

HIBA'S CHOICE

*BRAND PRESENTATION:*

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[WWW.RHIBASCHOICE.COM](http://WWW.RHIBASCHOICE.COM)



Imagine an international brand of ***bags, totes, everyday essentials, goodies and comfort items***, made in Morocco, using sustainable and high-quality materials!



But that's not all! Our mission is to promote Moroccan culture and bring joy to our customers !

# Problematique

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- **Absence of a moroccan brand that designs tote bags that are appropriate to the moroccan culture** (most of the tote bags in the market are imported from abroad (china , turkey ..) , **Lack of Personalization and emotional connection** in the *moroccan* market : Many consumers seek unique and personalized products that truly reflect their heritage, individual style, and 'speak to them'
- **Lack of the culture of reusable bags in Morocco**  
**Overconsumption of Unsustainable Materials:** The market is flooded with cheap, disposable fashion accessories that exacerbate environmental pollution(plastic, unsastanabe bags etc..). and **Limited Access to Ethically Crafted Artisanal Products:** Consumers who are concerned about sustainability and ethics face difficulties in finding products that meet their strict standards for responsible manufacturing.

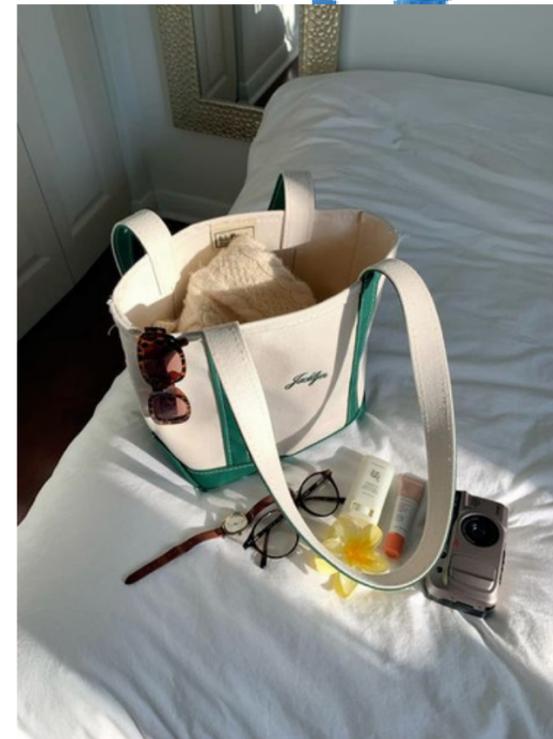
# *OUR VISION*



**International Brand:** To establish ourselves as a globally recognized brand, known for our exceptional quality and innovative designs in bags, totes, everyday essentials, goodies, and comfort items.



**Celebrate Moroccan Identity:** To honor and celebrate Moroccan culture and craftsmanship, integrating traditional elements into our products and sharing the rich heritage of Morocco with the world.



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CHOICE**



# OUR VISION

→ **Social Entrepreneurship & Solidarity Economy:**

To operate with a strong commitment to social entrepreneurship, promoting fair trade, ethical practices, and contributing to the solidarity economy by empowering local artisans and communities.

→ **Spread Joy and Positivity:**

To spread joy, positivity, and "la joie de vivre" through our products, enhancing the lives of our customers by bringing a touch of happiness and Moroccan charm into their everyday experiences





Hiba's Choice is a brand that celebrates Moroccan craftsmanship and sustainable fashion. By blending traditional techniques with modern design, we create unique and personalized accessories such as handbags and caps. Each piece is handcrafted by local artisans using high-quality, eco-friendly materials.

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# TARGET MARKET

1. **Eco-conscious Consumers:** Individuals who prioritize sustainability and are willing to pay a premium for environmentally friendly products. They seek options that reduce their carbon footprint and support ethical practices.
1. **Fashion-forward Individuals:** Consumers who appreciate unique and personalized products that stand out from the crowd. They are looking for trendy, innovative pieces that add a touch of originality to their personal style.
1. **Cultural Enthusiasts:** People who value traditional craftsmanship and want to support local artisans. They appreciate authenticity, artisanal quality, and the stories behind each product, seeking to enrich their daily lives with culturally meaningful items.



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# REVENU

The totebag market :

-Current Market Size: The global tote bags market was valued at **\$5.22** billion in 2023 and is projected to grow to **\$5.54** billion in 2024,

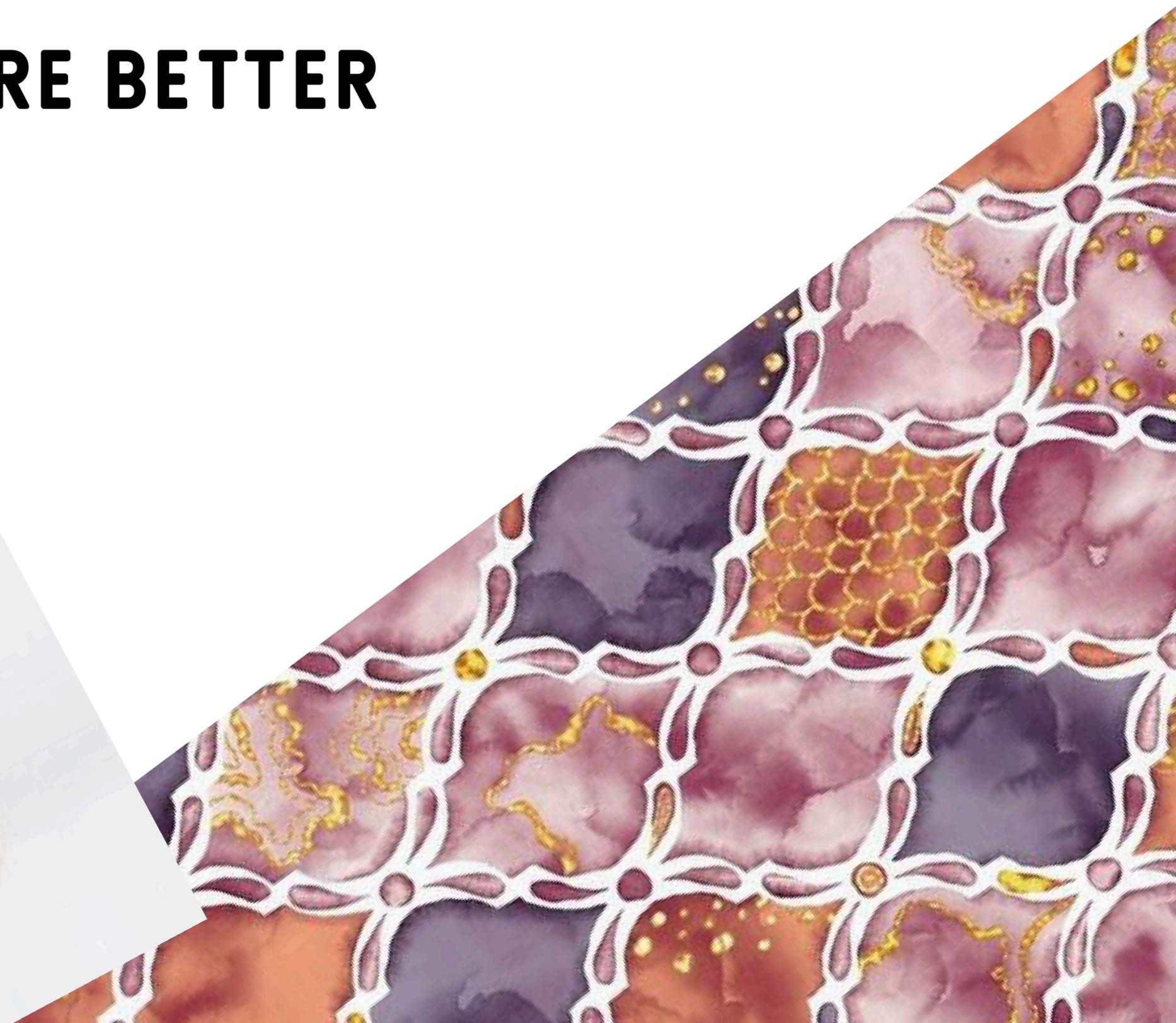
-Future Projections: By 2028, the market is expected to reach approximately **\$7.08 billion**

-Has market share of **41%** in the handbag market



**THERE 'RE COMPETITORS... BUT HERE IS**

**WHY** **WE 'RE BETTER**



# UNIQUE SELLING PROPOSITION (USP):



**Cultural  
authenticity**



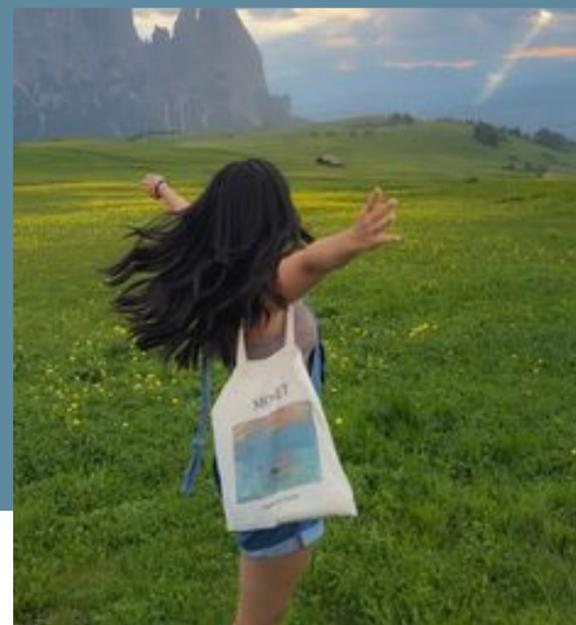
**Personnalisat  
ion**



***Ethical  
producti  
on***



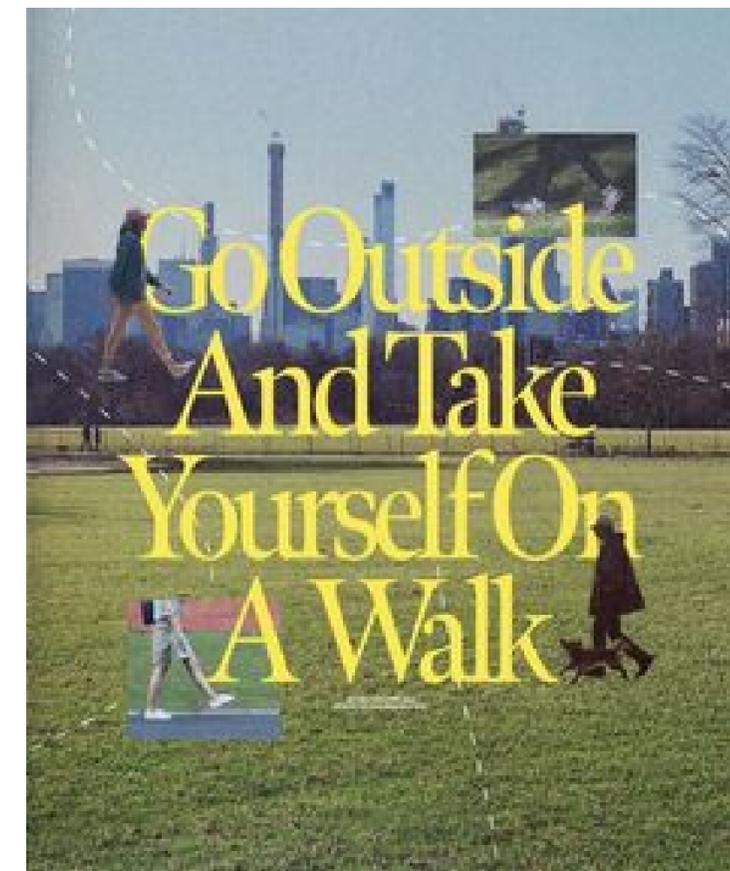
**Durability  
and quality**

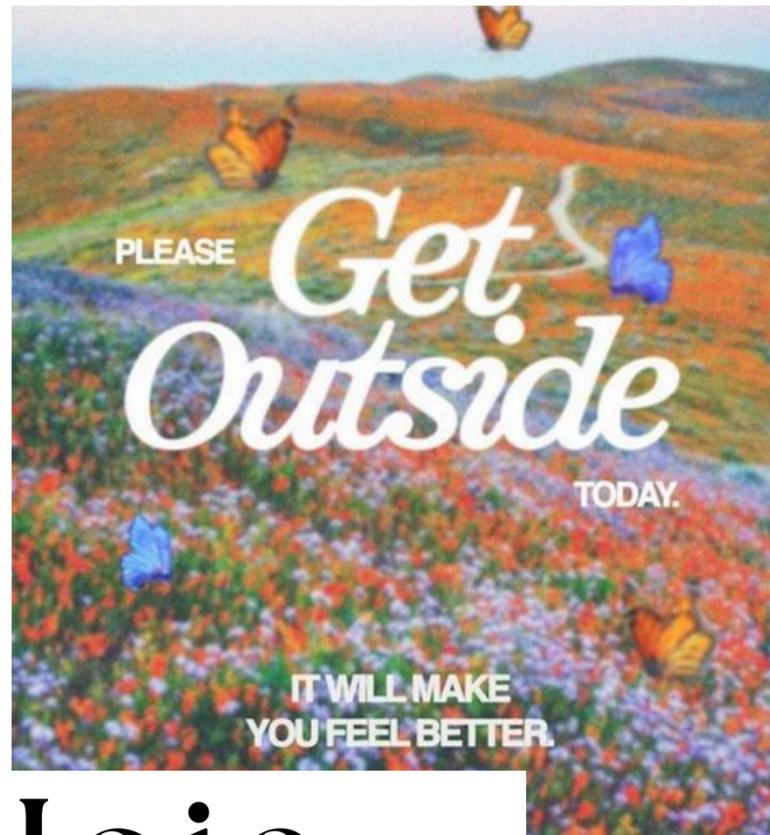


***“La Joie de  
vivre”***



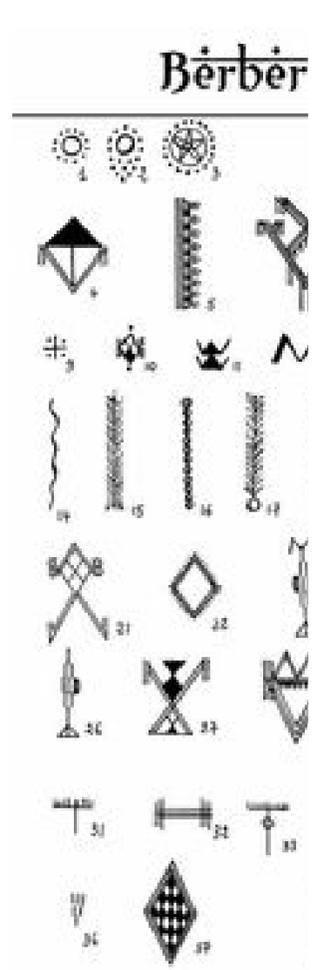
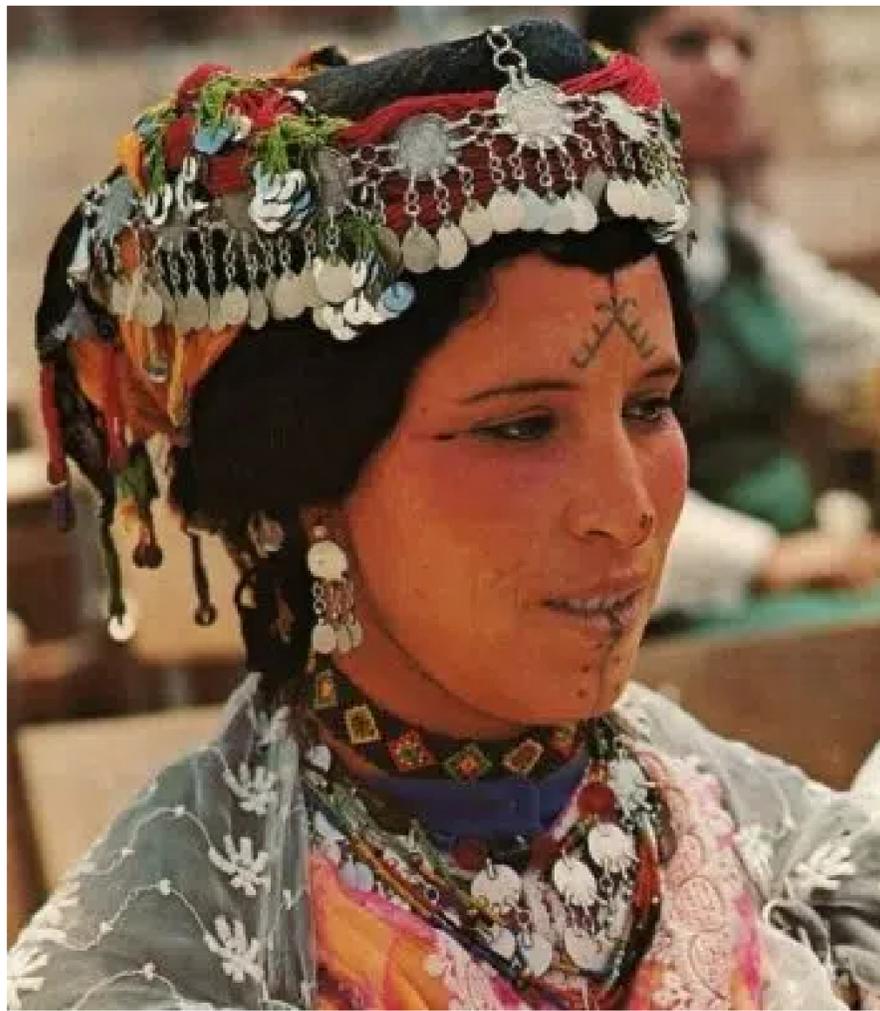
moovin



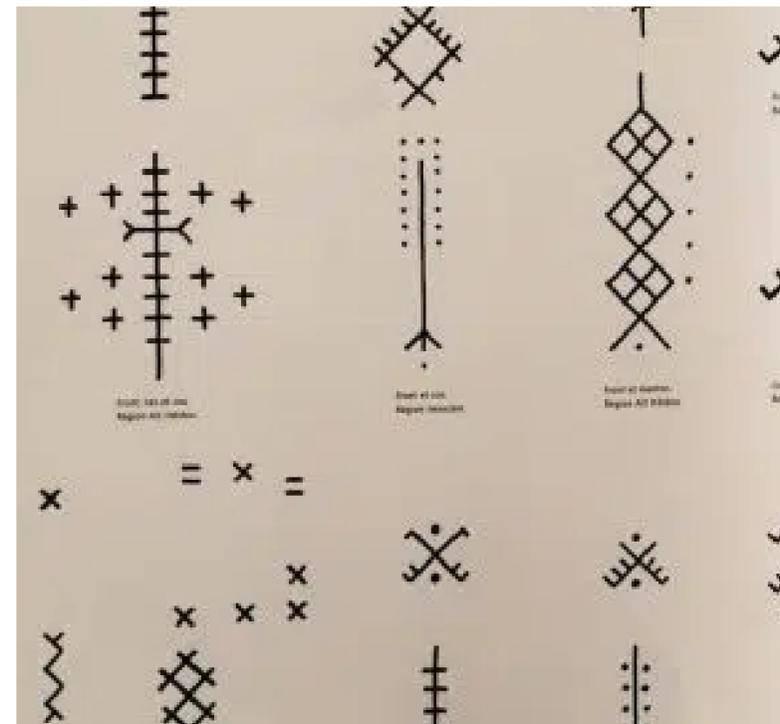


# Joie





# Anir





# moovin

Embracing the ethos of health, physical well-being, mobility, strength, and flexibility, this tote encourages you to embrace an active lifestyle with gusto.

Whether you're hitting the gym, going for a run, or attending a yoga class, the "Sporty Rich Moovin" ensemble empowers you to feel confident, energized, and ready to conquer any challenge that comes your way.



# joie

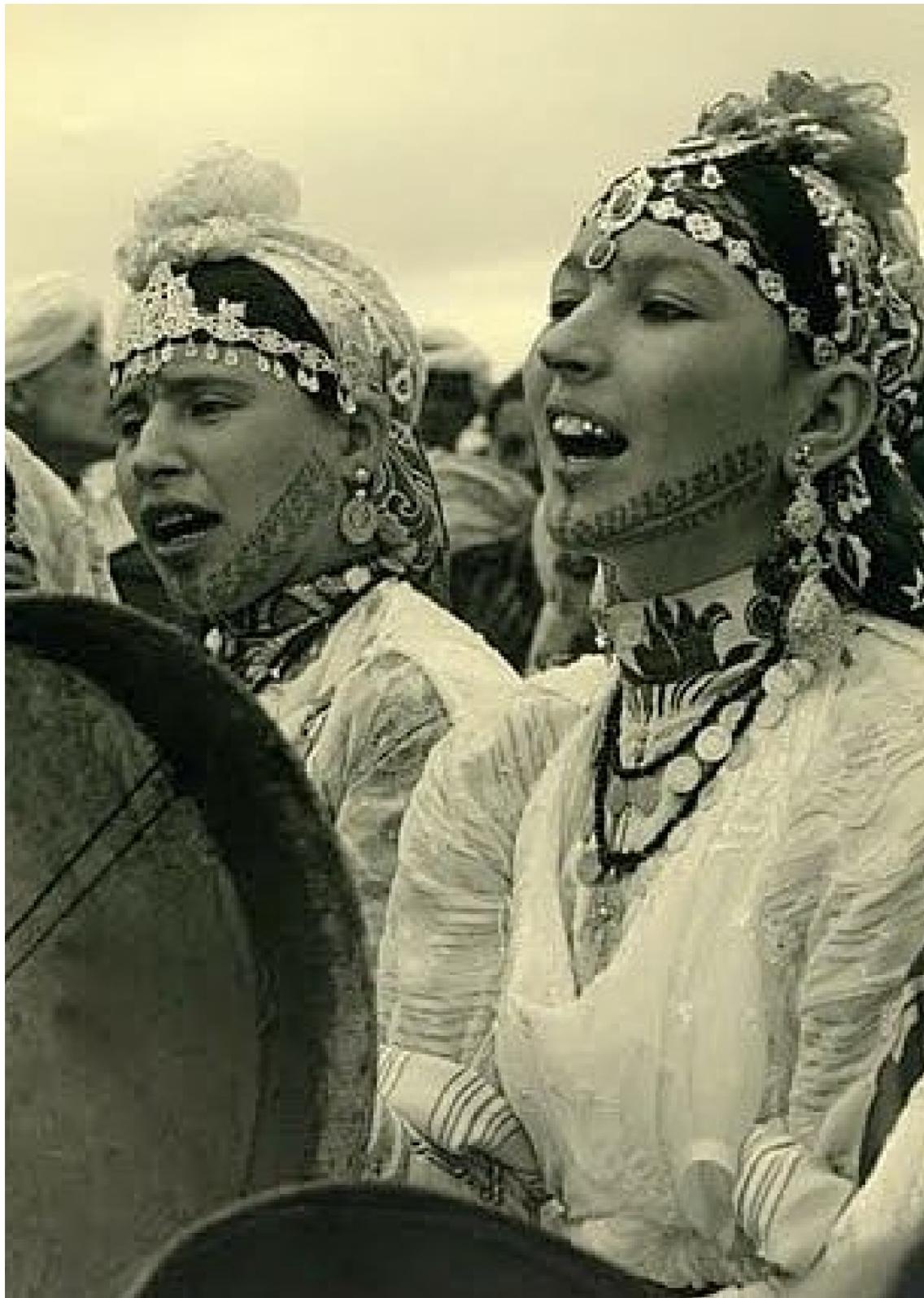
Embrace *the art of slow living* with the Joie Collection by Hiba's Choice.

This vibrant and soulful collection is designed to help you savor the little moments that bring **joy to everyday life**. With a focus on comfort and a celebration of color, each piece in the Joie Collection embodies a spirit of **tranquility** and **happiness**.

Our handcrafted accessories, made from sustainable fabrics, reflect the essence of **mindful living**.

each item is a reminder to appreciate the beauty in every moment and to live life *with a heart full of joy*.

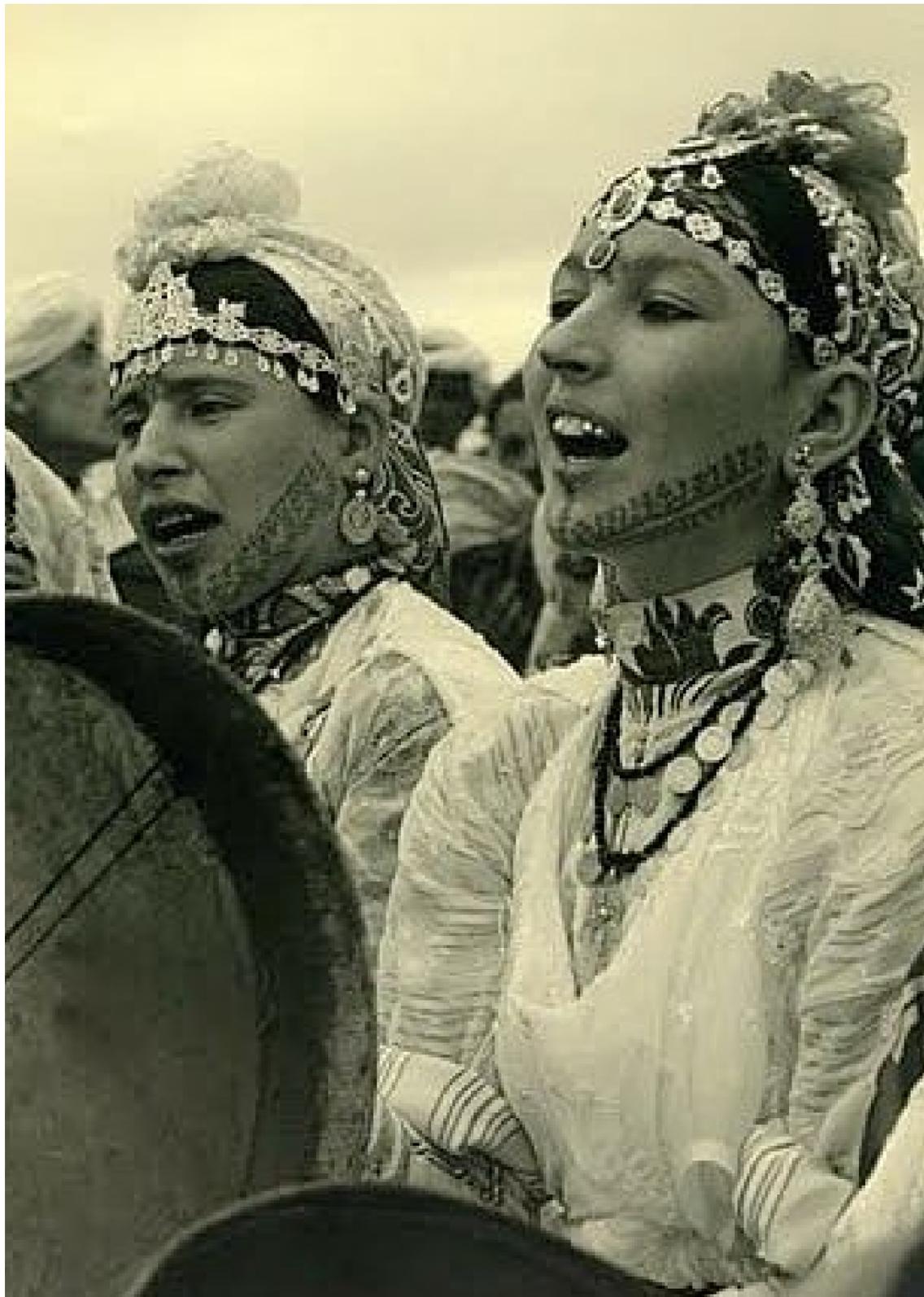




# Anir

Anir pays tribute to the beauty and rich culture of Béni Mellal-Khénifra, our homeland. Every pattern and color tells a story, capturing the energy and vitality of this mountainous region. Our products are more than just accessories—they are expressions of our deep connection to this land and its people.





# Anir

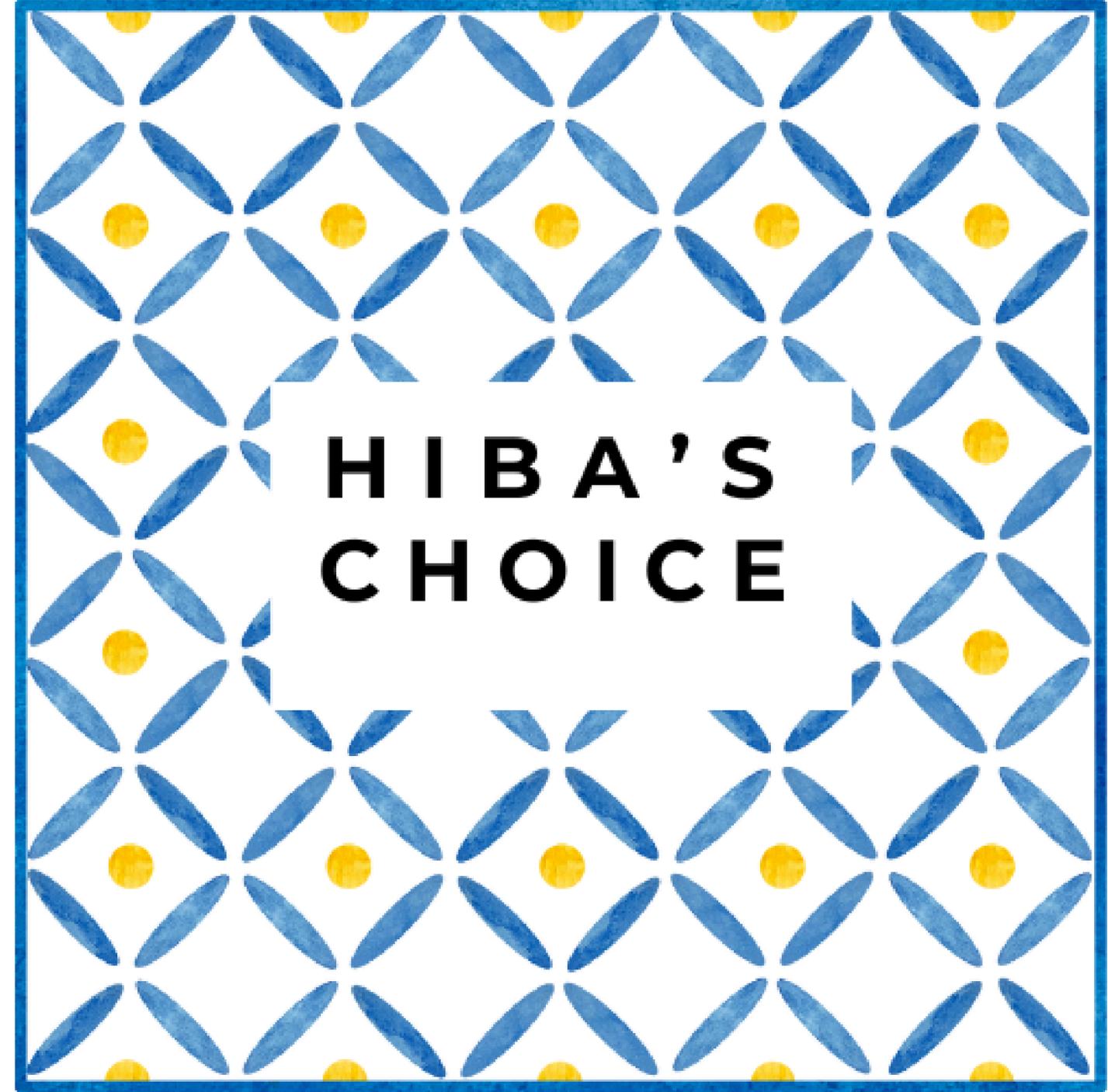
Anir rend hommage à la beauté et à la richesse culturelle de Béni Mellal-Khénifra, notre terre natale. Chaque motif, chaque couleur raconte une histoire, capturant l'énergie et la vitalité de cette région montagneuse. Nos produits ne sont pas simplement des accessoires, ce sont des témoignages de notre attachement à cette terre et à ses habitants.



# Conclusion

*In other words, Hiba's Choice is:*

- ✨ *A bridge between tradition and modernity*
- 🌱 *A commitment to sustainability*
- 🎨 *A celebration of individuality*
- ✅ *A promise of quality*
- 🤝 *Support for local communities*
- 😊 *A source of joy and happiness*



# Conclusion

En d'autres termes, Hiba's Choice, c'est:

*Un pont entre tradition et modernité*

*Un engagement envers la durabilité*

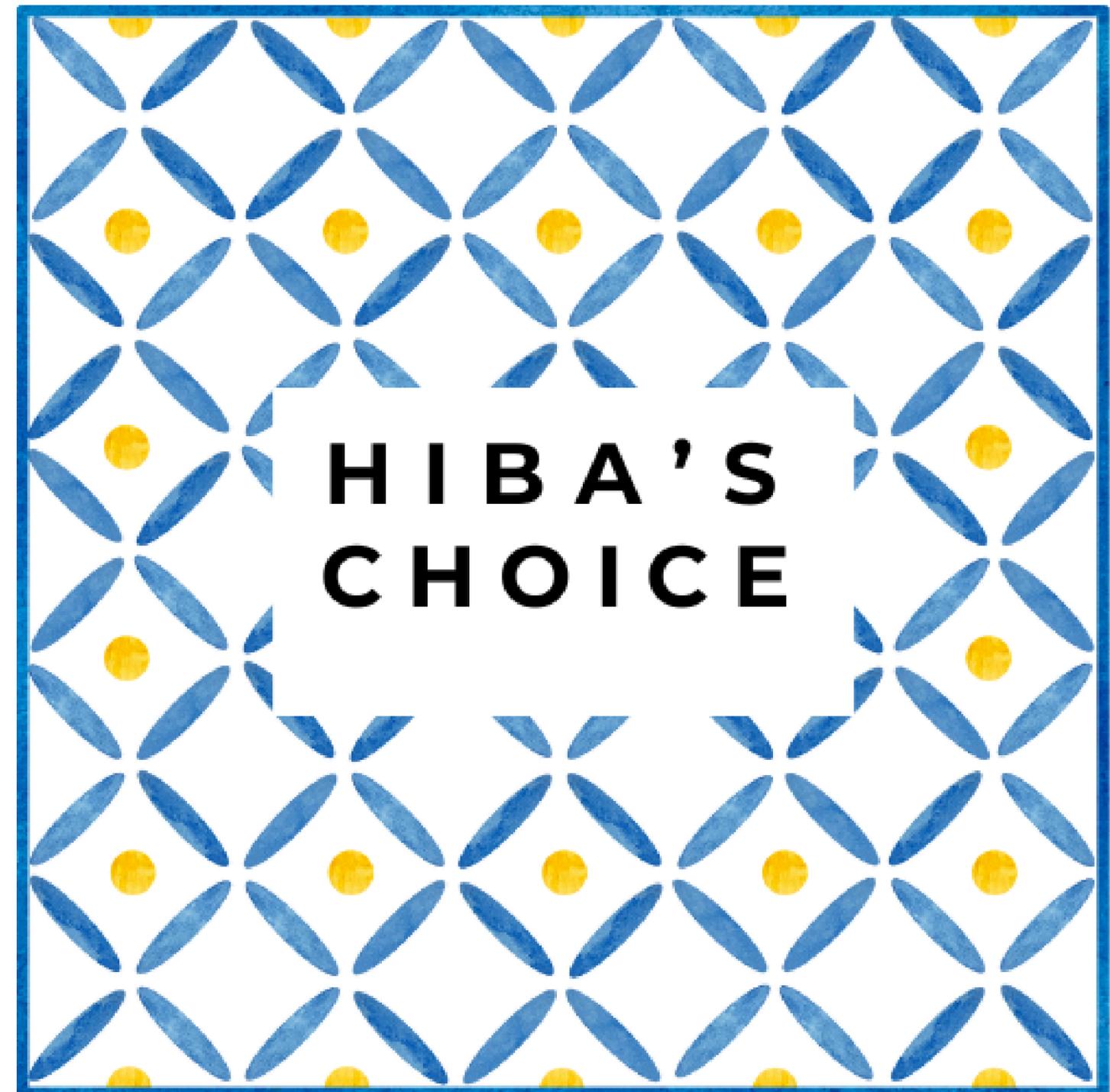
*Une célébration de l'individualité*

*Une promesse de qualité*

*Un soutien aux communautés*

*locales*

*Une source de joie et de bonheur*



# Conclusion

*THE NOTES from the meeting :*  
*faut bosser sur le cote de brevet et*  
*marque avant daller sur dautres*  
*aspects , va voir les demarches*  
*administratives , et tout , parceque*  
*cest facile a copier ,*  
*et apres 3ad procede ou fait*  
*parallelement les autres aspects ,*  
*si tu veux lexport faut travailler sur ca*  
*en premier ,*  
*hope it goes well ,*

