

Marketing Plan Sawa Training



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Presented To:

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Market Analysis

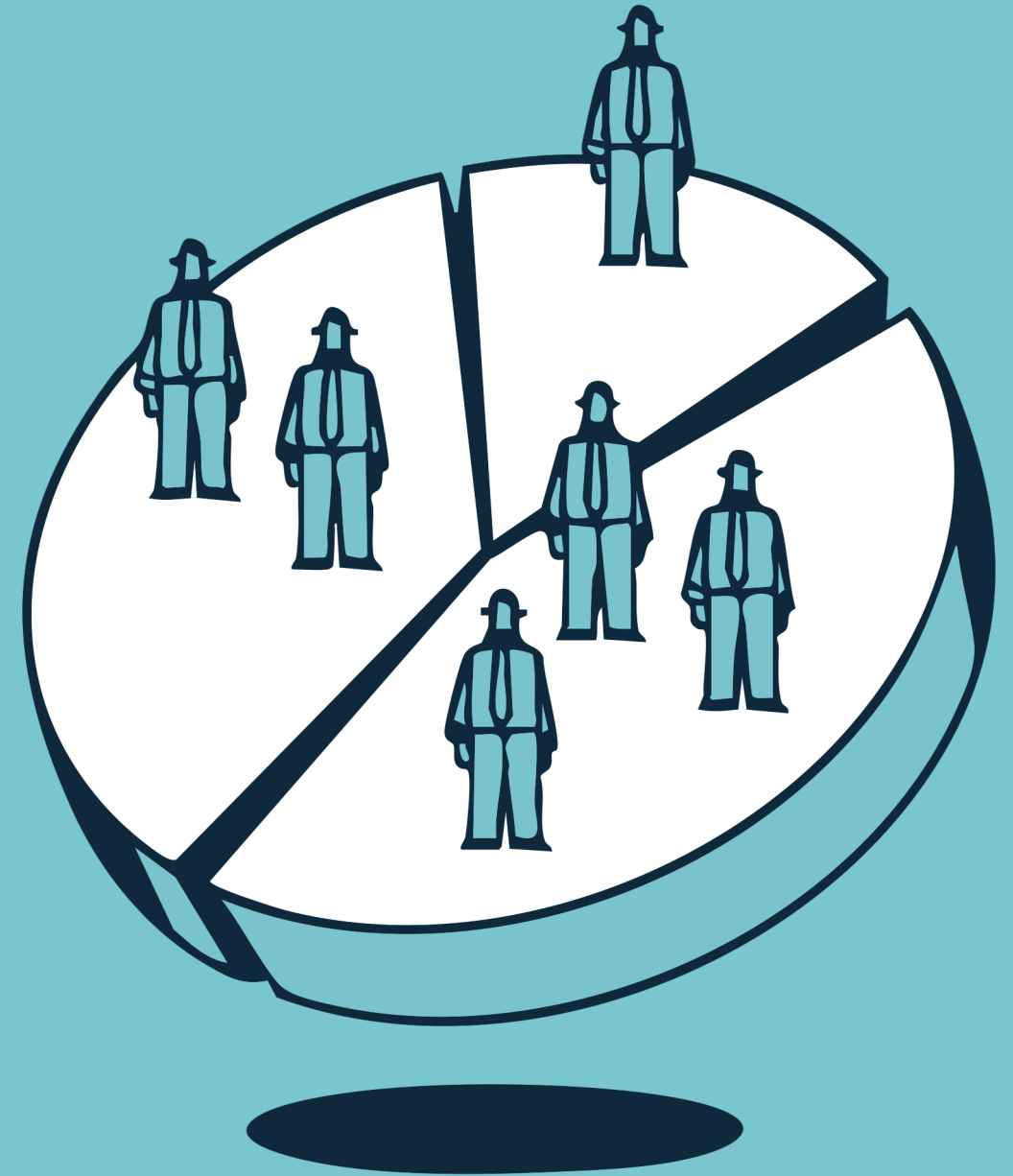


Industry Trends:

- Rising demand for ISO certifications (e.g., ISO 9001, 22000) due to Egypt's push for export compliance.
- Growth in food safety standards post-establishment of the Egyptian Food Safety Authority. Increased need for workforce training in quality management and HSE (Health, Safety, Environment).

Customer Segments:

- Food and beverage manufacturers.
- Pharmaceutical companies. Agro-
- industrial firms. Startups aiming for
- global certifications.



SWOT Analysis

Weaknesses

- Limited digital presence. Regional focus (Sadat City) Low brand awareness outside niche

Threats

- Economic inflation impacting SMEs. New entrants in consulting. Price wars with local competitors.

Strengths

- NQI accreditation and ISO 21001. 14+ years of industry expertise. Multilingual, certified trainers.

Opportunities

- Egypt's manufacturing growth
- Government mandates for ISO.
- Partnerships with export agencies.

Competitors Analysis

AE-Academy



Strengths

- Certified professionals like Eng. Ahmed Sultan (ISO 22000, FSSC 22000 Lead Auditor) with over 20 years of industry experience.
- Hands-on courses (e.g., HACCP plan development, FSSC 22000 implementation) tailored to real-world applications.
- Mobile app with features like course enrollment, certificate issuance, and progress tracking.
- Large social media following (41K Facebook likes) and targeted campaigns.

Weaknesses

- Focused primarily on Egypt, with minimal efforts to expand regionally (e.g., Gulf countries).
- Lack of diversified marketing channels (e.g., email campaigns, university partnerships).

Opportunities

- Egypt's expanding food manufacturing sector and government mandates for ISO compliance.
- Target Arabic-speaking markets (e.g., Saudi Arabia, UAE) with multilingual courses.
- Collaborate with the Egyptian Food Safety Authority or international bodies (e.g., WHO) to enhance credibility.

Threats

- Local (e.g., Egyptian Quality Council) and global players (e.g., TÜV Nord, Bureau Veritas) offering similar services.
- Frequent updates to ISO standards requiring constant course revisions.
- Algorithm changes on platforms like Facebook could reduce content visibility.

Strengths

- Proven success in guiding clients (e.g., Steigenberger hotels) to achieve certifications like ISO 22000:2018 and ISO 27001.
- Broad service portfolio covering food safety, laboratory testing (ISO 17025), and integrated management systems (ISO 9001, 14001, 45001).
- Collaborations with reputable organizations (e.g., Steigenberger Pure Lifestyle Hotel) enhance credibility and market reach.
- Offers end-to-end services, including audits, training, and consultation, tailored to client-specific needs.
- Focus on international standards like ISO 17025 ensures clients gain global recognition and compliance.

Weaknesses

- Minimal reviews and ratings (e.g., "Not yet rated (0 Reviews)"), reducing perceived trustworthiness.
- Inconsistent content quality in marketing materials (e.g., placeholder pages like "#1" with no meaningful information).
- Primarily targets the Egyptian market, with no clear strategy for regional or international expansion.
- Heavy dependence on a few high-profile clients (e.g., Steigenberger) poses revenue risks if partnerships dissolve.

Opportunities

- Increasing need for ISO certifications in sectors like hospitality, food safety, and cybersecurity (ISO 27001).
- Launch online training modules or webinars to reach global audiences and reduce geographic limitations.
- Target industries like pharmaceuticals, renewable energy, or fintech that require ISO compliance.
- Partner with Egyptian regulatory bodies (e.g., Food Safety Authority) to become a preferred service provider.

Threats

- Competing with global consultancies (e.g., Intertek, TUV) and local firms offering similar services.
- Frequent updates to ISO standards necessitate continuous training and resource investment.
- Economic downturns may lead companies to cut budgets for certifications and consulting.
- Any failure in client audits or certification processes could damage credibility.

Marketing Channels

Organic Marketing

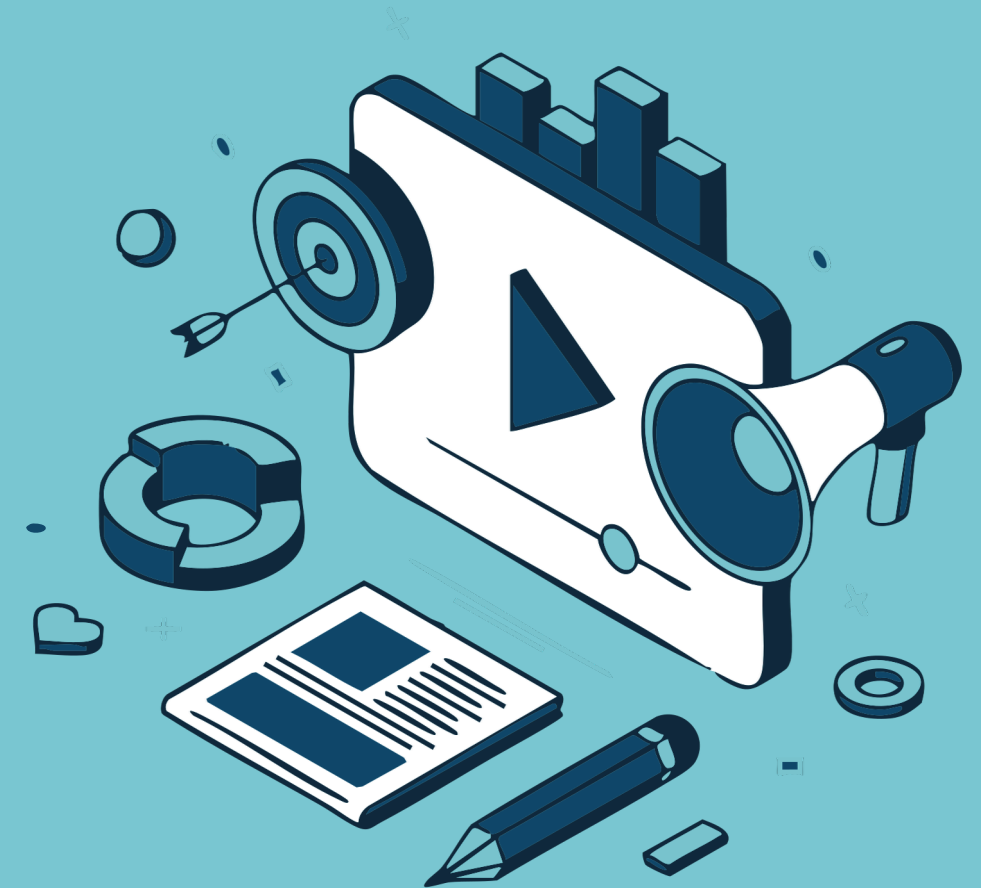
Email

Newsletter: Monthly tips on compliance and ISO updates.

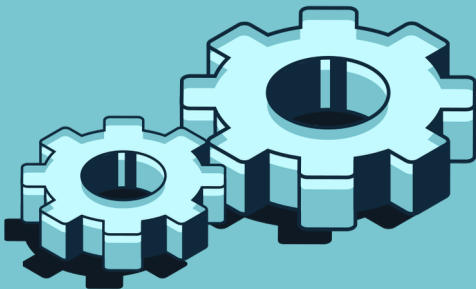
Social Media Marketing

Digital

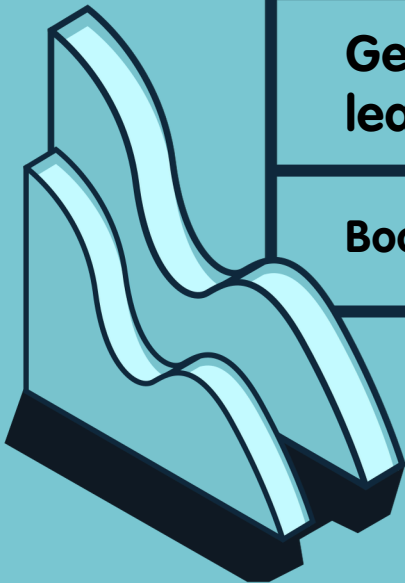
- Google Ads (keywords: ISO certification Egypt, food safety training).
- LinkedIn Ads targeting quality managers and factory owners.
- Facebook/Instagram Reels: Case studies (e.g., Nile Garden success story).



Goals and KPIs



Goal	KPI	Target
Increase brand awareness.	Social media followers.	+20% in 3 months.
Generate qualified leads.	Website inquiries/form submissions.	100+ leads/month.
Boost sales conversions.	Conversion rate from leads to clients.	10% conversion rate.



Content Suggestions

المرحلة الأولى: الأسبوع 1-2 (الوعي والتعريف)

جودة بلمسة سوا!"
الموضوع: "
ريل "5 أسباب تختار سوا"
لقطات سريعة ل:
شهادة NQI المعتمدة.
فريق الخبراء ذوي الـ 20+ سنة خبرة.
شركاء النجاح (مثل Nile Garden، Safety Pack).
نص: "إيه سوا؟ لأننا نضع خبرتنا في كل تفصيل! 📦🌟"
الهاشتاقات: #سوا_شركاء_النجاح #جودة_بلا_حدود
ريل "أسئلة تُهمك عن ISO"
طرح أسئلة قصيرة مع إجابات سريعة:
"إيه الفرق بين ISO 9001 و ISO 22000؟"
"إزاي أحصل على شهادة BRCGS؟"
نص: "اعرف إجاباتك مع سوا! 📌"
الهاشتاقات: #ISO_مصر #استشارات_جودة

Advices

Drive students to know the power of our courses and opportunities

Give Students the directions and the benefits of our courses and where you will be and the range of saleries

Show more our our success stories and power of our content



Thank You
So Much

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