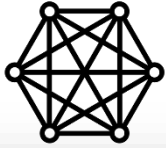




Next-Gen ERP System for SMEs



The Problem



Complex processes and fraud risks
burden SMEs



Lack of skilled and experienced
staff



High costs for managing separate
tools with the lack of customization



Inefficiency in sales, inventory, accounting,
and compliance for retails

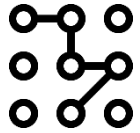


Adaptation to new
legislation



The Solution

Sajlha: All-in-One ERP for Retail SMEs



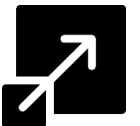
Seamless integration of inventory, accounting, and customer management.



Scalable, affordable solutions accommodate evolving tax regulations.



Custom applications tailored to meet unique business needs.



AI Features for reporting and operations





Key Features



Integration and Compatibility

Combines key functions for streamlined operations



All-in-One Solution

Consolidated system for all departments



Modular Structure

To customize every module based on the business needs



Mobile Accessibility

Access real-time financial and operational reports



Customer Support and Community

Around the clock support in setup, migrations, and integrations



Use case

Inventory Automation

Automate stock levels and notifications to avoid overstock or shortages.

Sales Reporting

Real-time sales reporting for quick decision-making.

Customer Retention

Use customer data to run targeted promotions.

Multi-location Management

Manage multiple retail locations from a single platform.

Payroll Management

Provides for pay calculation and benefit plan administration, in addition to managing direct deposit, salary revisions and payroll tracking.

Cross-Functional Departments Workflow

Configure the software to fit its specific use case and workflow.



Competitive Analysis

Feature	Sajlha	Qayyud	Rewaa	Voom
Core Focus	All-in-one ERP for SMEs covering finance, accounting, POS, product & tax management	Cloud-based accounting software	Sales and inventory management for retail stores	Simplified accounting software
Modules	15+ Modules: Accounting, POS, Tax, Customer, Inventory, Manufacturing	Primarily Accounting	Sales, Inventory	Basic financial and product management
Customization	Highly customizable, supports business-specific operations	Limited to accounting features	Focus on retail sales	Lacks comprehensive customization options
Integrations	Built-in integrations and external API support	Relies on integrations with multiple systems	Integrates with Rewaa's own apps	Limited integration options
Pricing (SAR)	Starts at 35/month + VAT	Starts at 191/month + VAT	Starts at 245/month + VAT	Starts at 239/month + VAT
Unique Selling Points	Comprehensive ERP, AI capabilities, flexible tax, multi-industry support	Focused on accounting, simple setup	Retail-specific, syncs across sales channels	Simplified accounting, lacks ERP functionality



Revenue Model

Subscription Plans



01. Tiered monthly or annual subscription for different business sizes.



02. Additional setup and integration fees



Market Opportunity

23

million

SME in the MENA region

1.3

million

Registered SME in Saudi Arabia



With Saudi Arabia's **Vision 2030** focusing on digital transformation and cloud computing expected to reach \$1.5 billion, Sajlha is positioned to capitalize on the growing demand for localized ERP solutions.





Go-to-Market Strategy

Sajlha will employ a multi-channel approach to reach its target audience:

Direct Marketing

Target retail SMEs via cold outreach and tailored campaigns.

Partnerships

Collaborate with niche business communities and industry-specific associations.

Digital Presence

Utilize email marketing, social media, and content marketing to generate leads.

Strategic Partnerships

Partner with educational institutions and complementary service providers to expand reach.

The strategy focuses on identifying **hot leads** and nurturing **warm leads** to move them through the sales funnel.





Traction

120+

SMEs onboarded in Riyadh

65,000

SAR

Revenue

2,000+

Transactions managed monthly

14M +

Processed Payments through Sajlha



18-Month Objectives

- **Scale** to **\$500K ARR**
- **Expand** to additional **MENA countries**
- **Launch** a mobile app for retail management on the go
- **Recruit** key hires in product and marketing
- **Integrate** with popular e-commerce platforms



Team



Ihab Ahmed

Founder & COO

5+ Years in operational management expertise
6+ Years in team leadership and planning



Mohamad Alobaid

CEO & Co-Founder

Master's degree in cybersecurity
10+ Years in Software Development
Enterprise Account Manager @ EXD



Meshari Alshammari

CFO & Co-Founder

Branch Manager of the National Bank
8+ years of Experience in the financial and
banking field



Muayli Almutairi

Business Development Manager

4+ years of experience in strategy and business
development



Advisors



Mohammed Alghamdi
Director at Plug & Play Tech Centre



Nasser Al-Tamimi
Co-Founder & COO Rasmal

Ask

\$750K

- 50% for scaling operations.
- 30% for R&D and product development.
- 20% for marketing and customer acquisition.





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Thank You

