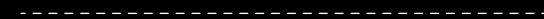
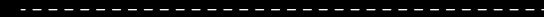


FITTING ROOM

Social Commerce



www.fittingroom.store

About Us



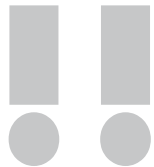
As a social commerce platform for consumer products, we excel in organic growth fueled by word-of-mouth referrals, while integrating online shopping with social engagement.

Our users enjoy the capability to share their own purchases and interact with their friends' purchases through likes and comments.

To be the most interactive online shopping platform where fashion meets its community.



Problem



- * The once cherished excitement of shopping and the communal joy it evoked have disappeared from our daily experiences. We've adapted to solitary shopping, sacrificing the pleasure of companionship for the convenience of online transactions.
- * The obstacle faced by e-commerce platforms is the lack of organic traffic, resulting in sales heavily dependent on extensive advertising expenditures.
- * Solo purchasing stands out as one of the contributing factors to returns in online shopping.
- * The customer lifetime value (CLV) in traditional e-commerce tends to be relatively low.



Solution



- * FittingRoom transforms the online shopping journey by seamlessly combining the ease of virtual shopping with the thrill of sharing wardrobe tips and conversations with friends. It also integrates social media interaction, creating a dynamic and immersive shopping experience.
- * The FittingRoom experience results in fewer product returns.
- * The FittingRoom experience enhances the customer lifetime value (CLV).



- * Our Social Commerce marketplace seamlessly converts social interactions into sales. Additionally, you can send gifts to others without disclosing their address, further driving sales.

User Pic & Name

Post

Post Like

App Search

Notifications

Cart

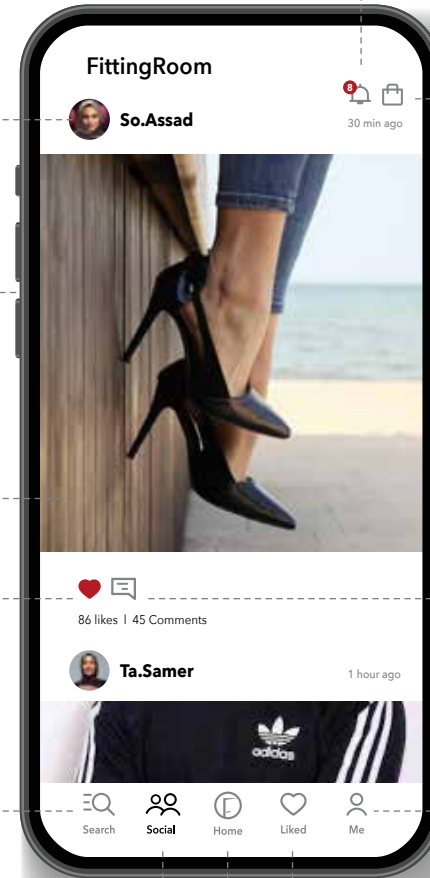
Comments

User Profile Page

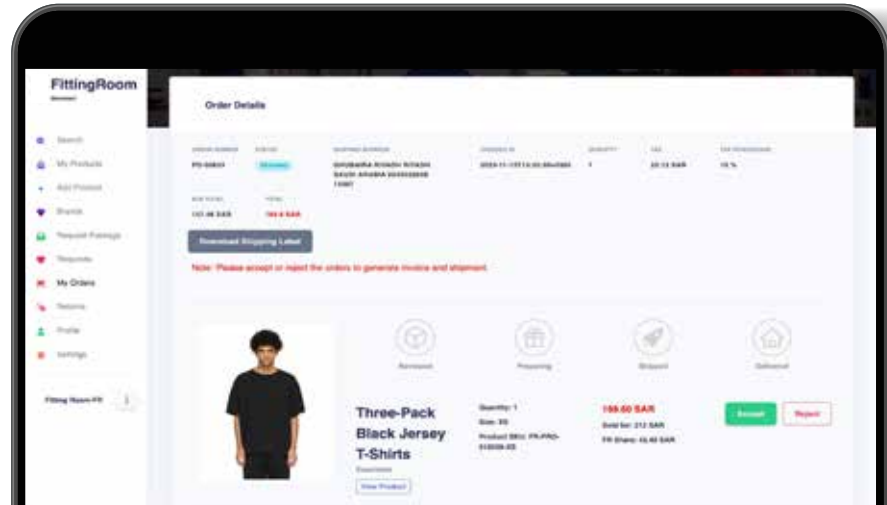
Timeline

Likes

Home



Business model



Commission: Ranges from **10% to 30%** for every item sold.

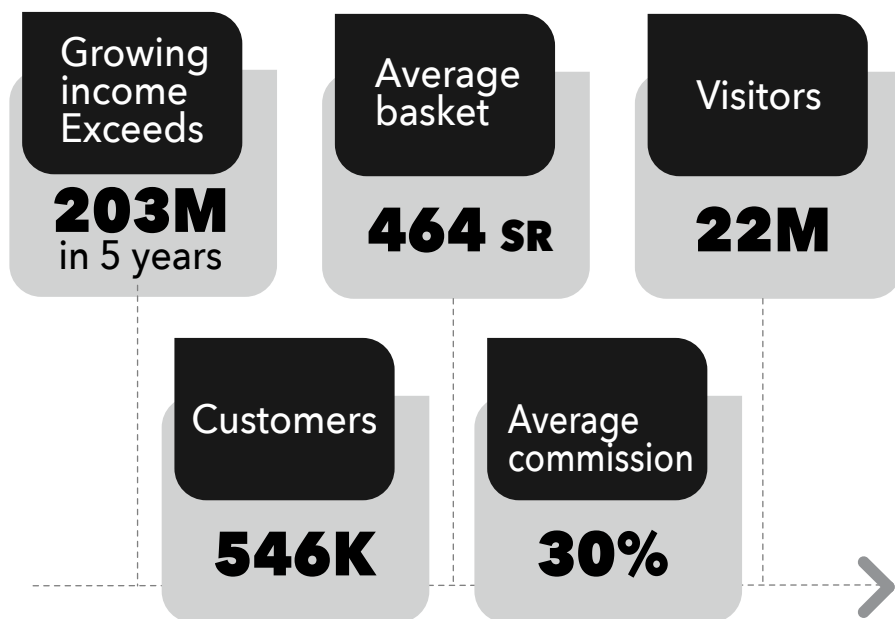
In Pipeline:



- Ⓢ Socially targeted ads
- Ⓢ Paid subscriptions : granting customers access to premium features.
- Ⓢ Private labels.

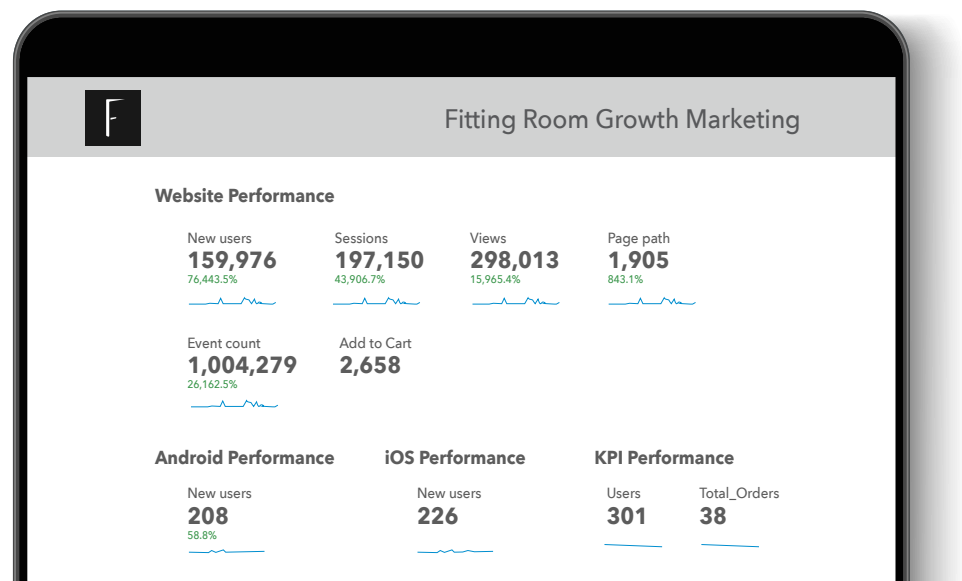
Fitting Room Milestones

Five Years Plan



Current Achievement

Jan1, 2024 - Mar 21, 2024



Saudi Market Fashion & Beauty



E-commerce Market insights - Fashion

Source :
<https://www.statista.com/outlook/emo/fashion/saudi-arabia>

2024 Market Size	Growth Rate (CAGR 2024 - 2028)	2024 User Penetration	2028 Market Size	2028 User Penetration	2028 Consumer number	2028 (ARPU)
\$3.02Bn	11.57%	45.9%	\$4.6Bn	54.2%	21M	\$179.2

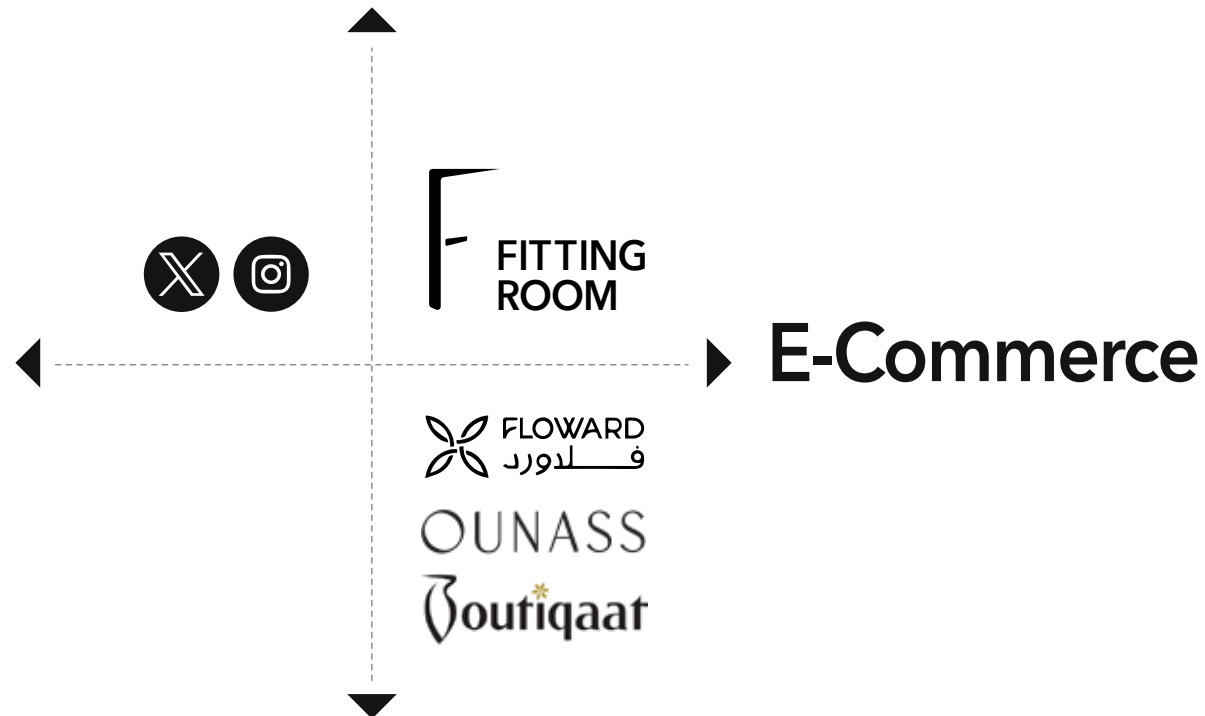
E-commerce Market insights - Beauty

Source :
<https://www.statista.com/outlook/emo/beauty-personal-care/saudi-arabia>

2024 Market Size	Growth Rate (CAGR 2024 - 2028)	2024 User Penetration	2028 Market Size	2028 User Penetration	2028 Consumer number	2028 (ARPU)
\$1.18Bn	9.06%	18.3%	\$1.19Bn	21.9%	8.5M	\$176.7

Competition

Social Engagement



FOUNDERS

MISHARY ALSAYYAR

CEO & Co-Founder

An entrepreneur boasts an impressive background in various industries, including hotels and fashion.

With 10 years of experience, I have successfully navigated the competitive world of hospitality and expanded my business portfolio.

MOHAMMED ALSAYYAR

C o - F o u n d e r

An accomplished entrepreneur with 15 years of experience in diverse industries, including coffee shops, restaurants & fashion.

I have demonstrated exceptional business acumen, strong leadership skills and I adapts to changing market conditions.



Current Team

Professional team with more than 70 years of extensive experience , We have done it before & We can do it again.

CEO

CTO

General Manager

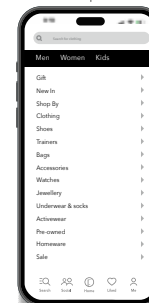
Marketplace Manager

Marketing Director

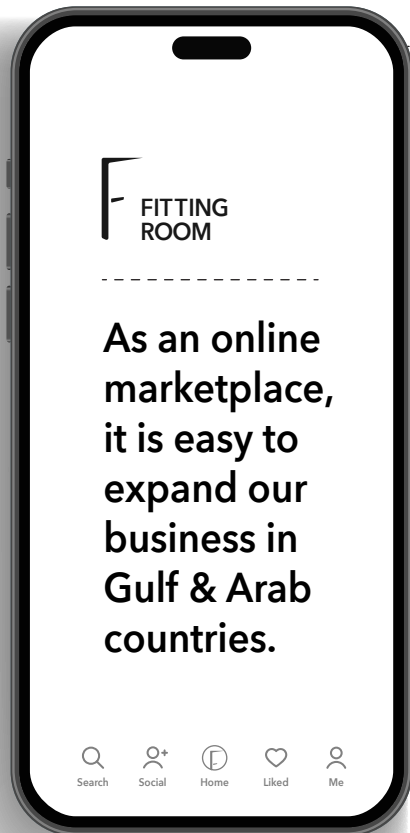
Operations Manager

Creative Director

Team Members +10



Where are we now?



Partnered with
24 vendors

and soft commitment
18 new vendors

Total current uploaded no. of SKU
are more than **9K** & In pipeline
more than **4K**



Digital Assets

- ① IOS Application
- ① Android Application
- ① Website / Mobile website
- ① FittingRoom Admin Dashboard
- ① Vendor Dashboard
- ① All Social Media Channels
- ① Blog

Integrations

Our app is built using React Native and serverless cloud technologies, enabling a smooth user experience, efficient performance, and a scalable architecture that can effortlessly adapt to future growth. This combination allows us to deliver exceptional value to our users while optimizing development time and resources.

- ① Resources Management (Zoho One)
- ① Zoho Inventory
- ① Google Analytics
- ① Firebase SDK (Notifications, Database, Storage, Functions)
- ① Google Maps
- ① Facebook SDK
- ① Google cloud platform
- ① Amazon web services
- ① Algolia
- ① Sentry (Crashlytics)
- ① Maestro
- ① Sendgrid
- ① Vercel
- ① Payments (HyperPay)
- ① Shipping (NAQEL & DHL)



1.5M \$ Required to scale up Fittingroom in the region on equity of **20%**

Fund will be used to:

- ⌚ Marketing
- ⌚ Hiring
- ⌚ Operation
- ⌚ Technology Enhancement



Let's Talk

ESTISHAAR for Communications and Information Technology

info@fittingroom.store

920007205 -----

Riyadh, Al Urubah Rd

CR No.1010449593

