري. Delicious food that keeps your glucose steady. وجبات مرضى السكري # DiabeticMealsEG
	Monday	Product (Juice)	Morning Detox & Energy Boost	"Morning Booster" عصير الـ "قوي ليومك؟" startمحتاجantioxidants وفيتامينات طبيعية. The quickest way to get your vitamins! اشترك دلوقتي! #GreenforkJuice عصائر صحية
	Thursday	(Employees)	Takeaway! / Stop the Office Takeout!	وفر فلوسك ووقتك واختار 🍱 غداء صحي يوصل لحد مكتبك! ومفيش إحساس energeticهتكون Greenfork. وجبات Delivery to all major business districts! OfficeLunch غداء الموظفين ##
2	Sat	Engagement/Q&A	Which Meal is Your Goal?	نحافة، بناء عضل، ولا ثبات 🍌 ايه هدفك الصحي الفترة دي؟ Greenfork! Let us handle the cooking! #HealthyGoals #FitnessEG
	Mon	(Fitness/Bodybuilders)	Protein Mix Muscle Fuel	البروتين ميكس بتاع 🍌 لحد عندك! Gainsوصل الـ High-quality protein, zero fuss. مصمم خصيصاً لدعم استشفاء العضلات. Greenfork اطلب ميكسالك الأسبوع ده! #MuscleFuelبروتين صحي
	Wed	(College Students)	Smart Food, Smart Studying	بتديك Greenfork وجبات 🍎 أكل صحي للمذاكرة؟ أبوه! بتاع "Crash" التركيز اللازم للامتحانات ومبتخليش تحس بالـ "Order today and focus on your grades! السكر. StudentMealsوجبات الجامعة ##
	Fri	Behind the Scenes	Clean Kitchen, Healthy Food	جولة سريعة في مطبخ 🍳 شوف أكنا بيتعمل إزاي! Greenfork العالية للنظافة standardsتشوف بنفسك الـ Quality you can trust. والجودة في تحضير وجباتك. FoodSafetyEGمطبخ جرينفورك ##
	Sat	Engagement/Poll	Which Meal Type Are You Craving?	بتفضل تاكل فوتشيني مكرونة صحية، ولا 🍝 شرقي ولا غربي؟ Vote on your favorite healthy cuisine! #HealthyCuisine وجبة محاشي لايت؟ أكل صحي
3	Mon	Day Post (Diabetic Tip)	Sweeteners and Glycemic Index	شرح مبسط لأحسن وأسوأ أنواع 🍎 بدائل السكر: هل هي آمنة؟ Diabetic. Learn why we choose specific natural sweeteners. # بدائل السكر #LowSugar
	Wed	Promotion/Offer	First-Time Subscriber Discount!	اشترك في أي خطة أسبوعية أو 🍌 ابدأ حياة صحية بخصم! Limited شهرية واحصل على خصم 25% على أول طلب! عروض صحية # SubscriptionOffer
	Fri	Normal Clients/Maintenance	Stay Healthy, Effortlessly	Greenfork 🌟 مش محتاج تعمل دايت عشان تاكل صحي! مثالية لأي شخص عايز يحافظ على Balancedبتقدم وجبات Simple, balanced, and delicious. #HealthyMaintenanceحياة صحية ##
	Sat	Students/Employees	Delivery Map Showcase	هل بنوصل لمنطقتك؟ صور لخريطة 🗺️ أين تذهب وجباتنا؟ Check our wide coverage across Cairo/Giza/etc. اكتب اسم منطقتك وهند عليك! #DeliveryEGتوصيل وجبات #



# “Instagram Content Calender (1 Month)”

Week	Day	Segment Focus	Title	Caption	Hashtags
1	Friday	(Diabetic Patients)	Easy Blood Sugar Management تحكم في سكرك بسهولة /	Diabetic meals are stress-free! 🍏 <b>صحتك أهم!</b> وجبات محسوبة الكربوهيدرات بدقة عشان متقلقش. <b>now.</b>	#DiabeticMealsEG #وجبات_مرضى_السكري #سكر_الدم_تغذية_صحية
	Monday	Product (Juice)	Morning Detox & Energy Boost	<b>Fuel your day in 5 seconds!</b> ⚡ عصير هو أسرع وألذ طريقة تأخذ بيها "Morning Booster" <b>Forget the coffee crash!</b> فيفيتاميناتك.	#GreenforkJuice #عصائر_صحية #DetoxEG #EnergyBooster
	Thursday	(Employees)	Takeaway! / Stop the Office Takeout! وداعًا للـ	وجبات متوازنة 🍱 <b>غداء صحي يوصل لحد مكتبك!</b> ومفيش خمول بعد الغداء. <b>focused</b> عشان تخليك <b>Delivery to all business districts!</b>	#OfficeLunch #غداء_الموظفين #WorkFromCairo #GreenforkDelivery
	Sat	Engagement/Q&A	Which Meal is Your Goal?	شاركنا رقمك! (1). <b>ايه هدفك الصحي الفترة دي؟</b> <b>Let us handle the cooking!</b> اتخس، 2. تبني عضل، 3. ثبات وزن).	#HealthyGoals #FitnessEG #NutritionPlan #GoalSetting
2	Mon	Fitness/Bodybuilders	Protein Mix Muscle Fuel	<b>High-quality</b> <b>لحد عندك! Gains</b> وصل الـ ميكسات بروتين طبيعية لدعم. <b>protein, zero fuss.</b> <b>Skip the powder!</b> استشفاء العضلات.	#MuscleFuel #بروتين_صحي #GymLifeEG #كمال_اجسام
	Wed	(College Students)	Smart Food, Smart Studying	وقود نضيف عشان تركز 🍎 <b>أكل صحي للمذاكرة؟ أيوه!</b> في الامتحانات. وجبات بتديك الطاقة والتركيز ومفيش Sugar Crash.	#StudentMeals #وجبات_الجامعة #CampusLife #مذاكره
	Fri	Behind the Scenes	Clean Kitchen, Healthy Food	<b>Take a peek inside!</b> <b>صحتك عندنا رقم واحد!</b> في <b>world-class standards</b> جولة في مطبخنا لنرى الـ النظافة والجودة.	#FoodSafetyEG #مطبخ_جرينفورك #CleanKitchen #BehindTheScenes
	Sat	Engagement/Poll	Which Meal Type Are You Craving?	عندها النسخة 🍏 <b>Greenfork شرقي ولا غربي؟</b> <b>The best of both worlds,</b> الصحية لكل وجبة. <b>guilt-free!</b> صوتوا!!	#HealthyCuisine #FoodPoll #اكل_صحي #DietTips
3	Mon	Diabetic Tip	Sweeteners and Glycemic Index	شرح مبسط لأفضل 🍏 <b>بدائل السكر: هل هي آمنة؟</b> <b>We do the research so you don't worry!</b> المحليات الطبيعية اللي بنستخدمها في وجباتنا.	#LowSugar #بدائل_السكر #DiabeticTips #GlycemicIndex
	Wed	Promotion/Offer	First-Time Subscriber Discount! خصم خاص لأول اشتراك! /	<b>25% OFF YOUR FIRST ORDER!</b> 🔥 <b>اشترك في</b> <b>Limited time for</b> أي خطة واحصل على خصم 25%. <b>new clients!</b> FIRST25. استخدم كود:	#SubscriptionOffer #عروض_صحية #HealthyDeals
	Fri	Normal Clients/Maintenance	Stay Healthy, Effortlessly	<b>Just stay healthy, no diet needed!</b> 🌟 وجبات للحفاظ على جسم صحي ووزن <b>Greenfork Balanced</b> <b>Simple, balanced, and delicious.</b> مثالي من غير حرمان.	#HealthyMaintenance #حياة_صحية #BalancedMeals #EatClean
	Sat	Delivery Map	Delivery Map Showcase	<b>Delivery all across Cairo &amp; Giza!</b> <b>بنغطي منطقتك؟</b> اكتب اسم منطقتك وهنرد عليك بتفاصيل التوصيل! <b>We bring the health to you.</b>	#DeliveryEG #توصيل_وجبات #ServiceArea #CairoDelivery

# “Posts”





# “Diabetic Patients Segment Post Visuals”

## FB Caption:

إصحتك أهم

إدارة مرض السكري مش لازم  
تكون صعبة.

بتقدم وجبات GreenFork  
محسوبة الكربوهيدرات ونسبة  
السكر بدقة، مصممة بالتعاون  
مع أخصائيي التغذية عشان  
متقلقش.

Delicious ، كل وجبة  
مغذية، وبتساعدك تحافظ على  
سكر الدم في المعدل الطبيعي  
! Stop stressing over  
portion control

اشترك في خطة وجبات  
!مرضى السكري دلوقتي

[وجبات مرضى السكر](#) #

[#diabetic](#)

[#greenfork](#)

## Instagram Caption:

صحتك أهم! ❤️

**Diabetic meals  
are stress-free  
now.**

وجبات محسوبة  
الكربوهيدرات بدقة عشان  
متقلقش.

#diabetic

#وجبات\_مرضى\_السكر

#GreenFork





# “College Students Segment Post Visuals”

Facebook Caption:

أكل صحي للمذاكرة؟ أيوه! 🧠  
وقود نضيف عشان تركز في  
الامتحانات. وجبات بتديك الطاقة  
والتركيز ومفيش  
Sugar Crash.  
**Order today and  
focus on your  
grades!**  
وجبات\_الجامعة#  
#StudentMeals

Instagram Caption:

أكل صحي للمذاكرة؟  
وقود نضيف 🧠 أيوه!  
عشان تركز في  
الامتحانات. وجبات  
بتديك الطاقة والتركيز  
ومفيش  
Sugar Crash.  
#وجبات\_الجامعة  
#StudentMeals  
#مذاكرة



# “Employee Segment Post Visuals”

FB Caption:

غداء صحي يوصل لحد مكتبك! 📁  
لو أنت موظف وبتزهق من الأكل  
السريع أو الأكل اللي بيسبب خمول بعد  
هو الحل. وجباتنا Greenfork الظهر،  
متوازنة ومصممة عشان تخليك  
مركز طول اليوم.

**No more afternoon slump!**  
**Delivery to all major**  
**business districts in Cairo**  
**and Giza!** ابدأ اشتراكك اليوم.

#غداء\_الموظفين

# OfficeLunch

#GreenFrok

Instagram Caption:

غداء صحي يوصل لحد مكتبك! 📁  
لو أنت موظف وبتزهق من  
الأكل السريع أو الأكل اللي  
بيسبب خمول بعد الظهر،  
هو الحل. Greenfork  
وجباتنا متوازنة ومصممة عشان  
تخليك مركز طول اليوم.

**No more afternoon**  
**slump! Delivery to all**  
**major business**  
**districts in Cairo and**  
**Giza!** ابدأ اشتراكك اليوم.

#غداء\_الموظفين

# OfficeLunch

#GreenFrok





# “Daily Content Management”

1. **Daily Engagement** : Spend 15 minutes every evening to respond to all comments and direct messages.
    - Messenger Chat Bot
  2. **Influencer Tracking**: Use the tracking dashboard to monitor the Engagement Rate % on influencer content, If the rate is low, quickly pivot the content theme.
  3. **Ad Spend**: Allocate paid budget to boost the best performing Authority Content (Week 1-4) and the Conversion CTAs (Week 9-12) to ensure the 333 leads/month target is met.
- 