

CASE STUDY

Fit & Med

Owning the Full E-Commerce Cycle — From Factory Floor to Front Door

Manufacturing sourcing • Nationwide fulfillment • In-house customer operations • Performance marketing

A self-run dropshipping brand — end to end, single operator.

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The Opportunity

Spotting an under-served posture-health niche and taking it to market alone

The Product

A clavicle-style back-and-shoulder support belt — worn under clothing — designed to pull the shoulders back and help the spine sit straighter. Marketed as a posture-correction and back-pain-relief accessory.

The Insight

Posture problems from desk work and phone use were a rising, under-marketed pain point in the Egyptian market. No brand owned this specific angle yet.

The Test

Before scaling, I personally tested the product for fit, comfort, and real effect — then negotiated directly with a local factory to manufacture it in bulk under my own brand, Fit & Med.



Actual Fit & Med ad creative, 2022

What I Owned

One operator, four functions — the entire business ran through me

01

Manufacturing

Sourced and negotiated directly with a local factory. Managed bulk production runs and unit cost as sales scaled — average landed unit cost held near 20 EGP.

02

Fulfillment & Logistics

Coordinated nationwide Cash-on-Delivery shipping with courier partners, covering governorates across Egypt from Cairo to Upper Egypt and the coasts.

03

Customer Operations

Built and ran an in-house support team on 16-hour shifts. A dedicated agent called every customer to confirm the order before it was ever handed to the shipping company.

04

Content & Media Buying

Directed the creative, wrote the ad copy, and ran paid media myself — the same ad format later became the standard the competition copied.

A Trust Bet That Paid Off

Breaking the unwritten rule of Egypt's COD dropshipping market

THE MARKET NORM

In Egypt's COD dropshipping market, once a customer receives the product, the selling page typically stops responding — the relationship ends at delivery, whether the customer is happy or not.

WHAT FIT & MED DID

If a customer wasn't happy with the belt, we refunded them in full — including the shipping fee they'd paid — and let them keep the product. No courier pickup required.

Why it was a smart business call — not just generosity

Sending a dedicated courier just to collect one low-cost belt cost more than the belt itself — a full refund without pickup was the cheaper, faster outcome.

The result

Returns stayed low despite the no-questions-asked policy — the generosity became a trust signal that drove word-of-mouth, and it never once hurt the bottom line.

The Creative That Broke Through

Organic engagement got so strong that competitors began running the exact same ad format



Nov 2, 2022

267 reactions • 495 comments

8 shares

[View original post ↗](#)



Sep 29, 2022

923 reactions • 1.4K comments

35 shares

[View original post ↗](#)

Market impact

The ad's hook and visual style performed so well organically that it was copied by competing sellers — the format became the de facto standard for this product category in the local market.

Performance Marketing Snapshot

Preserved Meta Ads Manager exports from the original campaign

774,571

Impressions

2,954

Messaging conversations

4.07 EGP

Avg. cost / conversation

3.72%

Peak CTR

Ad	Impressions	CPM (cost per 1,000...)	Result	Cost per result	Clicks (all)	CPC (All)	CTR (all)	Messaging Conversations Started	Cost per messaging conversation	real engagement	cost per real engagement	Amount spent
cop...	314,968	18.42	1,390	4.17	12,257	0.47	3.89%	1,390	4.17	960	6.04	5,800.22
الأكب 1	58,849	10.19	232	2.59	2,407	0.25	4.09%	232	2.59	202	2.97	599.86
الأكب 1	30,351	10.46	185	1.72	1,654	0.19	5.45%	185	1.72	135	2.35	317.37
اقن 1	66,999	11.00	174	4.23	1,238	0.60	1.85%	174	4.23	92	8.01	736.86
cop...	34,184	17.30	160	3.70	1,363	0.43	3.99%	160	3.70	97	6.10	591.35
اين 1	10,546	20.08	61	3.47	332	0.64	3.15%	61	3.47	28	7.56	211.77
اين 1	13,139	19.53	59	4.35	455	0.56	3.46%	59	4.35	38	6.75	256.54
Results from ...	529,037	16.09	2,261	3.77	19,706	0.43	3.72%	2,261	3.77	1,552	5.49	8,513.97
	Total	Per 1,000 Imp...	Messaging...	Per Messa...	Total	Per Click	Per Imp...	Total	Per Action			Total Spent

Ad-set A — 8,513.97 EGP spent, 3.77 EGP per messaging conversation

Ad	Impressions	CPM (cost per 1,000...)	Result	Cost per result	Clicks (all)	CPC (All)	CTR (all)	Messaging Conversations Started	Cost per messaging conversation	real engagement	cost per real engagement	Amount spent
دربة 1	186,877	14.08	492	5.35	5,294	0.50	2.83%	492	5.35	400	6.58	2,630.95
اقن 2	28,942	12.54	98	3.70	515	0.70	1.78%	98	3.70	44	8.25	362.87
اين 2	11,215	24.12	62	4.36	411	0.66	3.66%	62	4.36	29	9.33	270.53
اين 2	2,400	22.05	15	3.53	71	0.75	2.96%	15	3.53	4	13.23	52.92
اين 2	4,110	17.79	14	5.22	75	0.97	1.82%	14	5.22	5	14.62	73.12
اين 1	11,988	9.57	12	9.56	141	0.81	1.18%	12	9.56	5	22.94	114.70
Results from ...	245,534	14.28	693	5.06	6,507	0.54	2.65%	693	5.06	487	7.20	3,505.09
	Total	Per 1,000 Imp...	Messaging...	Per Messa...	Total	Per Click	Per Imp...	Total	Per Action			Total Spent

Ad-set B — 3,505.09 EGP spent, 5.06 EGP per messaging conversation

Note: these are two of several ad-sets preserved from the original account, kept as authentic samples — not the full-campaign spend. Direct access to the original ad account was lost after the brand closed.

The Results

Four months, one operator, a fully self-funded product line

156,410 EGP

Documented revenue
(Oct 2022 – Jan 2023)

1,016+

Confirmed orders
(older records still being retrieved)

~4 months

Active selling window

~87%

Gross margin before ad spend
& shipping (unit cost ~20 EGP)

Figures are drawn directly from recovered order sheets from the brand's original operations account — cross-checked order by order, with cancelled and returned orders excluded.

Why the real number is higher

A gap in the recovered files (Dec 10–14, 2022) and several months of sales prior to October are not yet reflected here. These figures are the conservative, fully-verified floor — not the ceiling.

The Decision to Stop

Walking away from a profitable product on principle

While Fit & Med was still selling well, a licensed orthopedic doctor publicly warned — in a widely viewed video — that back-and-shoulder support belts like this one should not be worn without medical supervision, and that unsupervised long-term use could weaken back muscles in otherwise healthy people.

The product was performing. The market wanted it. I stopped selling it anyway.

Once I understood the health risk, continuing to sell without that context wasn't a risk I was willing to put on customers — regardless of what it cost the business. Fit & Med was discontinued and the brand was closed.

What This Project Proved

This wasn't a media-buying exercise — it was running a business end to end

- **Supply-chain negotiation**
Sourced and scaled production directly with a factory — managing unit cost as order volume grew.
- **Operations leadership**
Built and managed a customer-service team working 16-hour shifts, with a verification call on every single order.
- **Full-funnel media buying**
Owned creative direction, copywriting, and paid media — with an ad strong enough that competitors copied it.
- **Judgment under pressure**
Chose to shut down a profitable, in-demand product the moment a credible health concern surfaced.

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Turn your ad budget from weak-return expenses into a profit-driving investment.

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