



SOLIES

B2B

Online Ordering Platform

Connecting Grocery Stores Directly with
Distributors

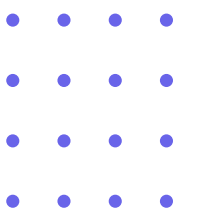
Start Page





Executive Summary

- Solies is a B2B platform connecting grocery stores directly with distributors in the UAE.
- Eliminates intermediaries → streamlined ordering, reduced costs, better communication.
- Positioned to lead digital transformation in lower trade and wholesale distribution.



Key Features



Direct connection
reducing reliance on sales
reps



Access to 6,000+
grocery stores



Targeted promotions
based on location &
history



Optimized delivery
planning



MOQ
management



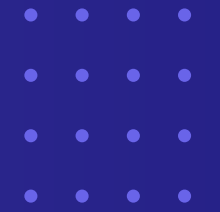
Multi-language
support (Malayalam,
Urdu, English)



Trade deals with photo
verification

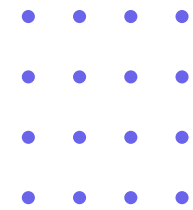


Full control over MSL
pricing & promotions





Annual Revenue Model



Assumptions :

- Transaction Fee: 1.5 AED per order.
- Estimated order volume: 350 orders/day × 26 days/month × 12 months/year = 109,200 orders/year per distributor (based on market knowledge).
- Average 250 SKUs per distributor.
- Listing Fee: 50 AED per SKU.

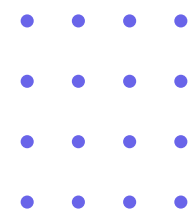
Component	Per Distributor (AED)	30 Distributors (AED)
Membership Fee	24,000	720,000
SKU Listing Fee	12,500	375,000
Transaction Fees	163,800	4,914,000
Total	200,300	6,009,000

Estimated First year Costs



Cost Component	AED
Trade License & Legal Setup	22,990
Office Rent	60,000
Employee Salaries (10 Staff)	1,080,000
Owner's Salary	300,000
Marketing & Promotion	150,000
Tech Development & Maintenance	220,500
Annual Maintenance 18% of the system cost	39,690
Data Storage	24,000
Total Estimated Costs	1,897,180

Break -even Analysis



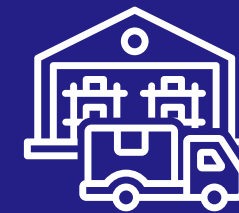
Metric	Value
First year Costs	1,897,180 AED
Revenue per Distributor	200,300 AED
Break-even Distributors	10 distributors
Projected Profit (30 Distributors)	4,111,820 AED

Platform Setup & Onboarding



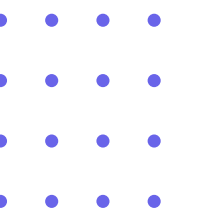
For Grocery Stores:

- Register with trade license & submit location.
- Complete a questionnaire on preferences distributors.
- Get access to distributors and start ordering.
- Receive a AED 25 welcome bonus.

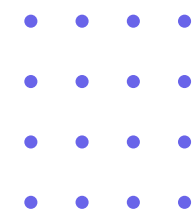


For Distributors:

- Register your company and logo.
- Sign a contract and pay the annual fee.
- Upload SKUs with descriptions, images, and prices.
- Provide a full SKU list for insights.
- Receive sellout and category performance data.



Marketing Strategy



Grocery Stores:

- AED 25 cashback for the first order.
- On-ground activation team for registrations.
- Social media campaigns with Indian & Pakistani influencers.



Distributors:

- One-on-one onboarding meetings
- Free four marketing campaigns in the first registration .
- Data insights to encourage SKU listing.

Marketing Tools



Banners & Featured Listings

to highlight distributors and products.



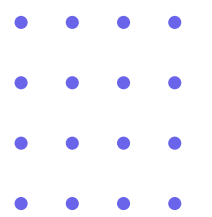
Sponsored Listings

for increased visibility.



SMS & Email Campaigns

for targeted promotions by region and segment.



Future Expansion Plan



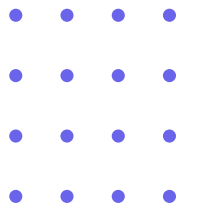
For Grocery Stores:

- **Solies Store Management System** for inventory tracking and automated reordering.
- **Scanning devices** for stock counting and real-time order processing.



For Distributors:

- **Trip Planning Module** for delivery route optimization.
- **Data -driven recommendations** on trends and demand.
- **Warehouse Integration** for real-time stock visibility to reduce stock-outs.



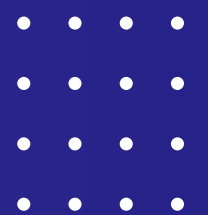
B2B Market Landscape

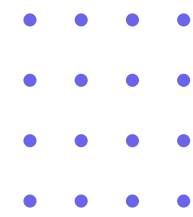
Competitors:



Differentiator:

Solies' direct-to-store model and localized approach give us a unique edge, bigger number of customers
Solies don't charge based on sales percentage
Solies will give access to extra groceries

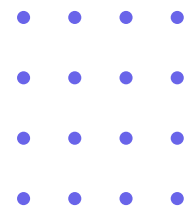




Investment Opportunity

- We are seeking investment to accelerate platform development and marketing.
- Potential first-year revenue with 30 distributors is AED 6,009,000.
- Projected profit is AED 4,111,820.
- We are positioned to disrupt grocery distribution with a tech-driven solution in the UAE.





Conclusion

- Solies combines technology and market insights to connect grocery stores and distributors efficiently.
- Our business model is robust, with clear revenue streams and strong growth potential.
- Early investors will benefit from a high-growth opportunity in a transforming market.

