



ONLINE STORE

[ABOUT US](#)

[PRODUCTS](#)

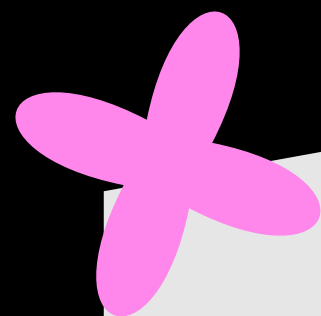
[REVIEW](#)

[CONTACT](#)

DISCOVER
NEW
DROPS



FINAL PROJECT



TRENDY FASHION



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[ABOUT US](#)

PRODUCTS

REVIEW

CONTACT



OUR TEAM



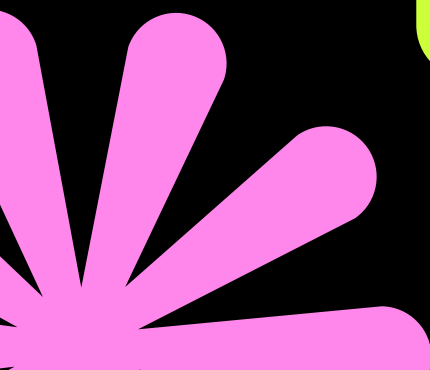
**Menna
Hesham**

**Menna
Mohamed**

**Mahmoud
EL-Gharabawy**

**Ahmed
Ali**

**Mohamed
Abdelrahman**





ONLINE STORE

ABOUT US

PRODUCTS

REVIEW

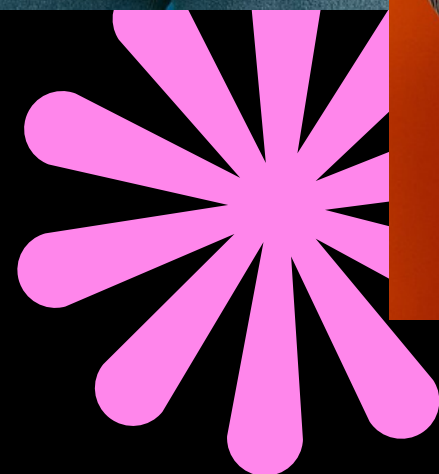
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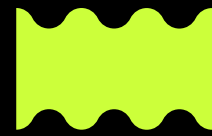


WHO WE ARE



TAYAR is an online fashion store targeting Gen Z and young millennials in Egypt. It focuses on fast fashion trendy, affordable clothing and accessories that reflect the latest styles seen on TikTok, Instagram, and pop culture





ONLINE STORE

[ABOUT US](#)

[PRODUCTS](#)

[REVIEW](#)

[CONTACT](#)

BRANDING



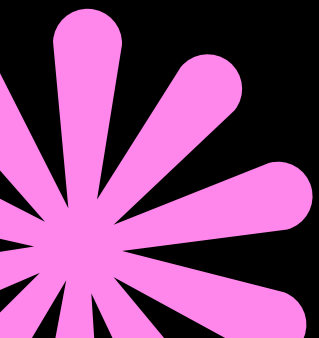
Meaning “Tayar” - means on the move, energy, and trend evolution

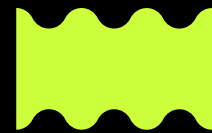
Tagline - Fashion That Moves

Brand Values -

- **Relevance:** Always synced with TikTok, and Insta
- **Local Pride:** Egyptian faces, styles, and attitude

Brand Personality - Bold, Trendy, Playful, Real





ONLINE STORE

[ABOUT US](#)

[PRODUCTS](#)

[REVIEW](#)

[CONTACT](#)



BRANDING PILLARS

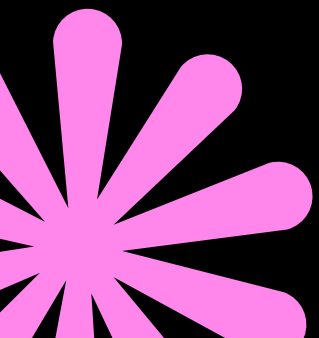
Weekly Drops - Keeps audience addicted and engaged

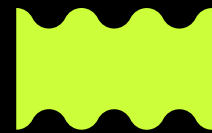
Local Faces - Builds relatability and national pride

Streetwear Vibe - Aligns with Gen Z's go-to look

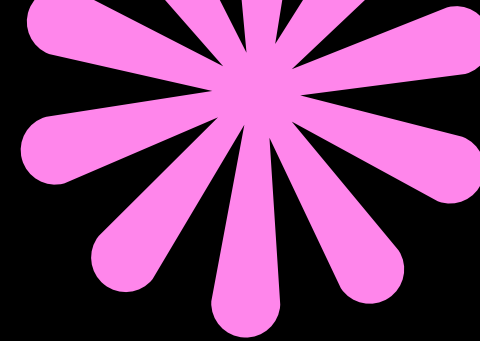
Fast Delivery - Solves their #1 pain point

UGC & Collabs - Encourages sharing, and loyalty





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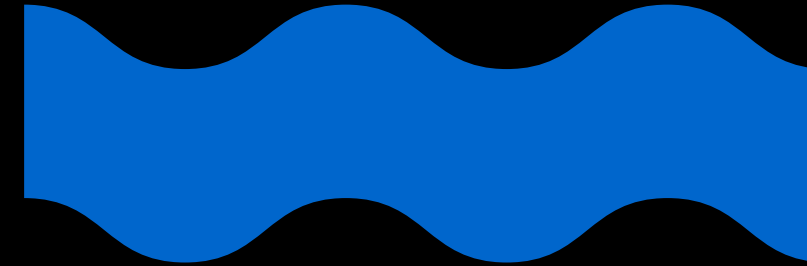


ABOUT US

PRODUCTS

REVIEW

CONTACT



SEGMENT -ATION

Demographic

- Age: Gen Z and young millennials.
- Income Level: Mid-to-lower-middle income.
- Gender: Primary focus on both male and female youth.

Behavioral

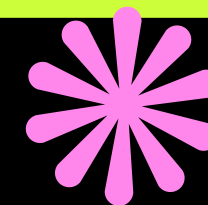
- **Benefit Sought:** Customers seeking trendy, affordable, and readily available fashion.
- **Value-Seekers:** Consumers who prioritize affordability without compromising on style or perceived quality

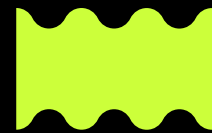
Geographic

- **Major Cities:** Cairo, Giza, Alexandria, and other metropolitan areas.
- **Online Accessibility:** Regions with reliable internet access and a growing comfort.

Psychographic

- **Fashion-Forward & Trend-Conscious:** Individuals who actively follow the latest fashion trends.
- **Value-Seekers:** Consumers who prioritize affordability without compromising on style or perceived quality





ONLINE STORE

[ABOUT US](#)

PRODUCTS

REVIEW

CONTACT

TARGETING



Primary Target Audience: Gen Z and Young Millennials (18-30 years old) in Urban Egypt

- Trend-Driven
- Value-Conscious
- Culturally Connected

Secondary Target Audience: Fashion Enthusiasts and Early Adopters

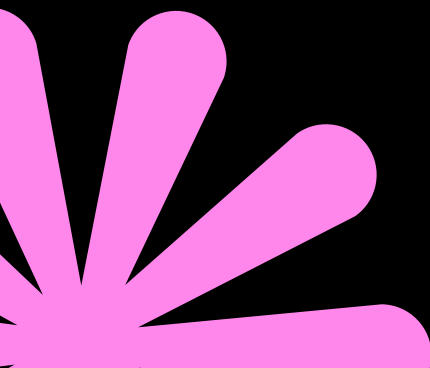
- Micro-Influencers & Content Creators
- Styling Opinion Leaders

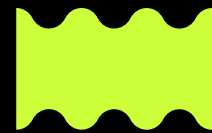


**Targeting strategy -
Concentrated Marketing**

The brand will leverage:

- Social Media Dominance
- Content Marketing
- Community Building





ONLINE STORE

[ABOUT US](#)

PRODUCTS

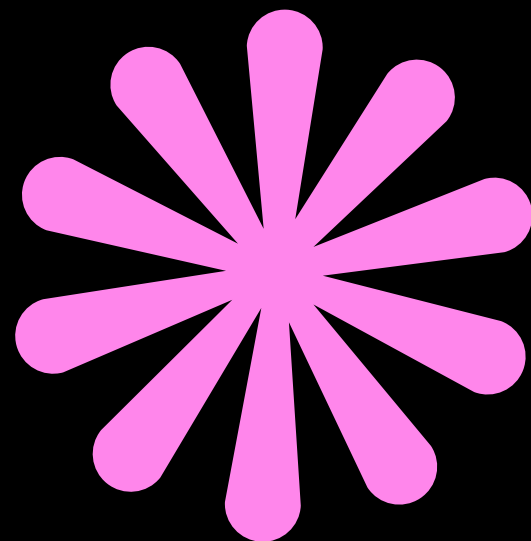
REVIEW

CONTACT

POSITION -ING

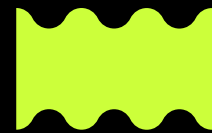


TAYAR aims to position itself as the...



“Leading, culturally relevant, and ultra-fast online fashion destination for Gen Z and young millennials in Egypt, offering trendy and affordable styles that empower self-expression.”





ONLINE STORE

ABOUT US

PRODUCTS

REVIEW

CONTACT

PERS😊ONA

Farah H.

She is a 19-year-old university student from Cairo. She lives on TikTok, follows fashion creators, and treats every outfit like a chance to go viral.

Snapshot

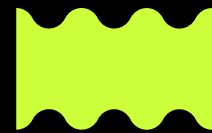
Personality: Outgoing, playful, expressive, social

Influences: TikTok trends, Instagram creators

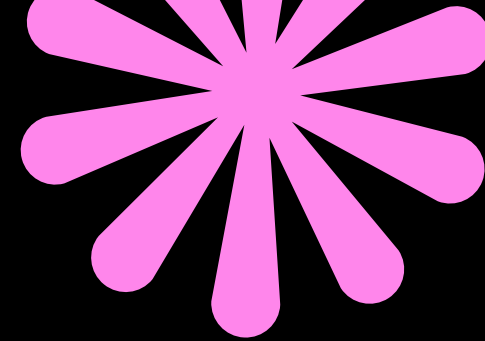
Shopping

Frequency: 3-4 times/month.





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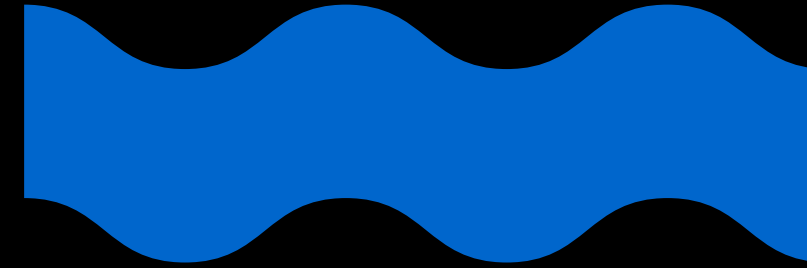


ABOUT US

PRODUCTS

REVIEW

CONTACT



HOW FARAH LIVES & SHOPS

LifeStyle

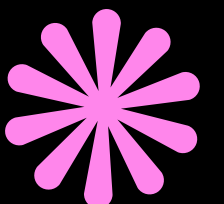
- Scrolls TikTok/Insta daily
- Obsessed with fashion trends
- takes mirror selfies & reels
- Tags brands she loves

WHAT ANNOYS FARAH

Shopping Habits

- Shops via Insta stores
- Follows SHIEN & Zara for inspo
- Acts fast when trends go viral
- Choose pay-on-delivery when possible

- **Slow Delivery** - hates waiting 2-3
- **Sizing Confusion** - international sizes don't fit
- **Overpriced basics** - local shops charge too much
- **Repetitive Collection** - needs freshness weekly
- **Foreign Brands** - don't reflect her vide





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ABOUT US

PRODUCTS

REVIEW

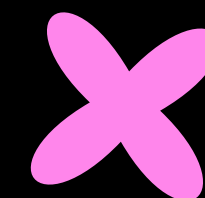
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WHAT FARAH NEEDS

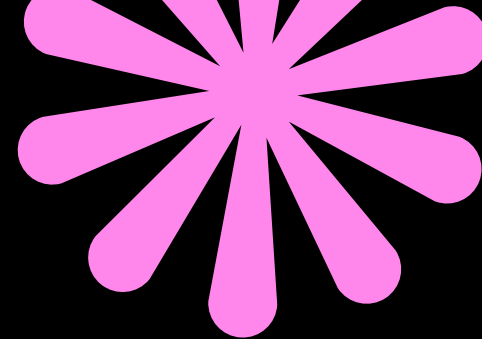


- Weekly trend drops just like what she sees online
- Local delivery (no customs or delays)
- Affordable prices = more outfit freedom
- Bold visuals + Egyptian creators she relates to
- A brand that feels made for her generation





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ABOUT US

PRODUCTS

REVIEW

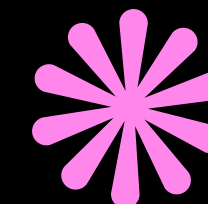
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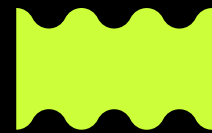


WHY **TAYAR** IS PERFECT FOR **HER**

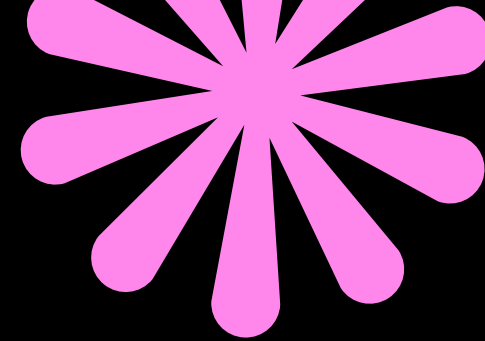


- **Weekly fashion drops** → she stays ahead
- **Streetwear + statement looks** → match her taste
- **Affordable pricing** → guilt-free shopping
- **Instagram/TikTok content** → feeds her inspo
- **Fast delivery** → no more delays
- **Bold, local identity** → she proudly tags the brand





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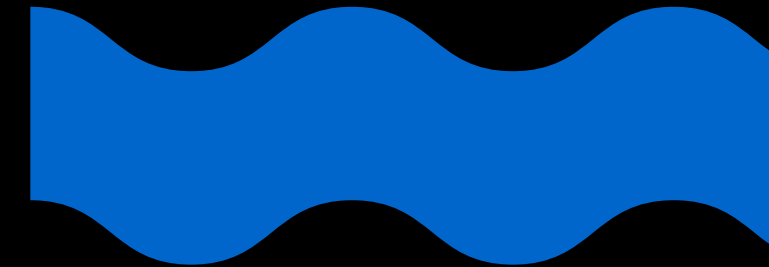


ABOUT US

PRODUCTS

REVIEW

CONTACT



SWOT - TAYAR



Strengths

- Ultra-Fast Trend Adoption
- Culturally Tuned, Egyptian Identity
- End-to-End Local Fulfillment
- Affordable but Not Cheap-Looking

Weaknesses

- Operational Fragility During Scaling
- Limited Brand Heritage
- Creative Fatigue Risk

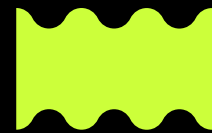
Opportunities

- Own the Gen Z Fashion Narrative in Egypt
- Pop-Up Experiences & Street Drops
- Build a Creator Collective
- Seasonal Capsule Drops

Threats

- Local Copycat Brands
- Gen Z Attention Deficit
- Inflation & Economic Pressure





ONLINE STORE

ABOUT US

PRODUCTS

REVIEW

CONTACT

COMPETITORS



In Your Shoe - Direct

Positioning: Streetwear-inspired fashion brand with an urban Egyptian identity

Target Audience: Gen Z and young millennial trendsetters

Platform Strength: Instagram-heavy, some TikTok presence



BRANTU™

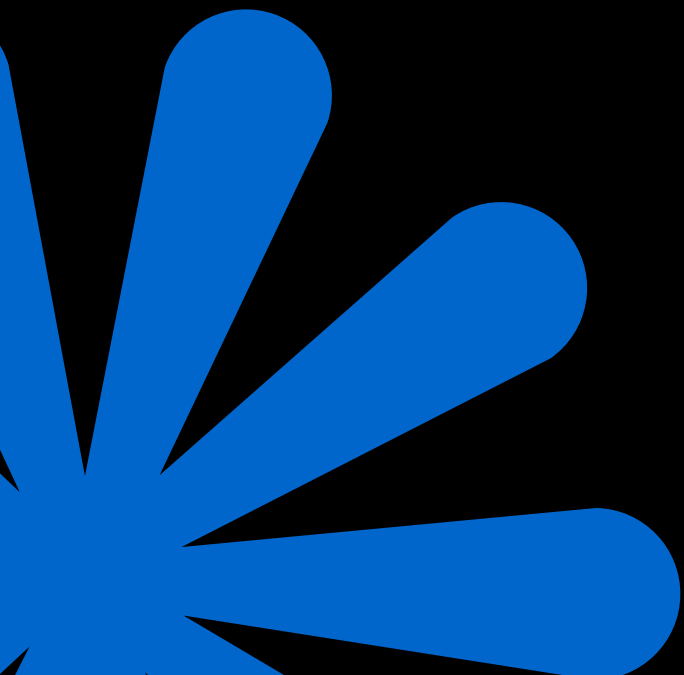
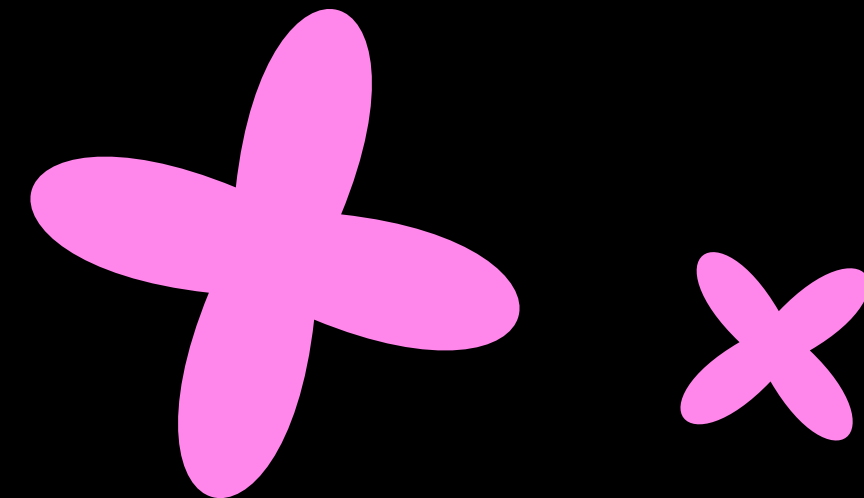
Brantu

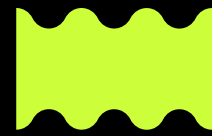
Type: Local E-commerce Aggregator

Positioning: Affordable fashion, featuring local and international brands

Target Audience: 18–35, style-conscious, mid-market shoppers

Platform Strength: E-commerce, digital ads, Instagram, and Facebook





ONLINE STORE

ABOUT US

PRODUCTS

REVIEW

CONTACT

COMPETITORS - SWOT



Strengths

- Strong visual identity with Egyptian urban culture
- High relatability via local models and brand shoots
- Limited drops model
- Stylized photoshoots and culture-infused storytelling

Weaknesses

- Slightly higher price point
- Less appealing to TikTok-driven fashion followers
- Less frequent drops
- Limited sizing and stock

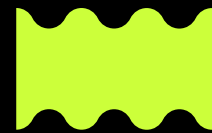
BRANTU™

Strengths

- Developed e-commerce with smooth UX
- Wide selection of brands
- Seasonal sales and discounting
- Local warehousing for faster delivery
- Trustworthy customer service

Weaknesses

- Lacks strong brand identity
- Not fully tuned to TikTok/Instagram fashion cycles
- No creator-led content
- No weekly trend-driven drops



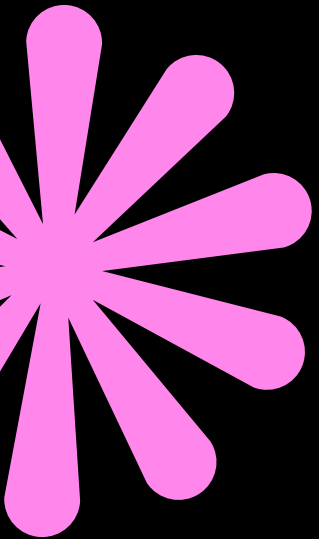
ONLINE STORE

ABOUT US

PRODUCTS

REVIEW

CONTACT



OBJECTIVES

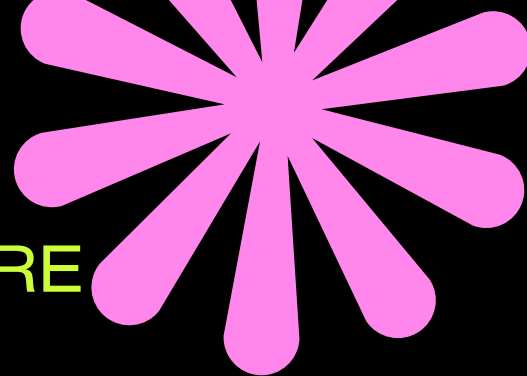
SHORT-TERM

- Launch a new fashion drop every week reflecting the latest social media trends.
- Increase engagement rate by 15% monthly through Reels, TikToks, and Stories.
- Achieve a customer repurchase rate of at least 25% within the first 6 months.
- Launch seasonal campaigns (**Summer, Winter, Ramadan, Back to School**) with exclusive styles and content.
- Create a monthly challenge or trend under the TAYAR brand (**#TAYARDrop** or **#YourStyleYourWay**).
- Reach 1,000 monthly orders by the end of the first 6 months





ONLINE STORE



[ABOUT US](#)

[PRODUCTS](#)

[REVIEW](#)

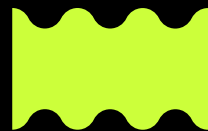
[CONTACT](#)

OBJECTIVES

LONG-TERM

- Reach 100K followers on Instagram and 50K on TikTok within the first year.
- Achieve 30% of total sales through Instagram and TikTok platforms.
- Collaborate with 12 local Gen Z influencers within the first year (**1 per month**).
- Establish the '**TAYAR Ambassadors**' program with 50 youth from universities and social media.
- Build a customer database of 10,000+ emails/phone numbers for email and SMS marketing.
- Establish **TAYAR** as the go-to brand for trendy, affordable outfits for every youth outing or event in Egypt





ONLINE STORE

ABOUT US

PRODUCTS

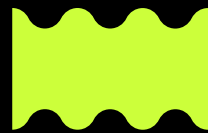
REVIEW

CONTACT



Category	Estimated Cost (EGP)	Details
Content Creation	7,000 – 10,000	Product photos (mobile/camera), reels editing, Canva designs
Paid Ads (Meta)	8,000 – 12,000	Awareness + conversion ads in Cairo, Giza, Alexandria, Delta
TikTok Ads	10,000 – 15,000	Boosted posts + Top View or In-Feed ads
Micro-Influencers	15,000 – 20,000	3–5 youth creators depending on reach/ content
Tools (Optional)	2,000 – 3,000	Canva Pro, Buffer (for scheduling)
Community Manager	3,000 – 7,000	Part-time support for replying to DMs and comments

SOCIAL MEDIA BUDGETING



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ABOUT US

PRODUCTS

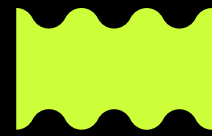
REVIEW

CONTACT

CONTENT CALENDAR

	TikTok	Instagram Feed	IG Stories
Mon	Trend challenge	Drop teaser	Poll: "Which look wins?"
Tue	BTS content	Inspo grid	Sneak peek
Wed	UGC repost	Mirror selfie	Tag-to-feature CTA
Thu	Trending audio reel	Drop countdown	Influencer clip
Fri	Launch reel	Product carousel	Countdown sticker
Sat	Styling tips	Customer haul	Flash promo
Sun	Recap video	Fashion quote	Vote: next drop?





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ABOUT US

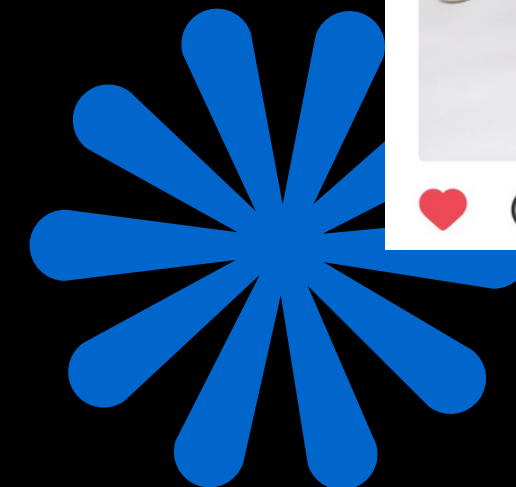
PRODUCTS

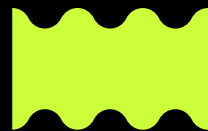
REVIEW

CONTACT

SOCIAL MEDIA TACTICS

- TikTok : Weekly trend Challenges
- Instagram : Fashion reels, outfit inspo, countdowns for drops
- Stories : Polls, Outfits votes, Sneak peeks
- UGC : Encourage customer outfit hauls with branded hashtags
- Influencers : “Unboxing”, Haul Videos
- Giveaways : “Tag a friend to win” collabs





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ABOUT US

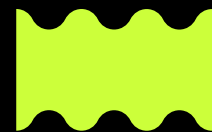
PRODUCTS

REVIEW

CONTACT

SOCIAL MEDIA POST





ONLINE STORE

ABOUT US

PRODUCTS

REVIEW

CONTACT

Hook

Why follow the trend... when you can lead it? 🙄🔥

Welcome to **TAYAR** — not just a fashion brand, we're the current.



SOCIAL MEDIA CAPTION

Call-to-Action (CTA)

👉 Follow us for weekly drops

🛍️ Shop now → @tayar.store

👯♀️ Tag your fashion gang – and join the movement

Hashtags

#TAYARdrop #GenZStyle

#FastFashionEgypt #StreetwearCairo

#NoCustomsJustStyle

#TAYARmovement #TikTokTrends

#EgyptianFashion #StayInTheCurrent





ONLINE STORE

ABOUT US

PRODUCTS

REVIEW

CONTACT



THANK YOU 

