

CREACT4MED Mapping: Best Practices

Application Number: BP_55

1. Basic info*	
Email Address	leenaramadan162@gmail.com
Title of the Best Practice	Hoopoo
Name of the Applicant	Leena Ramadan
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	https://www.hoopooeg.com/
Country	Egypt;
Subsector	Design (software, advertising, architecture, interior design, graphic design, industrial design, fashion);
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	7/1/2021
Target group of the BP	<p>Hoopoo is approaching sustainability through believing in hands rather than machines, creating job opportunities to workers in small to medium workshops and sustaining income to all the craft people in need. We empower women through job opportunities and hammering on their capabilities to create art and to be recognized.</p> <p>Hoopoo sourcing local fabrics and engaged with a limited number of fabric dealers situated within Cairo's fabric market known as "El Ghourya. Hoopoo was able to create its own network of sustainable production , for the past two years, we have collaborated with our partners of vendors & workers and we became a family that is getting bigger day after day, we believe in the power of human connectivity to work in harmony for balanced & healthy work environment.</p> <p>We've been raising awareness about a lot of causes and important topics through our platform, we believe that if we have a platform where we can reach to audience, might as well to tackle important topics and that was highlighted in our content and captions, each line we do is inspired by a certain topic that we build the whole content and visual on it</p>
1. Best Practice Characteristics	
Problem Statement	<p>Access to Finance and Funding, access to finance and funding is crucial for green entrepreneurs. However, securing investment or loans specifically for sustainable fashion ventures can be challenging. Many traditional financial institutions may not fully understand or appreciate the potential of sustainable fashion, making it difficult for green entrepreneurs to access the necessary capital</p> <p>Access to Sustainable Materials: Sourcing sustainable materials can be a significant challenge for green entrepreneurs in the textile sector. Finding suppliers and manufacturers that offer eco-friendly fabrics, dyes, and other components can be difficult, especially if they are not readily available in the local market. Limited access to sustainable materials can hinder the production of truly sustainable textile products.</p> <p>Cost and Pricing: Producing sustainable textiles often comes with higher costs compared to conventional production methods. Green entrepreneurs</p>

	<p>may face challenges in managing the higher costs associated with sustainable sourcing, manufacturing, and certifications. This can make it difficult to price their products competitively and attract price-sensitive consumers</p>																																																
<p>Mission Statement & Value proposition</p>	<p>Hoopoo is an online slow fashion startup that sets itself apart by offering a distinctive combination of comfort, boho chic designs and captivating prints. Hoopoo embraces a mindful approach in production focusing on timeless pieces that prioritize quality and sustainability over fleeting trends, contributing to a more conscious and sustainable fashion industry. This unique value proposition gives Hoopoo a competitive edge in a crowded fashion market, attracting conscious customers who are looking for something different and extraordinary.</p> <p>Stories are our thing. Part of who we are, is the stories behind the talented hands carefully crafting each design to be the unique piece that will be part of your journey. The artists bringing designs to life are strong determined free women, making a living from what they believe in, fashion.</p> <p>Hoopoo is a culture-infused brand, inspired by local and international fashion trends customized for a comfortable yet different fashion experience</p> <p>All pieces must check quality, comfort and a vivid sense of identity crafted by local hands and infused by culture.</p>																																																
<p>Results and growth</p>	<p>Hoopoo generates revenues by selling online its tailor-made designed garments. Typically, the company has two new collections every year (summer- winter) featuring around 8-9 designs. A distinguishing aspect, the company's sales strategy is that its designs are available for purchase either as coordinated sets or as individual pieces which gives flexibility to target audience accommodating various preferences and requirements.</p> <p>Worth to mention that company; sales do not solely rely on current seasons designs collection, but it offers highly demanded designs from previous seasons collections. This strategy expands the company's product range offering a diversified products which is essential for any fashion company to grow its sales.</p> <p>Selling online approach adopted by Hoopoo conforms to its strategic approach of being a sustainable fashion startup as it generally helps to reduce waste and operate with small environmental footprint. Furthermore, it helps the company on different horizons for example outreaching global customers and expanding abroad with minimum costs</p> <p>Conversion rate : (1.9)% which is on average it is 2.5%-3.5%</p> <p>Returning customer rate: 6.6 %-9.6%</p> <p>As the company has dedicated monthly budget for online meta marketing campaigns that started with nearly EGP 3K grew to reached EGP 17K in August, as illustrated in the below table. The following table also demonstrates how every EGP 1 spent on marketing ads is reflected on increase in sales</p> <table border="1" data-bbox="534 1630 1316 1883"> <thead> <tr> <th>Month</th> <th>Jan</th> <th>Feb</th> <th>March</th> <th>April</th> <th>May</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td>June</td> <td>July</td> <td>August</td> <td></td> </tr> <tr> <td>Ads</td> <td></td> <td>3,078</td> <td>10,000</td> <td>17,312</td> <td>9,090</td> </tr> <tr> <td></td> <td>11,872</td> <td>17,445</td> <td></td> <td>6,777</td> <td>16,670</td> </tr> <tr> <td>Revenue</td> <td>31,310</td> <td>33,455</td> <td>69,845</td> <td>43,445</td> <td>71,750</td> </tr> <tr> <td></td> <td>72,730</td> <td></td> <td>96,395</td> <td></td> <td>58,290</td> </tr> <tr> <td>ROI</td> <td></td> <td>10.17</td> <td>3.35</td> <td>4.03</td> <td>4.78</td> </tr> <tr> <td></td> <td></td> <td>5.78</td> <td>4.91</td> <td>4.17</td> <td>10.59</td> </tr> </tbody> </table>	Month	Jan	Feb	March	April	May			June	July	August		Ads		3,078	10,000	17,312	9,090		11,872	17,445		6,777	16,670	Revenue	31,310	33,455	69,845	43,445	71,750		72,730		96,395		58,290	ROI		10.17	3.35	4.03	4.78			5.78	4.91	4.17	10.59
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<p>Strategy to be financially sustainable</p>	<p>Pricing strategy</p>																																																

	<p>Hoopoo adopts a hybrid pricing strategy which is basically cost plus coupled with market-oriented strategy. Pricing each product is calculated based on analyzing costs which mainly includes:</p> <ul style="list-style-type: none"> • Fabrics 43%-45%, • Digital printing 21%-25% • Manufacturing 31% • Packaging and others 3 % • Profit margin that ranges from 30%-40%. <p>Furthermore, the company uses the market-oriented strategy to analyze competitors' prices within similar market segment and sets relative prices accordingly. By applying this hybrid pricing strategy, the company stays competitive and aligning with customers' expectations, and reflect the uniqueness and the value of the products. Also, Hoopoo applies bundle pricing for matched sets to encourage customers to buy more items at discounted prices. This is more of marketing techniques to push sales up.</p> <p>Using a hybrid pricing strategies is advisable for companies in the startup phase. However, by looking at cost structure the profit margin rates for Hoopoo need to be surged to ensure that the company is covering its costs and covers for its growth and sustainability at same time reflect the uniqueness and value of products it offers among its competitors.</p> <p>Product Assortment</p> <p>Currently, Hoopoo is featuring around nearly 23 designs ranging between old and new summer collection. Most of the collection targets women from age 18-45 and small collection for men. It is important to highlight that the company is progressively expanding its collection over successive seasons due to sustained demand for many of its designs, which continues for more than one season.</p> <p>Hoopoo's value proposition focuses on uniqueness and personalization. Hence a limited collection is a strategic choice that can set Hoopoo's brand apart among competitors and resonate with customers seeking individuality and exclusivity in their fashion choices. By offering a curated and limited selection of products, Hoopoo can create a sense of rarity and uniqueness that appeals to its target audience.</p> <p>This strategy aligns with the concept of "less is more," where quality and individuality are prioritized over quantity. It allows the brand to pay close attention to the design, craftsmanship, and personalization of each item, ensuring that they meet the highest standards.</p> <p>Limited collections can also create a sense of anticipation and desirability among customers, encouraging them to make purchases when new items are released. It's a strategy that works well for certain fashion brands, particularly those that want to cultivate a strong brand identity and a loyal customer base.</p> <p>Hoopoo's emphasis on uniqueness and personalization within a limited collection can be a key selling point and a defining feature of the brand, attracting customers who value these qualities in their fashion choice</p>
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<p>Economic significance</p>	<p>Operations & Supply Chain:</p> <p>Local fabrics: Fabrics constitute the primary components of Hoopoo products, accounting for over 95% of the total raw materials utilized. The company's raw material supply for various fabric types like cotton, silk, polyester, and linen mainly relies on the local market. In Egypt, the fabric market exhibits significant fragmentation, featuring numerous competitors who provide similar offerings without clear differentiators beyond pricing. During its inception, the company engaged with a limited number of fabric dealers situated within Cairo's fabric market known as "El Ghourya." One notable challenge faced by the company was the potential discontinuation of specific fabrics with unique prints, which posed a threat to its capacity to reproduce identical pieces even in the face of continued demand. To counteract this risk, the company took the initiative to develop its own digital printing capabilities and opted to procure primarily plain fabrics. At present, the company's main reliance rests on a single source situated within proximity. This source not only offers more favorable pricing but also provides value-added services for the essential task of printing required designs with competitive pricing.</p> <p>Suppliers' facility: -The company deals with local suppliers on cash basis. And should have minimum quantities (60-70 meters) per item (fabric) to get preferential prices which poses pressure on the company's cash uses.</p> <p>Production Process: Hoopoo's production process is divided to main steps: Digital printing After choosing the suitable fabrics for designs and prints. Hoopoo undergoes the digital printing of the fabrics in printshop pertaining to the fabrics shop. The cost the of digital printing is calculated by meter and depends on the number of the colors used. Hoopoo changing to digital print on its fabrics is a positive step on the road of the sustainability as digital printing is considered compared a more sustainable practice to traditional printing methods in certain aspects; reduction in water usage, lower energy consumption, reduced chemical usage and Less textile waste. It's crucial for manufacturers to adopt environmentally friendly practices and consider the entire lifecycle of the printed products to maximize sustainability benefits.</p> <p>Production workshop The production pieces are fully outsourced through local workshops located in Cairo close to office and warehouse to save the transportation overheads. The company deals with workshop by piece and eligible to bulk discounts depending on the number tailored- made pieces. The company produces around 750-900 piece every six months. Bulk discounts are on On a different note, Hoopoo 's policy in choosing its dealing workshops aligns with the company's commitment to sustainability. Notably, over 90% of the workforce comprises women, a strategic choice that resonates with the company's overarching vision of fostering inclusivity and empowering women.</p>
<p>Replicability and upscaling</p>	<p>Replicability Potential and Metrics: Hoopoo's sustainable practices have demonstrated significant replicability potential. Our online-based business model, effective online marketing</p>

strategy, and collaborations with specialized platforms are designed for scalability. We believe that our success can be replicated in other regions with the right targeted advertisements, efficient shipment tools, and a focus on building brand awareness.

Practices:

1. Effective Online Marketing:

- Information about the Practice and its Benefits: Hoopoo utilizes targeted advertising on popular social media platforms, such as Facebook and Instagram, to reach a diverse audience. This practice ensures visibility and engagement with potential customers, contributing to brand awareness and sales growth.
- Applied Practice: Hoopoo invests in monthly online meta-marketing campaigns, with a dedicated budget that has increased from EGP 3K to EGP 17K. These campaigns showcase designs and effectively translate into revenue growth.
- Metrics:
 - Sales Growth: Hoopoo has experienced consistent growth, with revenues increasing by (100%) over the past two years.
 - Conversion Rate: Despite the competitive market, the average conversion rate stands at 1.9%, demonstrating the effectiveness of the marketing strategy.

2. Collaboration with Specialized Platforms:

- Information about the Practice and its Benefits: Exploring partnerships with platforms like Etsy and Botit enables Hoopoo to tap into new markets, expanding its customer base and increasing brand visibility.
- Applied Practice: Hoopoo actively explores collaborations with specialized online platforms, aiming to diversify its market presence and cater to different consumer segments.
- Metrics:
 - International Reach: Website sessions from countries like the United States, Germany, Lebanon, and Saudi Arabia indicate global interest in Hoopoo's products, showcasing the success of international collaborations.

3. Product Diversity:

- Information about the Practice and its Benefits: Offering both coordinated sets and individual pieces allows flexibility to cater to various preferences and requirements. The company's sales strategy, accommodating various preferences, has contributed to consistent revenue growth, with a notable increase in sales after each marketing campaign.
- Applied Practice: Hoopoo strategically designs collections that are available for purchase either as coordinated sets or individual pieces. This flexibility caters to a diverse customer base with varying preferences.

	<ul style="list-style-type: none"> • Metrics: <ul style="list-style-type: none"> • Sales Growth: The sales strategy, accommodating various preferences, has contributed to 80-90% increase in revenues after each marketing campaign. • Customer Retention: The returning customer rate ranging between 6.6% to 9.6% indicates customer satisfaction and loyalty.
Employment generation	
Inclusiveness	<p>Job Creation and Artisan Empowerment: Hoopoo has been a catalyst to create jobs in its forward and backward links, namely Artisan in the workshop and production, 3PL and transportation, Models, and content creators for the Hoopoo platform.</p> <p>1. Varied Roles</p> <ul style="list-style-type: none"> • Information about the Practice and its Benefits: Since inception Hoopoo is committed to maintain a core team responsible to carry out essential tasks crucial to the startups. In addition to this it has forged various links relying on third parties to complete its value chain. This approach not only solidifies Hoopoo 's operations but also serves to stimulate economic growth by generating diverse job opportunities throughout its extended value chain. • Applied Practice: Hoopoo core team composes of main designer, operation office, accounting, and digital marketing. On a different level it hired (3PL) three party logistic company to optimize and streamline its logistics operation efficiently. Furthermore, Hoopoo has established a partnership with a production workshop, prioritizing skill development for women artisans. This collaboration not only empowers these artisans but also ensures the delivery of high-quality pieces to Hoopoo's discerning clients. <p>Hoopoo has a strategic approach to create a unique visual identity for its designs to be feature on its on-line store. To achieve this, the company gives opportunities to young, talented local models who bring a genuine look and feel to each piece. This collaboration supports and highlights diverse talent within local economy opening new job opportunities for them.</p> <ul style="list-style-type: none"> • Metrics: <ul style="list-style-type: none"> • Job Creation: Over the past two years, Hoopoo has created fifteen plus job opportunities in diversified sectors mentioned above contributing to economic opportunities and skill development. <p>2. Inclusivity & Collaboration with Workshops:</p> <ul style="list-style-type: none"> • Information about the Practice and its Benefits: Hoopoo strategically partners with local women led workshops in Cairo. This is to part of company's dedication to contribute to the growth and development of local communities and ensure inclusivity in its working environment.

	<ul style="list-style-type: none"> • Applied Practice: Over the past two years Hoopoo has partnered with nearly three workshops who have basically the same criteria; owned by and employs low-income women, in addition to being located in Cairo suburbs. Hoopoo's commitment to skill development among woman artisans has resulted in the production of high-quality finished products. This, in turn, has generated increased demand from other clients, leading to increased production capacities, and expanded capabilities and new hires. • Metrics: <ul style="list-style-type: none"> • Workforce Composition: More than 90% of Hoopoo's workforce comprises women, showcasing the success of the inclusivity practice. • Workshop Growth: Hoopoo 's current workshop has expanded over the past year and increased number of women artisan by 50%. • Workforce Empowerment: <ul style="list-style-type: none"> • Information about the Practice and its Benefits: Collaboration with workshops aligns with our commitment to inclusivity. Actively seeking workshops led by women fosters a sense of community and empowerment. • Applied Practice: Hoopoo strategically chooses workshops led by women, ensuring that the collaboration goes beyond economic opportunities to create a supportive and empowering community. • Metrics: <ul style="list-style-type: none"> • Women-Led Workshops: A significant percentage of Hoopoo's collaboration is with women-led workshops, emphasizing the commitment to empowering women. • Refugee Empowerment: <ul style="list-style-type: none"> • Information about the Practice and its Benefits: Collaboration with workshops owned by Syrian refugees contributes to the empowerment of displaced communities, infusing authenticity and passion into Hoopoo's collection. • Applied Practice: Hoopoo actively collaborates with workshops owned by Syrian refugees, providing economic opportunities and bringing unique perspectives to its collection. • Metrics:
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	<ul style="list-style-type: none"> Impact on Refugee Communities: The collaboration has provided economic opportunities and infused authenticity and passion into Hoopoo's collection, positively impacting refugee communities. <p>These initiatives not only contribute to the economic empowerment of women artisans but also create a positive and transformative impact on their lives and communities. Hoopoo's commitment to job creation and empowering women artisans is evident through these sustainable practices.</p>
Social impact	<p>Social Impact:</p> <ul style="list-style-type: none"> Awareness and Causes: <ul style="list-style-type: none"> Information about the Practice and its Benefits: Through our platform, Hoopoo actively raises awareness about various causes. Each product line is inspired by specific topics, and a percentage of our profits is allocated to NGOs in Egypt. Applied Practice: Hoopoo integrates awareness campaigns into its platform, with each product line reflecting specific social causes. A portion of profits is consistently directed towards supporting NGOs in Egypt. Metrics: <ul style="list-style-type: none"> Impact Metrics: A percentage of profits is allocated to NGOs in Egypt, reflecting Hoopoo's commitment to supporting social causes. Workforce Development: <ul style="list-style-type: none"> Information about the Practice and its Benefits: We provide training and expanded roles to our workforce, enhancing personal growth and contributing to our rapid growth. Applied Practice: Hoopoo invests in workforce development by providing training opportunities and expanding roles, ensuring personal growth for employees and contributing to the company's overall success. Metrics: <ul style="list-style-type: none"> Workforce Development: The training and expanded roles contribute to personal growth, measured through enhanced skills and contributions to rapid company growth.
Innovation	<p>Innovative Digital Printing Process:</p> <p>1. Environmentally Friendly Printing:</p> <ul style="list-style-type: none"> Information about the Practice and its Benefits: The shift to digital printing reduces water usage, lowers energy consumption, minimizes chemical usage, and decreases textile waste. Applied Practice: Hoopoo has adopted a digital printing process that prioritizes environmental sustainability by significantly reducing water usage, lowering energy consumption, minimizing chemical usage, and decreasing textile waste compared to traditional printing methods. Metrics:

	<ul style="list-style-type: none"> • Water Usage Reduction: Quantification of reduced water consumption in the printing process. • Energy Consumption Reduction: Measurement of the decrease in energy consumption during the printing process. • Chemical Usage Reduction: Quantification of the minimized use of chemicals in the printing process. • Textile Waste Reduction: Measurement of the decrease in textile waste, showcasing the success of sustainable printing practices. <p>2. Lifecycle Consideration:</p> <ul style="list-style-type: none"> • Information about the Practice and its Benefits: Hoopoo recognizes the importance of considering the entire lifecycle of printed products for maximum sustainability benefits. • Applied Practice: The company integrates a lifecycle consideration approach into its printing process, ensuring that sustainability measures are applied throughout the product's entire life cycle. • Metrics: <ul style="list-style-type: none"> • Sustainable Lifecycle Practices: Quantification of the steps taken to ensure a sustainable product lifecycle, resonating with environmentally conscious consumers. <p>3. Cost Efficiency and Sustainability:</p> <ul style="list-style-type: none"> • Information about the Practice and its Benefits: While being environmentally conscious, digital printing has proven cost-efficient for Hoopoo, contributing to financial sustainability. • Applied Practice: Hoopoo strategically adopts digital printing, not only for its environmental benefits but also for the cost efficiency and production continuity for Hoopoo's designs. The overall printing process, supporting the company's financial sustainability goals. • Metrics: <ul style="list-style-type: none"> • Cost Savings: Measurement of the financial savings achieved through the adoption of digital printing. • Financial Sustainability: Demonstration of how the digital printing process contributes to the overall financial sustainability of the company. As many designs were discontinued although it is still demanded because of the unavailability of material in the market. With digital printing, Hoopoo became in control of its production continuity and able to cater more its clients' demands.
Environmental sustainability	<p>Environmental Sustainability:</p> <ul style="list-style-type: none"> • Resource Efficiency: <ul style="list-style-type: none"> • Information about the Practice and its Benefits: Hoopoo as a brand emphasizes resource efficiency, with a

	<p>minimal team managing all tasks and sustainable practices throughout our supply chain.</p> <ul style="list-style-type: none"> • Applied Practice: Hoopoo operates with a minimal team, focusing on resource efficiency in managing tasks and implementing sustainable practices across the entire supply chain. • Metrics: <ul style="list-style-type: none"> • Operational Efficiency: The use of a minimal team reflects operational efficiency, ensuring tasks are managed with minimal resource consumption. • Energy Efficiency: <ul style="list-style-type: none"> • Information about the Practice and its Benefits: Initiatives such as energy audits, use of energy-efficient systems, and the transition to LED bulbs demonstrate our commitment to reducing our environmental footprint. • Applied Practice: Hoopoo actively addresses climate change through energy efficiency measures, including regular energy audits, the utilization of energy-efficient systems, and the transition to LED bulbs. • Metrics: <ul style="list-style-type: none"> • Energy Consumption Reduction: By reducing operating costs and minimizing energy consumption, Hoopoo actively works towards a more environmentally responsible future. <p>Additional Environmental Sustainability Practices:</p> <p>1. Waste Reduction:</p> <ul style="list-style-type: none"> • Details: Hoopoo places a strong emphasis on minimal waste in its operations, adhering to a philosophy of resource efficiency. • Impact Metrics: The quantification of reduced waste in operations, showcasing the success of waste reduction practices. <p>2. Sustainable Packaging:</p> <ul style="list-style-type: none"> • Details: Hoopoo uses eco-friendly packaging materials to reduce the environmental impact of its products. • Impact Metrics: The percentage reduction in the environmental impact of packaging materials, contributing to overall sustainability efforts. <p>These efforts collectively align with Hoopoo's brand values and contribute to both social impact and environmental responsibility, showcasing the company's commitment to a sustainable and responsible business model. As a small-sized brand taking initial steps towards environmental sustainability, we have focused on reducing energy-related CO2 emissions. We have implemented lighting efficiency measures, such as optimizing the on/off time for lights, installing additional light switches for better control in different zones, and eliminating unnecessary layers of lighting. Additionally, we have lowered the height level of lighting fixtures and utilized natural daylight through the installation of skylights.</p> <p>In consideration of climate change and energy efficiency, we have begun implementing measures to reduce operating costs. These include conducting an energy audit to identify areas of high electricity usage, installing and utilizing energy-efficient systems, computers, screens, and machinery, and regularly maintaining these systems. We also regulate room temperatures within a specific range and switch off lights and unused</p>
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	<p>equipment during non-operational hours. Furthermore, we have transitioned to more energy-efficient lighting options, such as LED bulbs. By integrating these resource-efficient practices into our business operations, we are actively working towards reducing our environmental footprint and minimizing energy consumption. We recognize the importance of addressing climate change and are committed to implementing sustainable measures that align with our brand's values and contribute to a more environmentally responsible future</p>
<p>3. Challenges and lessons learned</p>	
<p>Challenges</p>	<p>As an entrepreneur, there are several challenges we encounter in the fashion industry. These difficulties often involve trial and error, but they also provide valuable lessons that allow us to refine our business model at each stage of our journey. Here are some of the challenges we have faced: Identifying and sourcing workshops that can deliver high-quality results with limited resources. We have worked closely with small workshops, supporting them as they grow and eventually reach a medium scale. Additionally, we have collaborated with workshops owned by Syrian refugees, contributing to their empowerment.</p> <p>Dealing with the depreciation of the Egyptian pound against foreign currencies. This has led to increased costs for materials, manufacturing, and marketing. We have had to navigate these financial fluctuations while maintaining profitability.</p> <p>Ensuring consistent customer service quality despite limitations in our current workforce. Building trust with our customers has been a priority, and we have worked diligently to meet their expectations even with a limited number of employees</p>
<p>Lessons learned</p>	<p>The main takeaways and lessons learned for future implementation of best practices are as follows:</p> <p>Collaboration with small production workshops: Working with multiple workshops simultaneously allows for limited production runs while ensuring high quality. This approach aligns with the slow fashion model that the startup has adopted, emphasizing sustainability.</p> <p>Online marketing strategy formulation: has successfully defined its target audience and devised an effective online marketing strategy. It has utilized paid ad campaigns on popular social media platforms such as Facebook and Instagram. Two approaches have been employed: dynamic campaigns to showcase the entire product range and catalogue campaigns to highlight the best-selling items.</p> <p>Customer retention through retargeting: Hoopoo has implemented retargeting ad campaigns to engage with existing customers who have already made purchases. This approach helps to maintain customer loyalty and encourage repeat business.</p> <p>Exploring partnerships with specialized online platforms: Recognizing the potential for increased outreach and access to diverse target audiences, Hoopoo has started exploring partnerships with other specialized online platforms. This includes platforms like Etsy and Botit, both within Egypt and abroad. This strategic expansion allows the company to tap into new geographical markets and expand its customer base.</p> <p>Collaborations with offline stores: In addition to its online presence, Hoopoo has formed partnerships with offline stores</p>

	such as Makai in Gouna and Pop-Up, a high-end store in Cairo. This offline presence provides additional avenues for customers to discover and purchase Hoopoo's products.
4. Demographic Information	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	Between 16 and 35 years old