



Pitch Deck Presentation



Our Agenda



Customer outreach and
service delivery plans

06

Competitive advantage
in Zaan

07

Financial forecasts

08

work team

09

Timeline

10

Project Introduction

01

the problem

02

Solutions

03

Business Model

04

How we deliver solutions
and features that set us
apart

05



About Zaan platform

Zaan is a centralized platform that serves the beauty industry by addressing the various issues faced by salons, beauty product suppliers, employees, and training centers. The platform provides an ERP system for in-house salon management, an internal marketplace that links salon inventory within the ERP, and a training and recruitment platform for salon professionals.



All-in-one beauty business solution





Problem presentation

01

Salon owners:

- High cost of purchasing or developing a specialized system for managing beauty centers
- Difficulty in finding reliable suppliers of beauty products at competitive prices.
- Lack of training opportunities for salon employees Difficulty in finding qualified employees.
- Difficulty in reaching a wider audience
- Lack of specialized marketing tools for the beauty sector

02

Suppliers:

- Difficulty reaching a wider audience of customers.
- Lack of transparency and credibility in the market.
- Lack of training opportunities for beauty salon employees on how to use their new products.





Problem presentation

03

employees:

- Lack of training and professional development opportunities.
- Difficulty finding suitable jobs in suitable beauty centers.

04

Training centers:

- Lack of specialized training centers in the field of beauty.
- Difficulty for specialists/trainers to reach a wider audience of trainees.



How we provide solutions and features that distinguish us

Zaan aims to provide solutions to the beauty sector and be the main supply chain for all beneficiaries of the sector by providing the following services:

01 Providing digital solutions through the ZAN platform

An integrated smart system specialized in the administrative needs of beauty centers:

It helps salons manage their operations efficiently, including human resources management, inventory, purchasing, sales, marketing and selling services through the online platform.



02 Zaan Market Place

It provides suppliers with access to a wider audience of salons, and enhances transparency and credibility through ratings and reviews. It also facilitates beauty centers to quickly access the required products, compare products, complete purchases, and enter them into inventory automatically.

03 Recruitment platform

Zan acts as an intermediary to help its clients find qualified employees, and helps professionals find suitable jobs.

04 Zaan Academy Training Platform

It provides opportunities to learn new techniques and products, and allows all cosmetic companies and suppliers to display their products and provide training courses for the use of their own products with the provision of accredited certificates.



Business Model



Target Segments



Suppliers.
Beauty centers.
Beauty centers clients.
Specialists and people who want to develop their careers in the field.

Customer relationship



- Customer care and attention to their current and future requirements.
- Providing continuous support to our customers.
- Continuous guidance and direction.
- Disseminating knowledge and everything new in the field.

Channels



Company Headquarters
Website
App
Social Media
Email
Phone
Exhibitions & Events
Public Relations
Influencer Marketing

Core Values



Diversity of products and services offered
Competitive prices
Quality of products offered
Ease of use of the platform

Basic tasks



- Providing an integrated management system for the beauty and spa centers sector.
- E-Commerce
- Providing technical support services
- Electronic reservation processes for beauty center customers.
- Electronic marketing services for beauty centers.
- Providing job opportunities in salons.
- Providing specialized training in the field.

Basic Resources



Application.
Website.
Company headquarters.
Human resources.
Infrastructure.

Partners



- Employees.
- Suppliers.
- Salons.
- Company experts and consultants.
- Influencers.
- Media.
- Girls' Technical College.
- Specialized trainers in the field.

Sources of income

Subscriptions, percentage of online payments, percentage of store purchases
Percentage of training course purchases
Commission for purchasing SMS packages and WhatsApp messages.
Purchase of marketing packages for online booking on the platform.
Purchase of recruitment advertisements.



Cost structure

Start-up costs: Website - Tools - Application creation - Licenses. **Operating costs:** Salaries and insurance - Software purchase - Marketing and advertising - Application maintenance - Service fees - Taxes.





Customer outreach and service delivery plans

Beauty and spa centers

Digital Marketing

- Targeted online advertising campaigns on platforms popular among beauty professionals will highlight Zaan's features and benefits.

Loyalty Program

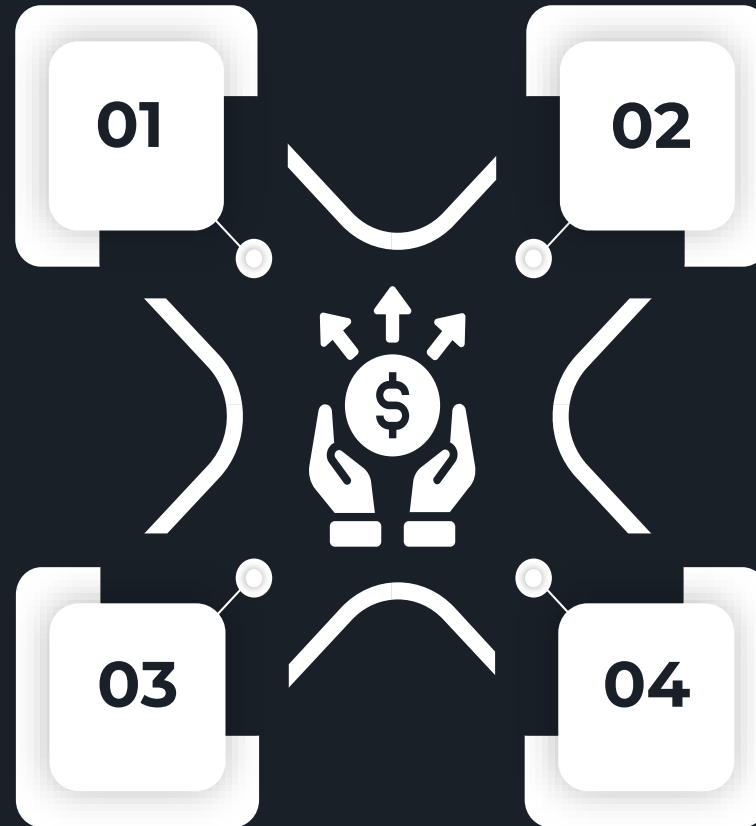
- Loyalty Program: A loyalty program will reward frequent users with points redeemable for services or products, boosting customer retention and encouraging repeat business.

Direct Sales

- A dedicated sales team will directly communicate with beauty salon owners and managers, presenting the benefits of Zaan's ERP system and market.

Referral Program

- The "Tree Program" will encourage existing salon users to refer their peers, expanding Zaan's reach through word-of-mouth marketing.





Customer outreach and service delivery plans

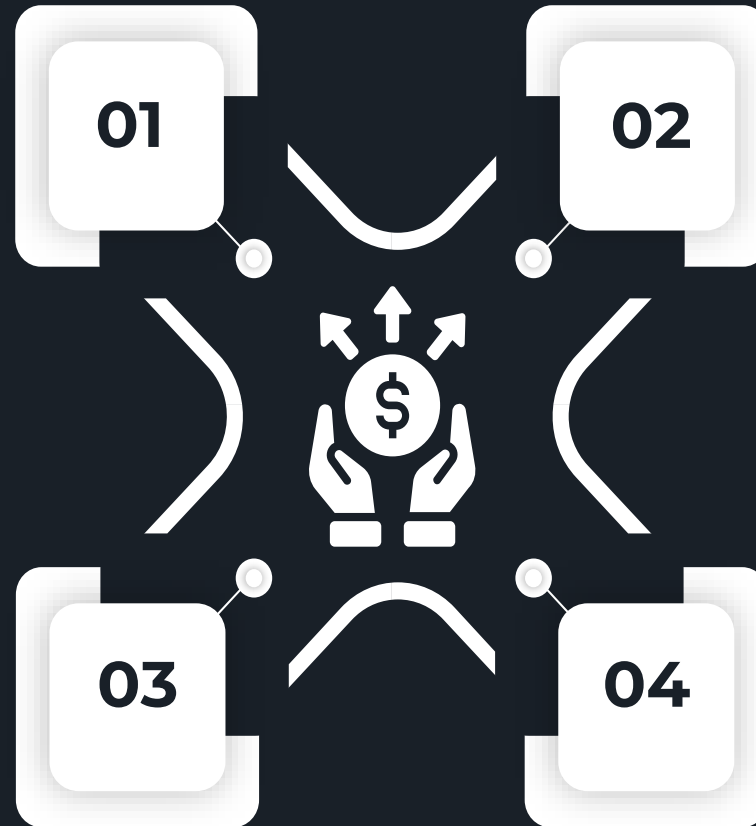
Cosmetics companies and suppliers

Digital Marketing

- Advertising campaigns will highlight Zaan's features and benefits. Online on popular platforms, they will target suppliers and brands specializing in selling various beauty products.

Training and Education

- Zaan will partner with suppliers to develop training materials and courses for beauty professionals, ensuring they are equipped with the necessary equipment to use new products and technologies effectively.



Partnerships and Communication

- Zaan will actively seek partnerships with established suppliers and brands, providing them with a platform to reach a wider audience of salons and beauty centers spread across the Kingdom of Saudi Arabia.

Marketing and Promotion

- Zaan will prominently display suppliers' products in the marketplace, using targeted promotions and advertising to drive sales.



Competitive advantage in Zaan

By combining these strategies, Zaan aims to establish itself as the preferred platform for the beauty industry in Saudi Arabia, providing a comprehensive solution that addresses the pain points of both salons and suppliers. This approach will drive customer acquisition and retention, and sustain the platform's sustainable growth.

Specialization



Zaan platform is distinguished by being a platform specialized in providing its services to the beauty sector only without being distracted by other sectors. All its efforts and services are focused on meeting the needs of this vital and growing sector.

These features make Zaan platform the preferred choice for beauty center owners, suppliers and specialists in the field of beauty. Specialization in services is what makes targeted customers rely on Zaan to meet all their needs and provide the necessary support to achieve success in this competitive sector.

Comprehensiveness, integration and smoothness



Zaan offers a comprehensive end-to-end supply chain solution for all beauty industry needs, from business management to marketing, training and recruitment. With all Zaan services seamlessly integrated, providing an outstanding user experience and facilitating business management in a professional and efficient manner.

Highest level technical support



Zaan's customer service team provides the necessary support to customers at any time and around the clock, from business development guidance and assistance in reaching administrative development solutions that help customers overcome obstacles through the solutions provided by the Zaan platform.

Price and payment methods



- Competitive subscription prices with the possibility of purchasing a permanent membership to the Zaan system.
- Zaan's internal market offers a wide range of products and services at competitive prices, eliminating the need to deal with multiple suppliers.
- Secure and low-commission payment methods



Financial forecasts

Zaan expects to achieve rapid revenue growth in the coming years, driven by the increase in the number of subscribers to the platform and the increase in transaction volume in the internal market.



Note: These forecasts are based on a comprehensive feasibility study of the Saudi beauty market, taking into account the expected growth factors in this sector. We are confident that ZAAN will achieve and even exceed these ambitious financial forecasts, by its specialized team and innovative services.

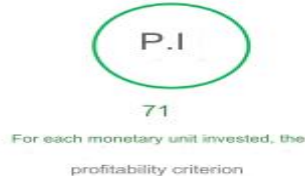
Expected revenues by the end of 2027:
73,993,918 SR

Main revenue sources:
Continued growth in the number of subscribers and transaction volume
Launching new services

Expected revenues by the end of 2026:
64,335,279 SR

Main revenue sources:
Increasing the number of subscribers to the platform
Increasing the volume of transactions in the domestic market
Expanding the scope of services provided

Expected revenues by the end of 2025:
45,918,786 SR
Main revenue sources:
Subscriptions
Percentage of online payments
Percentage of store purchases
Percentage of training course purchases
Commission for purchasing SMS packages and WhatsApp messages.
Purchasing marketing packages for online booking on the platform.
Purchasing recruitment ads.

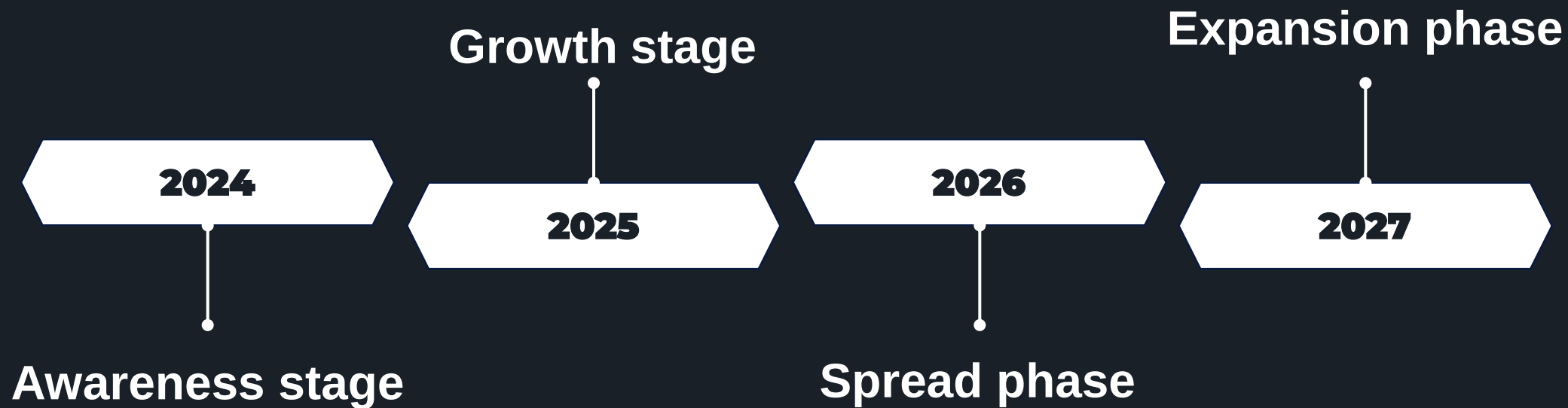


Public financial indicators





Main Timeline Stages

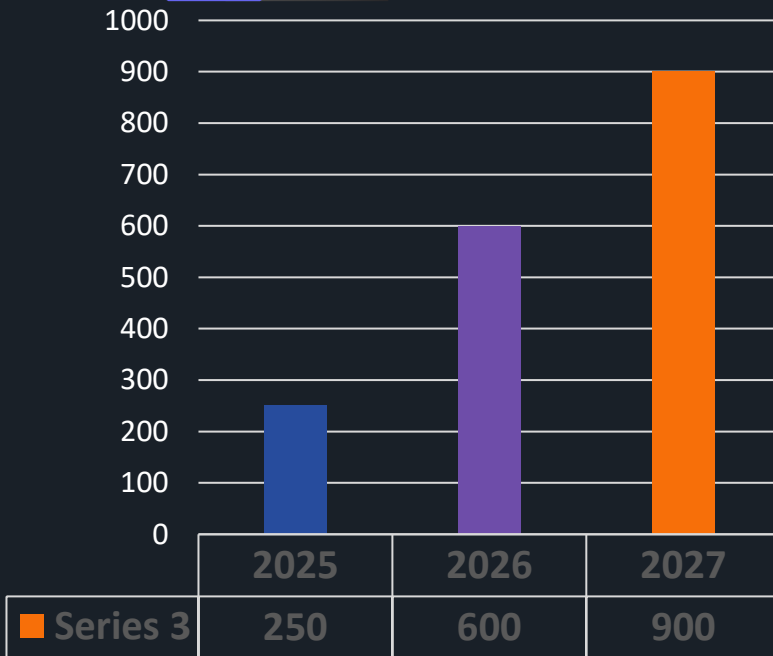




Timeline For Achieving Financial Expectations



Zaan expects to achieve rapid revenue growth in the coming years, driven by the increase in the number of subscribers to the platform and the increase in transaction volume in the internal market.



Total expected number of customers joining the platform during the years of operation in the study

Phase 3: Leadership and Innovation (Year 3)

Q1:

Establish Zaan as a leading company in the beauty sector, with a broad customer base and strong brand loyalty.

Q2:

Focus on innovation and developing new services and products that meet changing market needs.

Q3:

Expand into regional and international markets, and achieve sustainable growth in revenues and profits.

Q4:

Strengthen Zaan's position as a global technology leader in the beauty sector, and continue to innovate and provide high-quality services.

Phase 2: Growth and Expansion (Year 2)

Q1:

Significantly increase the number of subscribers to the platform, with a focus on targeting key cities in the Kingdom.

Q2:

Launching new services and expanding the internal market to meet the diverse needs of the beauty sector.

Q3:

Enhancing marketing and branding efforts to establish Zaan as a market leader.

Q4:

Beginning to achieve profitability and expanding operations to include new cities and regions.

Phase 1: Awareness and Trust Building (Year 1)

Q1:

Launching intensive digital and field marketing campaigns to increase awareness of the "Zaan" brand and highlight its unique benefits.

Q2:

Focus on building trust with salon owners and suppliers by offering free demos, holding introductory seminars and workshops.

Q3:

Starting to acquire and register the first clients on the platform, with a focus on providing excellent technical support to ensure their satisfaction.

Q4:

Expanding the scope of marketing to reach a wider audience, and developing strategic partnerships with influential entities in the beauty sector.

Timelines



Timelines



Where are we now?

In the awareness stage and looking to increase sales



To where?

To be one of the largest companies in the field by 2026



What do we want?

Maximize profitability
Increase the number of customers



how ?

Strategic and operational plan



Amount required for investment

Worth: 931,984 riyals

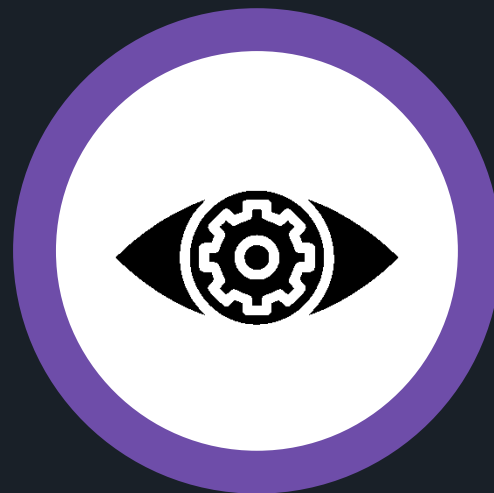
It will be spent on the following:

- Platform development.
- Operating expenses
- Marketing



Our Vision

To be the preferred and trusted partner in the beauty sector in the Kingdom, while seeking to expand the scope of the company's work by adding new services and to have one of the largest market shares in the field.

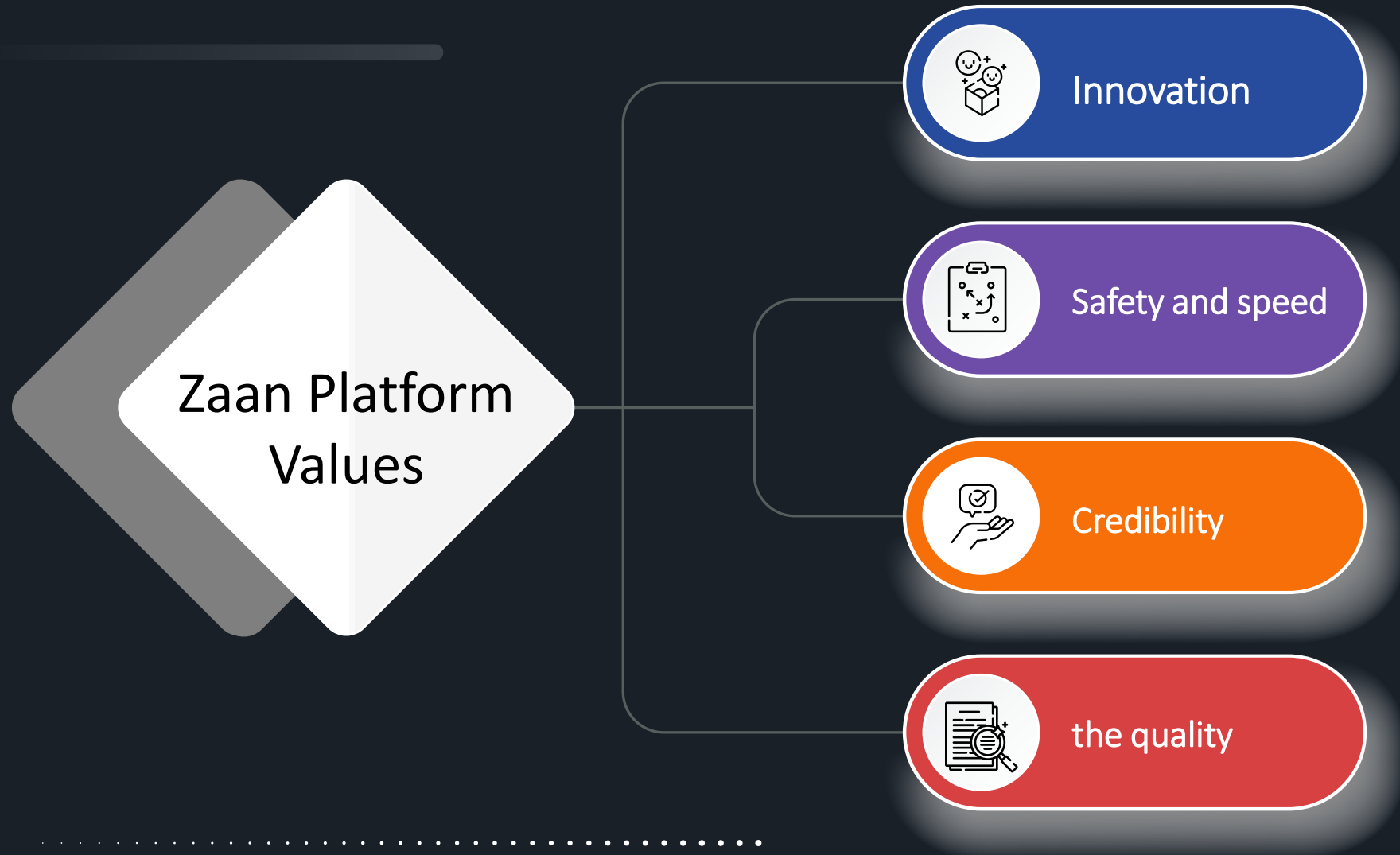


Our Mission

Facilitating access for individuals and merchants to beauty sector services by developing our electronic platform to display services with high quality and competitive price, while providing products, services and technical support at the highest level.



Zaan Platform Values





Miss Abrar Abu Harb

(General Manager & Co-Founder)

Bachelor of Information Technology - Web Development

Master of Entrepreneurship and Creativity

Responsibilities: Follow up and establish the technical team to design, develop and maintain the company's software platforms and tools. Test and develop systems with the rest of the team. Identify new market opportunities, develop innovative solutions to business problems, and lead the company's efforts to stay ahead of the competition. Work with other team members to develop new products and services that meet the evolving needs of the beauty industry.



Thank You!



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