

Mandobjo

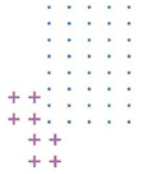
Your restful is our missionful

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The Problem



High logistics and transaction costs

Lack of real-time inventory visibility

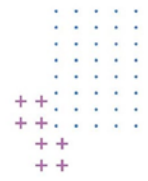
Inconsistent delivery times and product availability

Difficulty in managing procurement for small and medium-sized enterprises (SMEs).





Solution

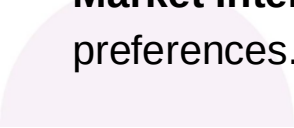


Digital Ordering: Retailers can place orders online with transparent pricing and availability

Efficient Logistics: Fast and reliable delivery to retail businesses

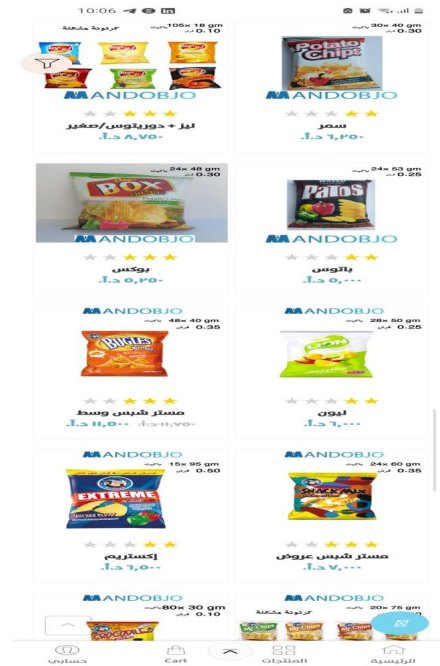
Storage and Warehousing: We manage product storage and inventory to streamline supply chains

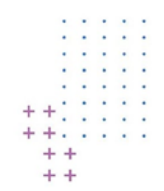
Market Intelligence: Data-driven insights into market trends and consumer preferences.



Prototype

<https://www.mandobjo.com/ar>



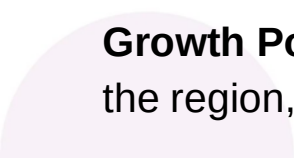


Market Opportunity

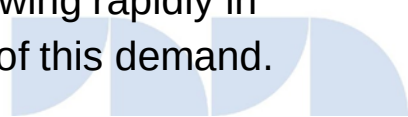
Total Addressable Market (TAM): Estimated at \$2 billion in Jordan's wholesale and retail market

Serviceable Available Market (SAM): \$800 million targeting small and medium-sized retail businesses

Serviceable Obtainable Market (SOM): \$200 million with an initial focus on Amman and surrounding cities



Growth Potential: The market for digital retail solutions is growing rapidly in the region, and MandobJo aims to capture a significant share of this demand.





Business Model

Subscription Fees: Monthly or annual fees from wholesalers and suppliers to list their products



PRODUCT SELLING : selling products we purchased in high quantity with low price

Logistics & Storage Fees: Charges for warehousing and delivery services

Advertising Fees: Retailers can advertise promotions or featured products on the platform

Data Insights: Selling market insights and analytics to wholesalers and manufacturers.





Marketing and Sales Strategy



Phase 1: Focus on **Amman** and surrounding cities, establishing partnerships with key wholesalers and retailers

Phase 2: Expand to larger cities in Jordan and neighboring countries

Phase 3: Grow through digital marketing, partnerships, and customer referral programs

Marketing Channels: Social media, content marketing, influencer partnerships, and direct outreach to retail businesses.

Sales Strategy: B2B sales team targeting wholesalers and large retailers to on-board them to the platform





Competitive Analysis

Seamless Integration: Digital transformation of procurement, reducing reliance on manual processes

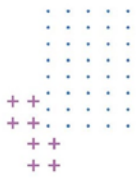
Comprehensive Services: MandobJo offers not only a marketplace but a full logistics, warehousing, and delivery solution

Cost-Efficiency: Lower transaction and logistics costs for businesses

Market Transparency: Real-time inventory management and price comparison, allowing retailers to make informed decisions

Data-Driven Approach: Leveraging big data to provide predictive insights for inventory and demand planning.





Funding Ask

250000 JOD

50000 JOD FOR MARKETING FOR 12 MONTHS

50000 JOD FOR SALARIES FOR 12 MONTHS FOR 8 PERSONA

50000 JOD FOR LOGISTICS : Stores ,Trucks , etc

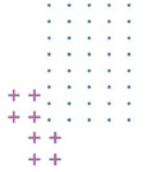


+100000 JOD FOR PRODUCTS PURCHAS





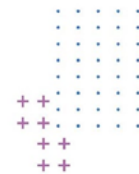
Team



Mahmmoud Qaradeh : Founder have more than 5 years experience in sales

Abd Al-Rahman Shaban: Co-Founder have bachelor's degree in Nutrition and Food Manufacturing with 4 years experience in Food Manufacturing





Thank you

Please share our Website:

<https://www.mandobjo.com/ar>

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