

# Marketing Plan

# Omar Elkhayam



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# Market Analysis

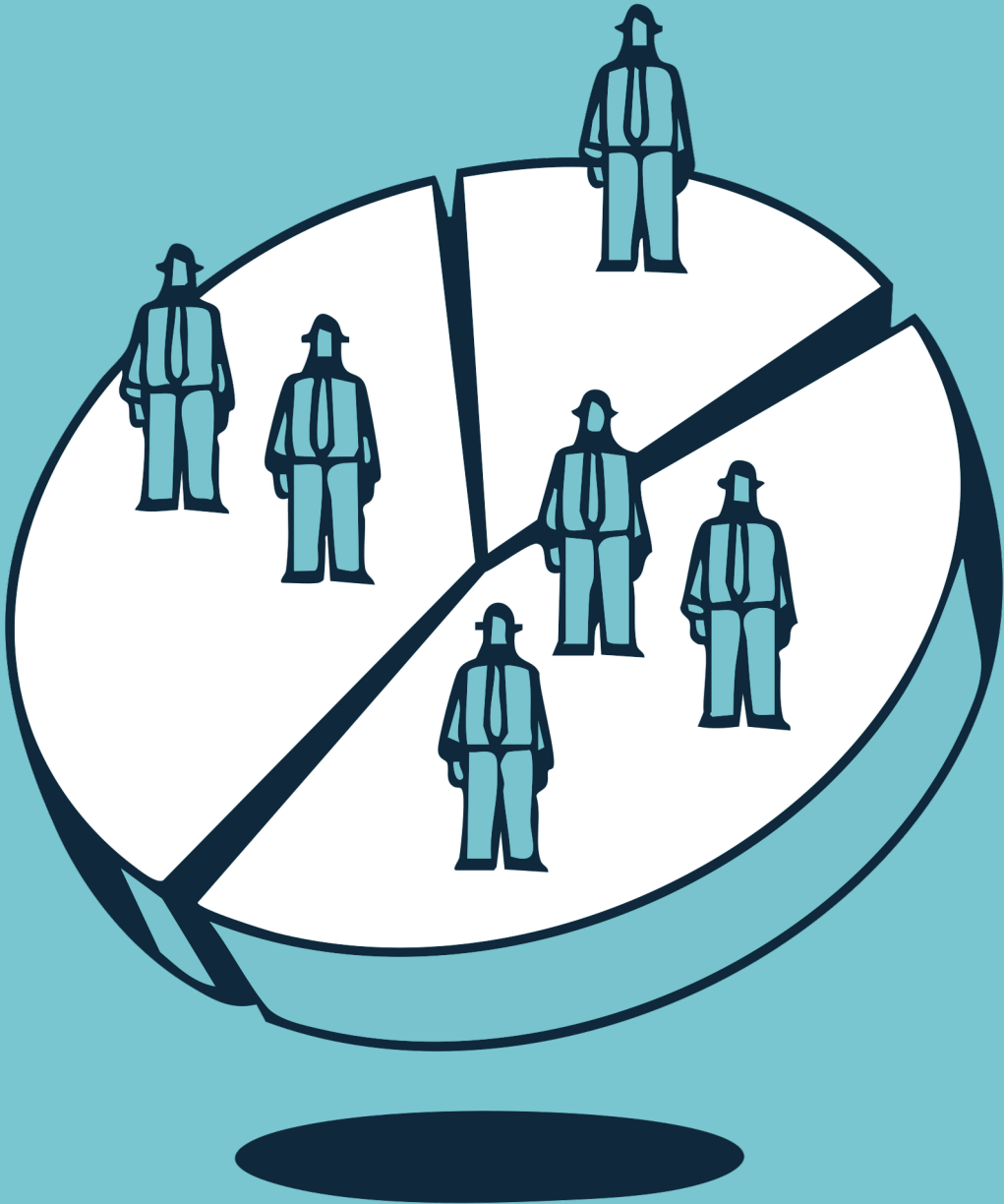


## Industry Trends:

- Egypt's Coffee Market: Growing at 6% CAGR (2023–2028), driven by urbanization, café culture, and demand for premium blends.
- Key Trends: Preference for convenience (online shopping), premiumization, and ethical sourcing.

# Customer Segments

Segment	Needs/Preferences
Young Professionals	Convenient online ordering, premium blends (e.g., caramel latte), Instagrammable packaging.
Coffee Enthusiasts	Specialty beans, single-origin options, sustainability (e.g., organic/fair-trade).
Families	Affordable bulk packs, traditional Egyptian blends (e.g., Turkish coffee).
Supermarket Shoppers	Easy accessibility, competitive pricing, shelf visibility.



# SWOT Analysis



## Weaknesses

- High-quality beans
- B2B expertise

## Threats

- Price wars with local brands
- Established competitors (Starbucks)

## Strengths

- Low B2C brand awareness
- Limited online presence

## Opportunities

- Egypt's e-commerce growth
- Demand for premium/Egyptian blends

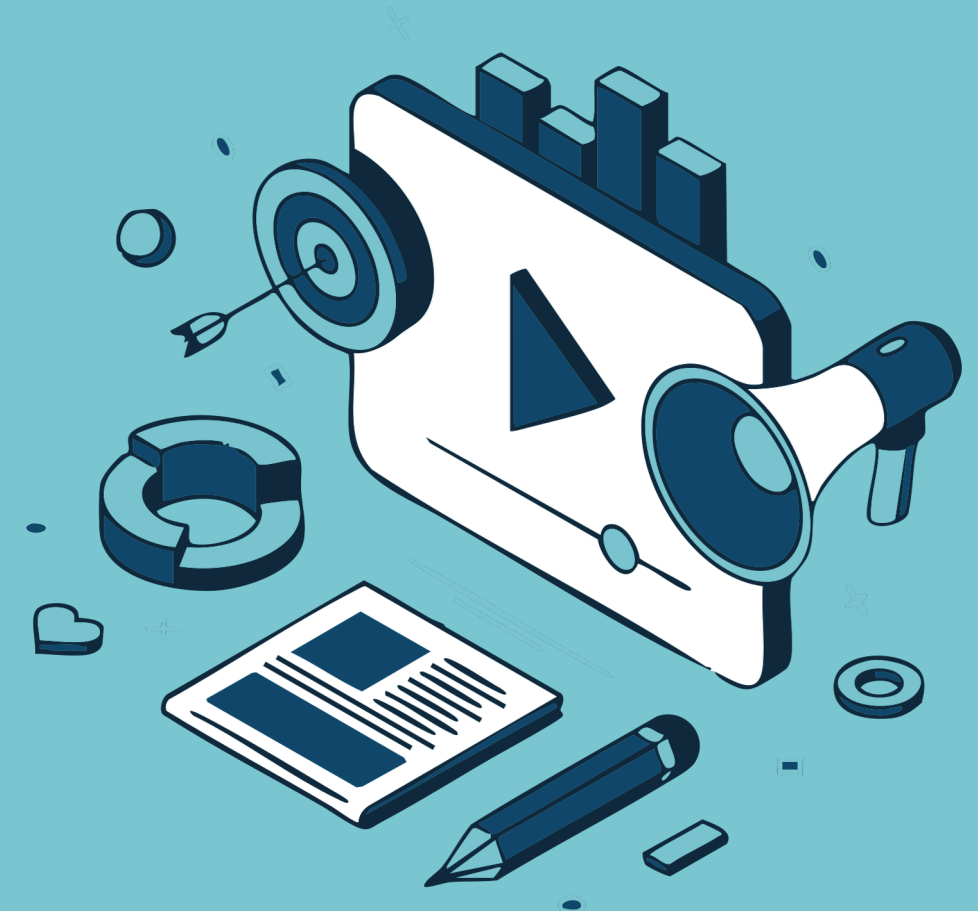
# Marketing Channels

## Digital Channels

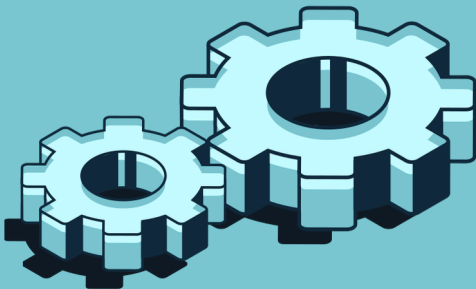
- **Social Media:**
  - Instagram/Facebook: Post Reels of coffee recipes using Omar El Khayam.
  - Influencers: Partner with Egyptian food bloggers (e.g., @EgyptianFoodie).
- **E-Commerce:** List products on Amazon Egypt, Instashop, and brand website.
- **Email/SMS:** Send weekly offers (e.g., "Friday Morning Brew Discount").

## Offline Channels

- **Supermarkets:** Secure shelf space in Carrefour, Spinneys, and Seoudi.
- **Pop-Up Tastings:** Host events in Cairo/Alexandria malls.



# Goals and KPIs



Goal	KPI	Target
Increase online sales.	30% monthly sales growth via e-commerce.	6 months
Penetrate supermarkets.	Secure listings in 50+ stores.	12 months
Improve customer retention.	25% repeat purchase rate.	6 months



# Customer Journey

Stage	Touchpoints	Action
Awareness	Social media ads, supermarket displays, influencer reviews.	Run Instagram Reels showcasing coffee brewing tips with Omar El Khayam.
Consideration	Website/blog (coffee recipes), email newsletters, in-store tastings.	Offer free samples in Carrefour/Alexandria supermarkets.
Purchase	E-commerce platforms (Amazon Egypt, Instashop), supermarket aisles.	Launch a Ramadan bundle: "Buy 1 Get 1 Free" on online orders.
Loyalty	Loyalty program (e.g., points for referrals), personalized discounts via SMS.	Send SMS: "Your next bag is 20% off! Use code KH20."



**Thank You**  
**So Much**

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