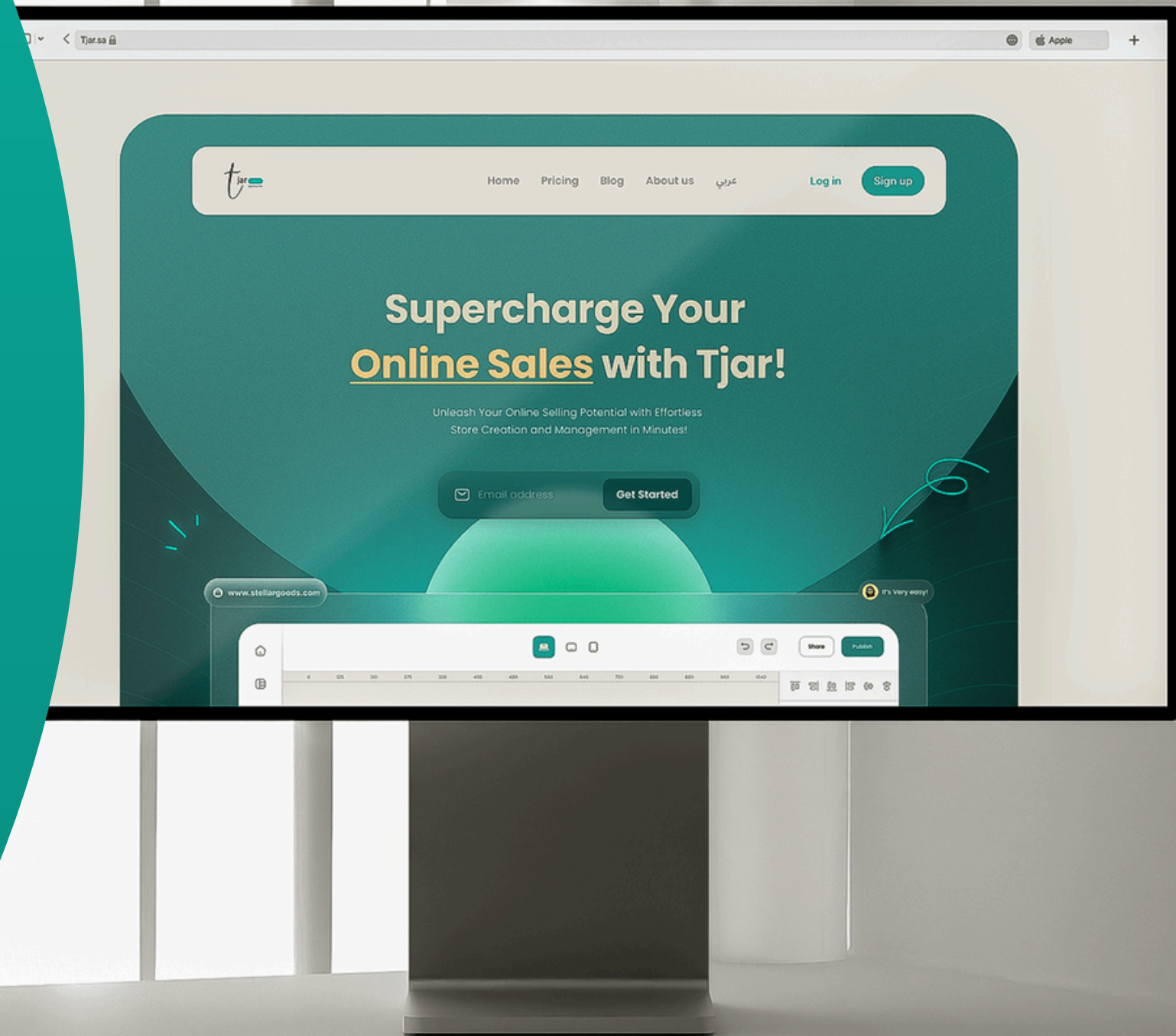
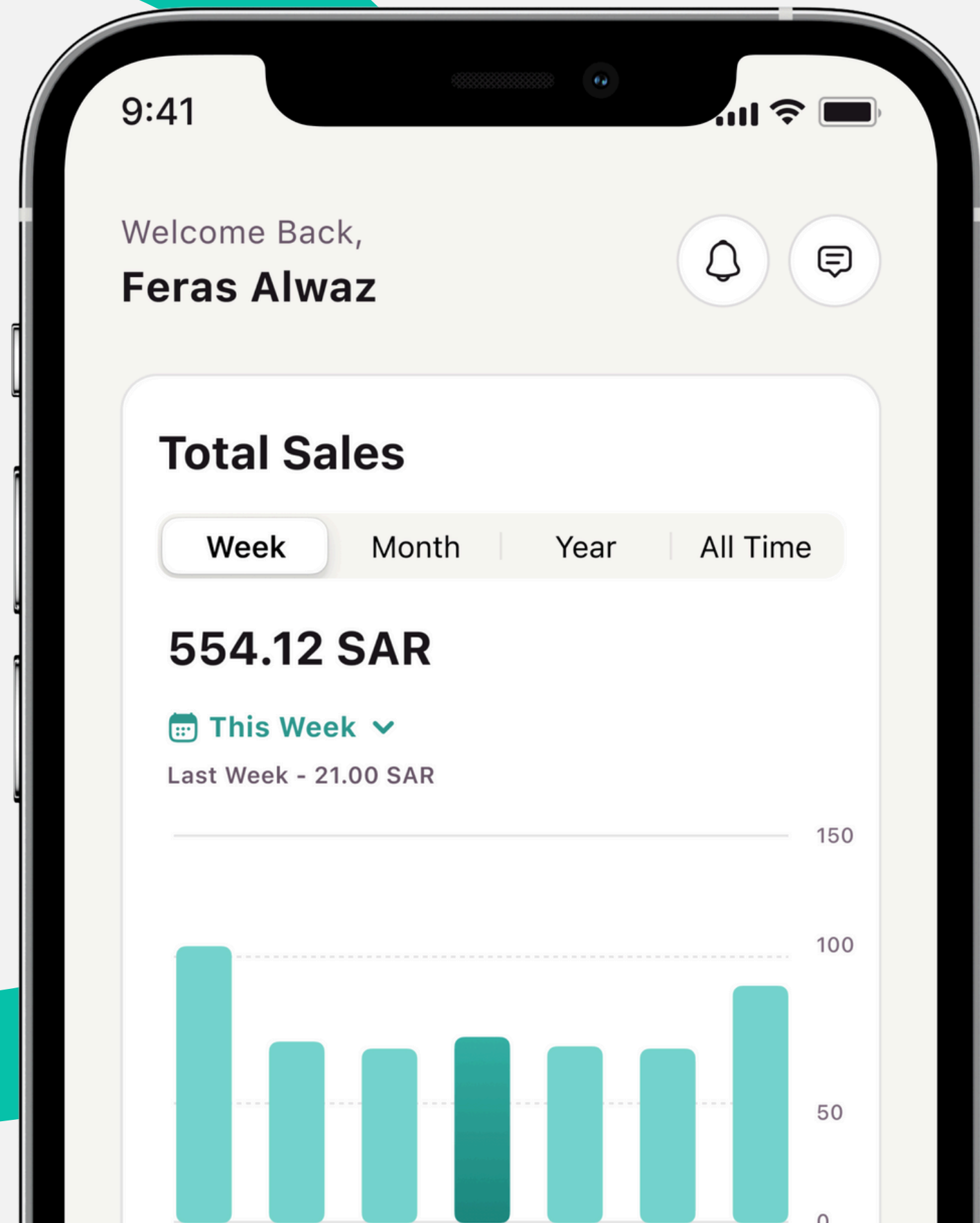




The Future of E-commerce Platform





Take
control of
your store,
anywhere



Company Overview

Tjar is a SaaS-based e-commerce platform headquartered in Jeddah, designed to empower businesses to create and manage their online presence effortlessly. With no coding or installation required, it enables users to set up websites, manage products, and process transactions seamlessly

Stay
Connected
to your store with
real-time updates!

Our Journey



Launched Tjar's
Website with UX,
Functionality

2023

1500+
Satisfied
Clients



8-10
Average Daily
Registered
Account



E-Commerce Market Overview



US\$6.3 Tr

The expected global e-commerce market this year



\$426.7 M

Saudi Arabia's e-commerce investments 2023



34.5 M

Expected number of e-commerce platform users by 2025 in Saudi Arabia



Vision

To revolutionize industries with cutting-edge, user-friendly tools that enable businesses of all sizes to thrive.



Mission

To empower businesses and individuals by delivering innovative, accessible, and affordable tech solutions, driving growth and success in the digital age.



Market Size



Tjar aims to capture **5%** of the e-commerce market in Saudi Arabia by 2025. Therefore, our Serviceable Addressable Market (SAM) represents 5% of the projected market volume by 2027.



TAM	SAM	SOM
\$20.16B	\$1.07B	150,000 SAR
By 2027	By 2025	



The Major Challenges



Time-Consuming

Building and managing e-commerce websites diverts resources from core operations.



Technical Complexity

Limited tech skills hinder businesses from creating user-friendly e-commerce platforms.



High Costs

Custom e-commerce development is often too expensive for startups and small businesses.



Solutions



User-Friendly Interface

Easy-to-use platform eliminates technical barriers, enabling merchants to set up online stores quickly.



Affordable Pricing

Cost-effective plans make e-commerce accessible for businesses of all sizes, fostering competition with larger players.



Customizable Options

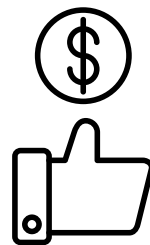
Offers a range of design templates, product catalogs, and payment solutions tailored to individual business needs.



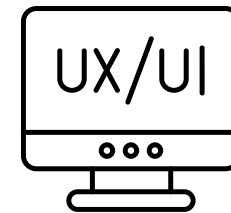
Why should you **Choose us?**



Launch your online store effortlessly with one click.



Affordable solutions for businesses of all sizes.



Intuitive platform designed for non-technical users.



Tap into Saudi Arabia's booming e-commerce sector.



سلة
salla

Local Competitor

Unveiling Strategic Value



Diverse & Free Package Options	✓	✓
Unlimited Products and Orders	✓	✓
Search Engine Optimization SEO	✓	✓
Dedicated Store Account Manager	✓	--
Warehouse Numbers For Pro Packages	Unlimited	5
Direct Video Upload for Product Page	✓	--
Always-On Customer Support	✓	--

Global Competitors

Global Competitive Landscape

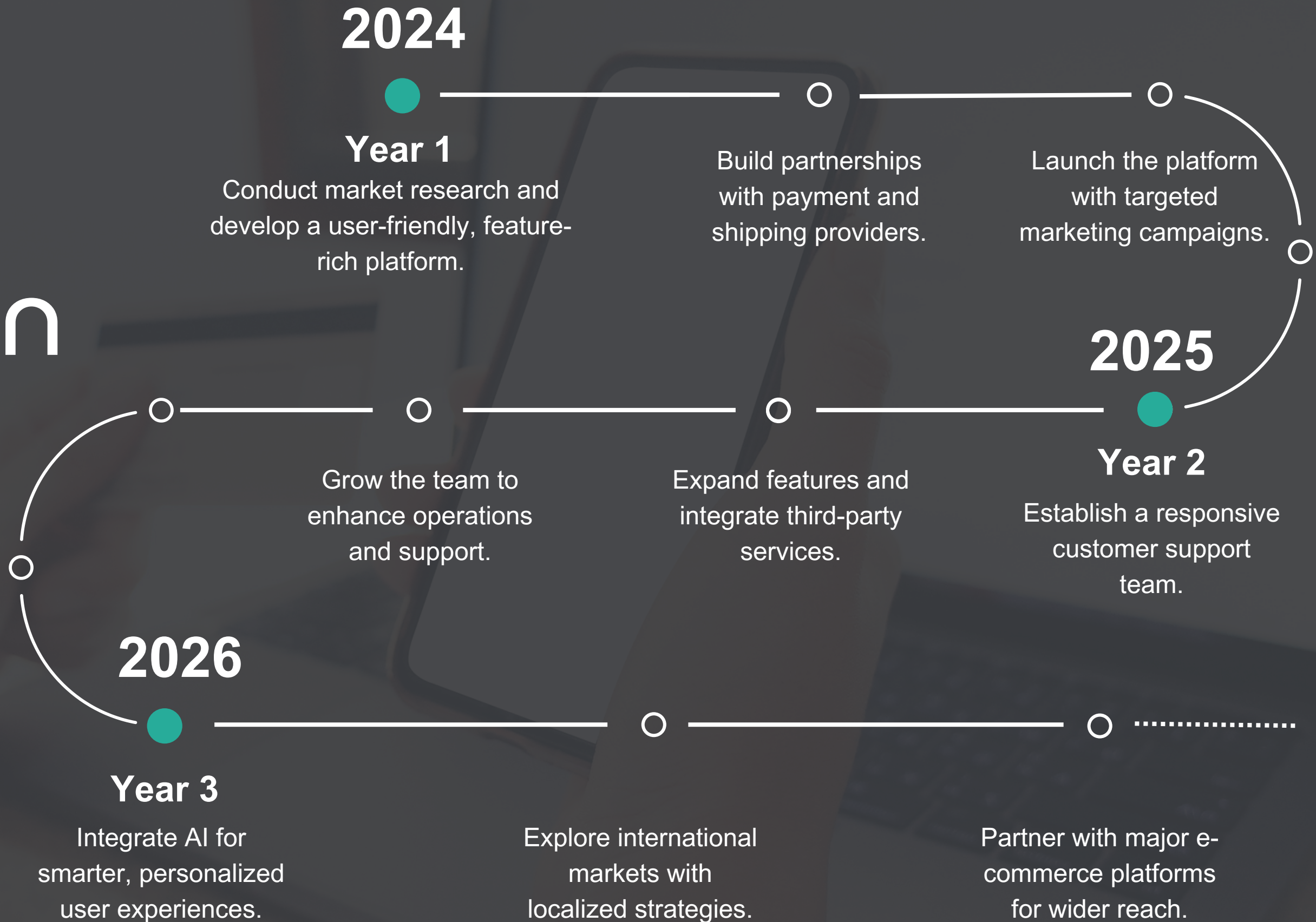


Multilingual Website	✓	✓	✓
Currencies Support	✓	✓	✓
Integration with local shipping companies	50+ Companies	--	--
Accurate Arabic of the theme content	✓	--	--
Diverse and Free Package Options	✓	--	--
Direct Online Payment Configuration	✓	--	--





Execution Plan





Business Model

Key Partners

- E-Commerce payment providers
- Cloud hosting services
- E-Commerce service providers
- Customer service providers
- Technical support providers

Key Activities

- Developing the technology platform
- Marketing & advertising
- Customer acquisition & retention
- Monitoring & maintaining the platform

Key Resources

- Technology & infrastructure
- Skilled employees
- Partnerships with key service providers
- Financial resources

Value Proposition

- Instant e-commerce store setup
- User friendly
- Affordable prices
- Reach wider audience
- Capitalize on the Booming e-commerce market
- Easy-to-use platform
- No technical support is required

Customer Relationship

- Self-service platform
- Email & phone support
- Knowledge base & FAQs
- Live chat support

Channels

- Website & online advertising
- Social media
- Referral programs
- Influencer marketing

Customer Segments

- Merchants of Saudi Arabia who lack technical skills
- Merchants who can't afford traditional platforms
- Merchants who want to capitalize on growing market

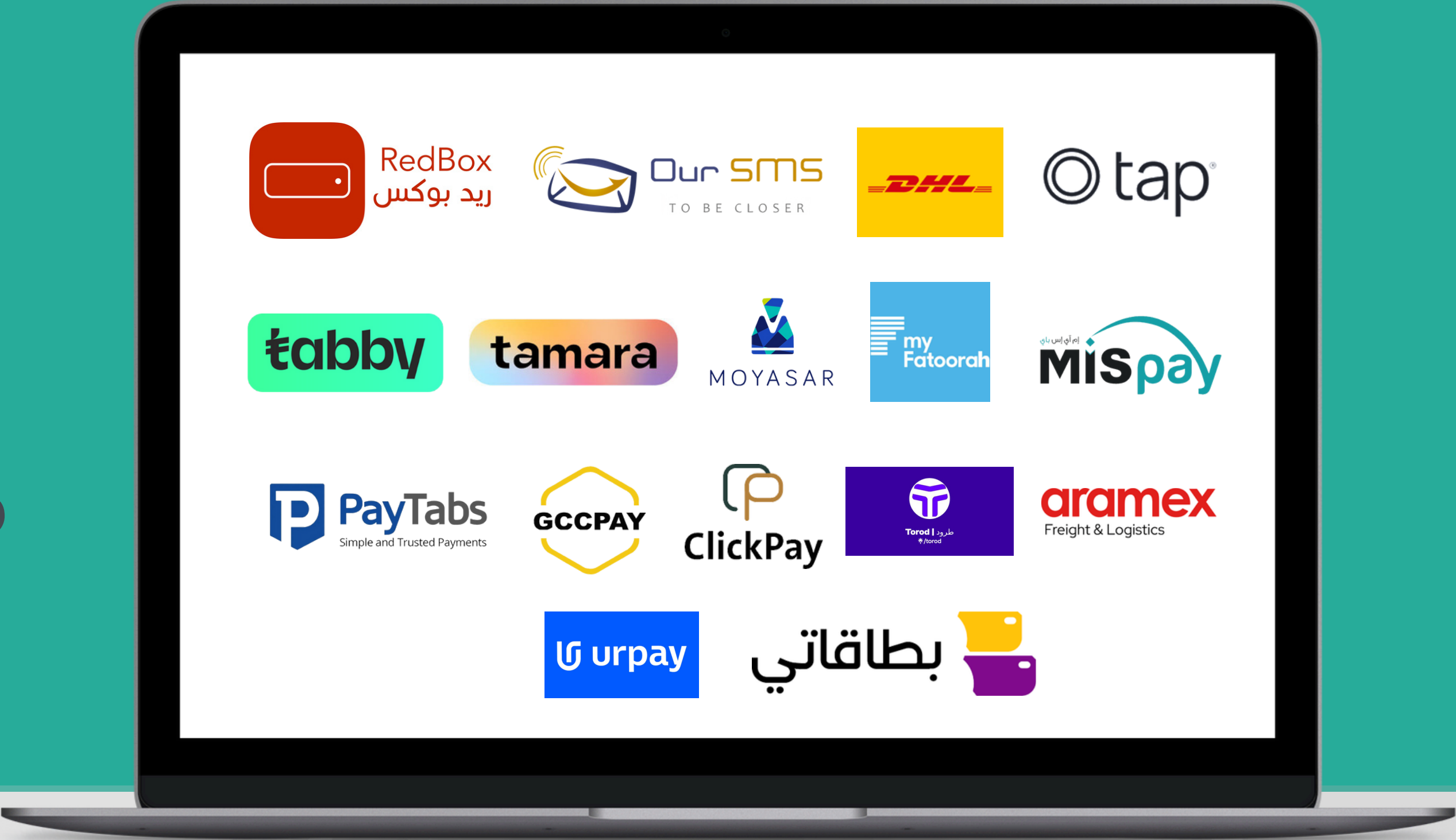
Cost Structure

- Technology development
- Staffing
- Marketing & advertising
- Legal & regulatory compliance
- Office space & equipment

Revenue Stream

- Subscription based pricing model
- Commission based pricing model
- Value added services such as marketing & customer support

Our Partners



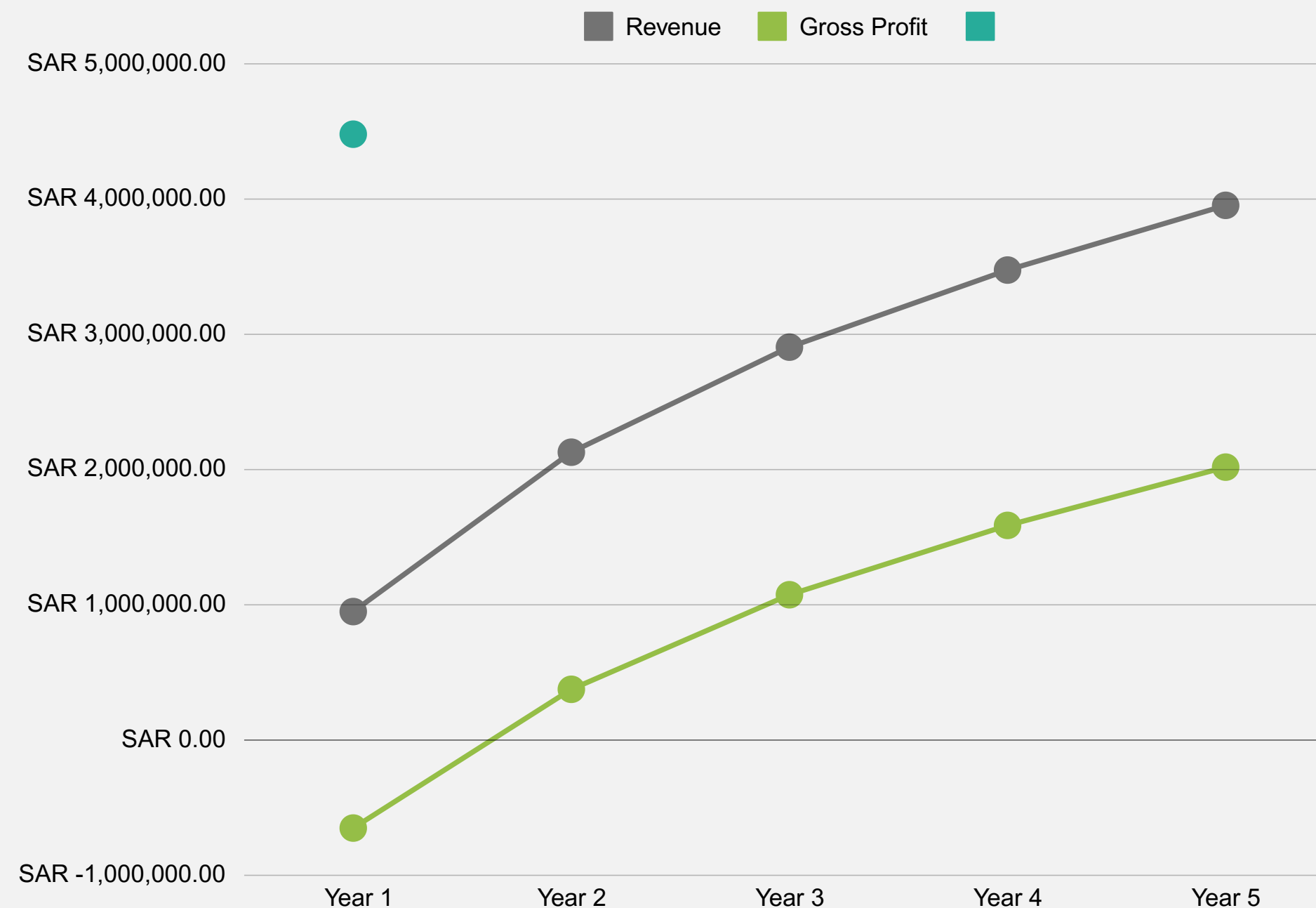


Investment Opportunity

Category	Budget Allocation	Purpose
Development	30%	Build advanced features, ensure security, and invest in R&D for competitive advantage.
SEO & Website Optimization	10%	Enhance online visibility, user experience, and search rankings.
Operational Costs	30%	Cover hosting, salaries, cloud storage, and operational expenses.
Digital Advertising	30%	Targeted ads, social media campaigns, influencer marketing, and content creation.



Estimated Revenue



Revenue
3.9M

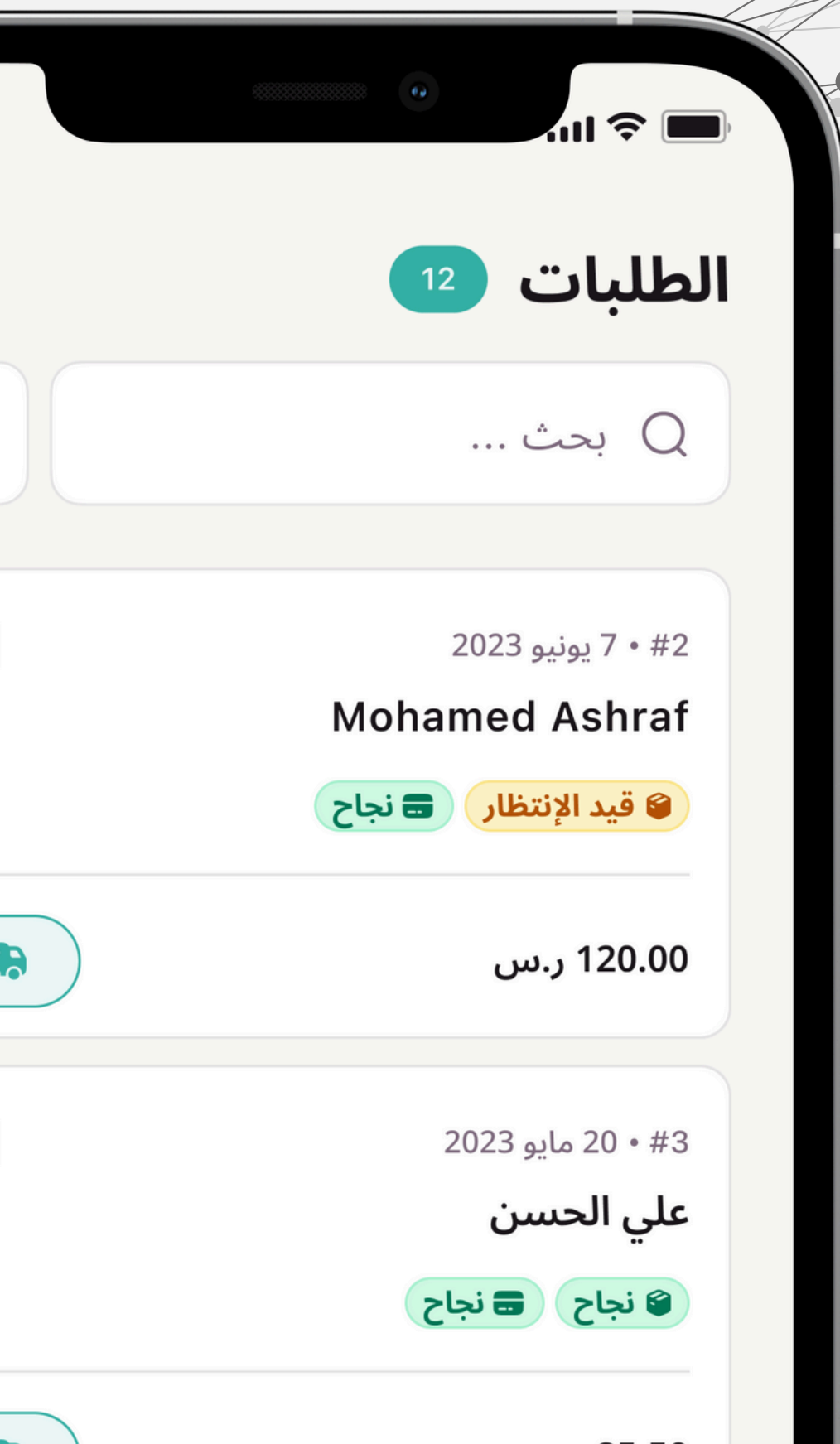
After spending 125K SAR on marketing in 5 years, we expect 3.9M SAR revenue in the 5th year.

CAC/User
10 SAR

Our CAC in first year will be 74 SAR per user which will decreased to 5 SAR in the fifth year making 10 SAR avg CAC/User

Growth Rate
5%

The industry average CAGR is expected to reach at 5% between 2024-2029 and 10% after 2029



Inbound
Marketing

Influencer
Marketing

Referral
Marketing

To reach the
target
audience,
**Tjar will use
multiple
channels**



Our Expert Team



Dr Feras Alwaznah

CEO

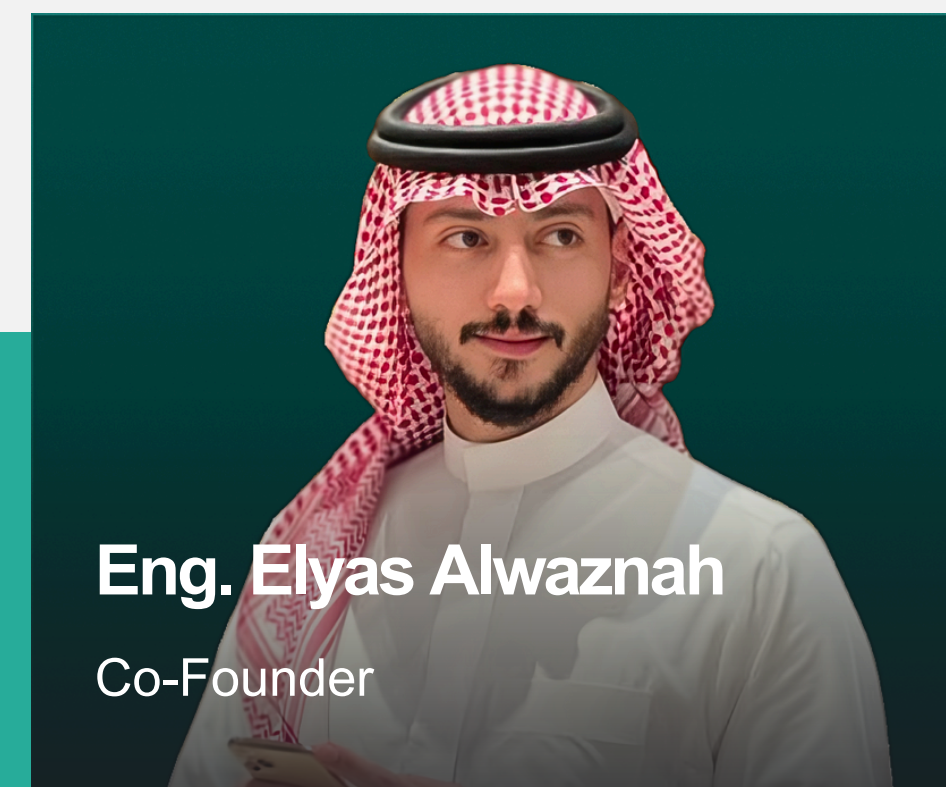
- **Ph.D.** in Orthodontics and Dentofacial Orthopedics
- **15+** years of experience in IT
- CTO for two previous projects



Eng. Yaser Jamal

COO

- **B.Sc.** in Biomedical Engineering from the University of Miami
- **10+** years of experience in project management and team leadership
- Strong understanding of IT concepts, despite not being a coding specialist



Eng. Elyas Alwaznah

Co-Founder

- **B.Sc.** in Biomedical Engineering from the University of Akron
- **5** years of experience in sales within the medical devices sector
- **5** years of experience in customer experience management



Let's Shape the Future of E-Commerce



Admin@tjar.sa



www.Tjar.Sa