سوبرماركت على الانترنت الوزيرية جده

سيتي فود للتجارة الالكترونية التفاصيل الكاملة

City Food E-Commerce Development Plan

shopify partner

City Food سيتي فود

Online Supermarket Al-Wazeriyah jeddah

Great Choices at Best Price
خيارات كبيرة بأفضل الأسعار
City Foo سيتي فو

٠٥٣٢٤٢ ٨٨٦٦
053242 8866

توصيل للمنازل

Get Free Home Delivery in Al-Wazeeriyah Jeddah.

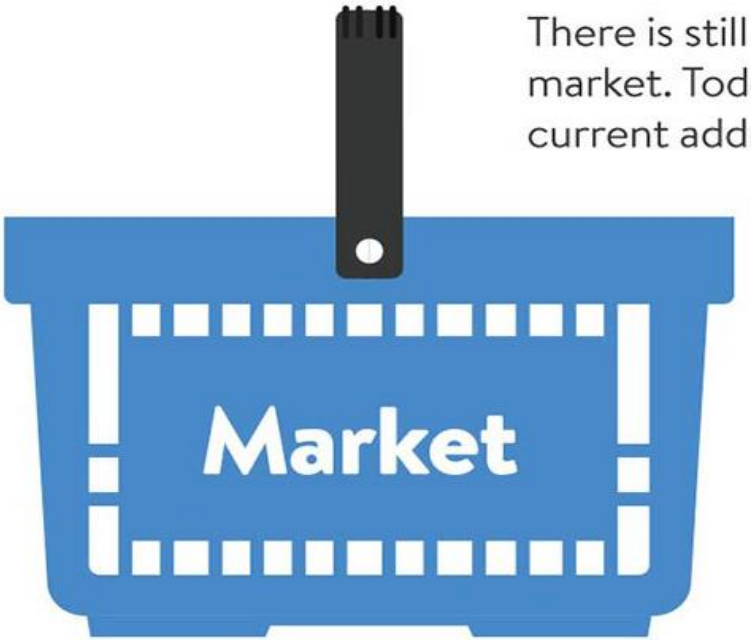
احصل على توصيل مجاني للمنازل في الوزيرية جدة.

www.city-food.com

THE SHIFT OF ONLINE GROCERY SHOPPING IN KSA

ONLINE GROCERY STORES MARKET SIZE

There is still not enough data to determine the size of the market. Todoorstep.com did a quick calculation and think the current addressable market size is:



AROUND
SR 430
MILLION

35%
GROWTH

Online grocery shows this growth trend month over month since it started 6 months ago.

WHO ARE BUYING GROCERIES ONLINE?

Millennials, is known as a heavy internet user generation. They are characterized as open-minded customers when it comes to in-store apps or the usage of online grocery services.
Keeping that in mind, it is not surprising that Millennial shoppers had the highest expenditure share of online grocery shopping in Saudi.

18-24

28%

25-34

46%

35-44

16%

45+

10%

Asking Saudi Women why do you shop grocery online? The reply is always "We Saudi women cannot drive!".

So they either have the luxury of having a driver (in most cases only used for simple purchases like eggs, milk, and bread), or they rely on services such as cabs, Uber and Careem. Finally, if they don't use any of these services they wait for their sons, brothers, or husbands to either shop for them or take them for fulfilling these essentials.

WHAT DO SAUDIS BUY FROM ONLINE GROCERY STORE?

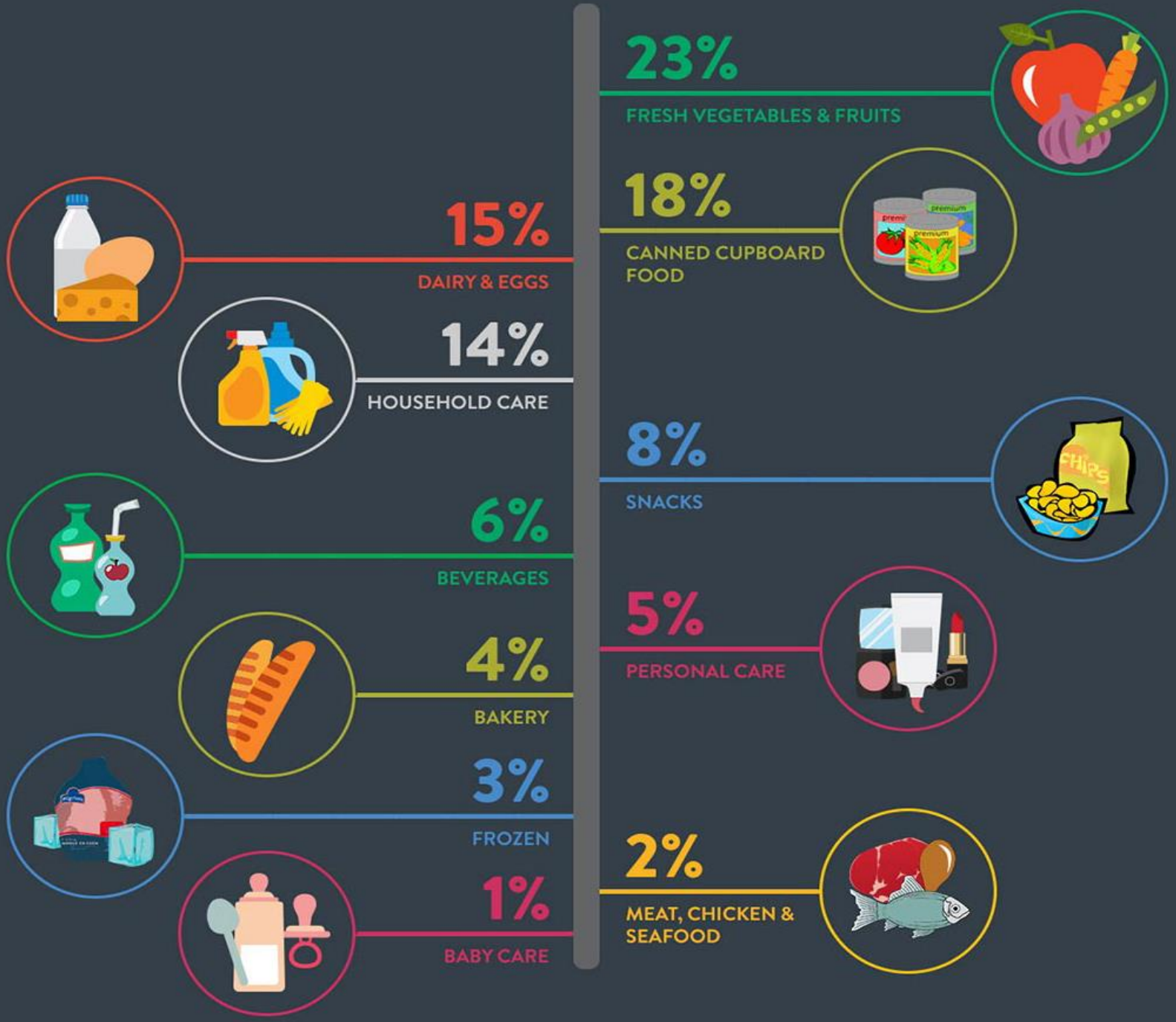
2%

FRESH MEAT

38%

(E.G., VEGETABLES, FRUITS, DAIRY, EGGS')

When it comes to what grocery products consumers are buying online, all fresh meat represents 2% of total items purchased as they might not be confident in the quality or freshness of these purchases, while around 38% of their purchase includes fresh produce (e.g., Vegetables, Fruits, Dairy, Eggs').


23%
FRESH VEGETABLES & FRUITS
18%
CANNED CUPBOARD FOOD
8%
SNACKS
5%
PERSONAL CARE
2%
MEAT, CHICKEN & SEAFOOD
15%
DAIRY & EGGS
14%
HOUSEHOLD CARE
6%
BEVERAGES
4%
BAKERY
3%
FROZEN
1%
BABY CARE

USAGE BY CHANNEL

MOBILE VS WEB

With greater accessibility to smartphones, many people nowadays use their mobile devices to look for information while on-the-go. The States from Todoorstep.com showing that Mobile App is the most usage when it comes to online grocery shopping for Saudi

HOW ONLINE GROCERY SHOPPING IS CONVENIENT FOR SAUDI ARABIANS?

Although Convenience is important, but quality, assortment, and price also matter tremendously

IF CUSTOMERS CANNOT FIND 90% OF THEIR NEEDS ONLINE

That means they won't shop online because they still have to make the trip to the grocery store.

That's why the variety and large product selection is a strong driver

65%

of the Saudi population live in one of the three main cities (Riyadh, Jeddah, Eastern Region).

These cities are now crowded more than ever, and with all the new infrastructure projects, traffic jams are becoming unbearable to go any place around.

We are starting to see a new social shift where we find a lot of dual income families. When both couples are working, they become more sensitive to time and prefer convenient services. With more entertainment activities available, couples would rather enjoy their time doing something fun or spending more quality time with the kids on weekends.

E-FULFILMENT GROCERY STORES

convenience isn't everything

Consumers will shop for groceries online only if the offer is right: they're not willing to sacrifice the price, quality, and range of products that they've grown accustomed to in the supermarket, and they won't put up with inconvenient delivery or pickup arrangements.

ONLINE GROCERY STORES

offering same day delivery

offering 2nd day delivery or sometimes after 2 days

Customers usually schedule their delivery by selecting the date and time for delivery.

They receive their orders in a

2 HOURS WINDOW

THE BIGGEST SELECTION IS FOR ONE OF THE STARTUPS WITH OVER 4,500 PRODUCTS. OTHER STARTUPS HAVE BETWEEN 1,500 AND 3,000 PRODUCTS.

Other than retailers, most startups don't have their own inventory and they buy products off the shelves and adding

10-15% MARGINS

on the products. Only one startups right now have agreements with retailers that grants them live access to prices and inventory levels.

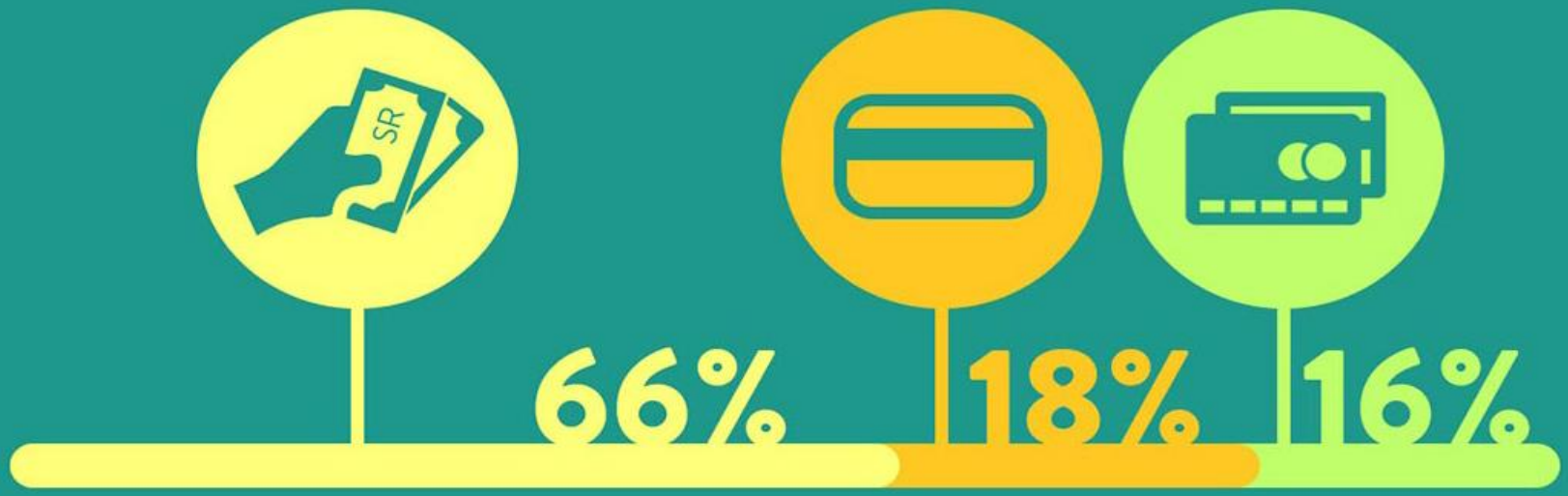
SUCCESSFUL FULFILLMENT OF PRODUCTS

VARIES BETWEEN **65% ▸ 95%**

Most of the time substitute are offered to customers for out of stock products.

THE PREFERRED PAYMENT METHODS OF ONLINE GROCERY SHOPPERS IN SAUDI ARABIA

The majority of online shoppers preferred to pay via cash on delivery. while **16%** of online shoppers opted for digital payment systems



Cash on Delivery

Card on Delivery
using point of sales to pay by debit or credit card

Online by credit card

THE FUTURE OF ONLINE GROCERY IN SAUDI ARABIA

Big retailers are starting to realize the importance of first mover advantage and started to look for partners or start their own operations.

Most of the players are in Jeddah and we see the service expanding to Riyadh and Eastern Province.

We might see competition on convenience by offering on demand orders where customers receive their grocery within 2 hours.

COMPELLING REASON

TO SWITCH FROM THE NEIGHBORHOOD GROCER TO THE WEB?

User friendly experience both online and offline

Convenient schedule and same day delivery

Payment Method (Cash or Card on delivery)

The quality of fresh produce

Summary - الملخص

City Foo سيتي فو

- Website development
- Mobile application development
- Integration with ecommerce system shopify
- Product management
- Order management
- Payment management
- Delivery management
- Cost and budget

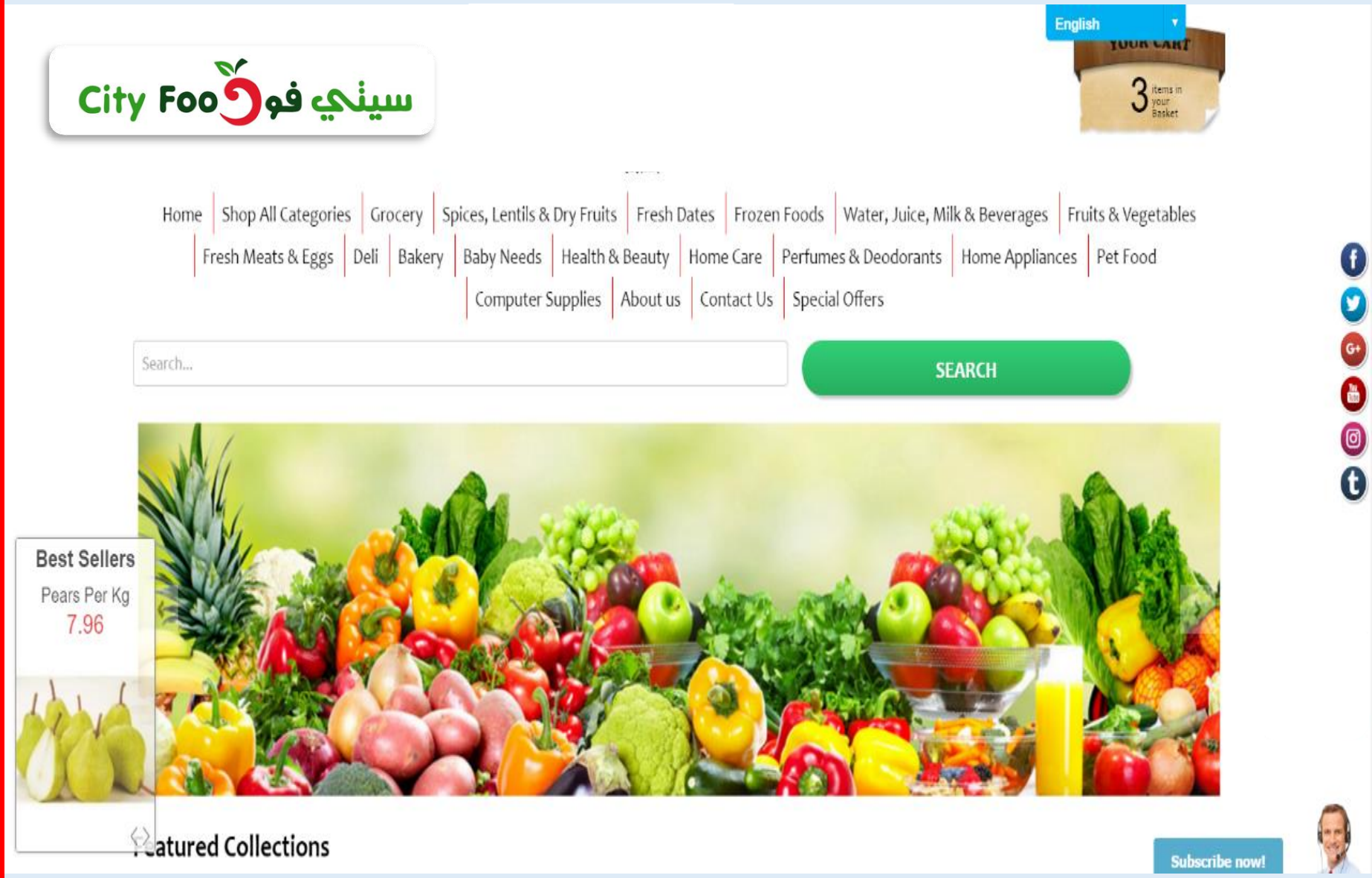
- تطوير موقع على شبكة الإنترنت
- تطوير التطبيقات النقالة
- التكامل مع نظام التجارة الإلكترونية شوبيفي
- إدارة المنتجات
- إدارة النظام
- إدارة الدفع
- إدارة التسليم
- التكلفة والميزانية

Website Development
تطوير الموقع

- Advance Website design
- smart search option
- Products catalogs
- Products by category
- Offers and discounts collection
- Products by collection

- تصميم موقع متقدم
- مع خيار البحث الذكي
- كتالوجات المنتجات
- المنتجات حسب الفئة
- عروض وخصومات جمع
- المنتجات عن طريق الجمع

Website Home Page



Products Collections

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Featured Collections

Grocery

Frozen Foods

Fruits Vegetables

Fresh Meats & Eggs

Deli

Bakery

Water, Juice & Beverages

Fresh Dates

Spices, Lentils & Dry Fruits

Pet Food

Home Care

Health & Beauty

Baby Needs

Home Appliances

Perfumes & Cos

Best Sellers

Fresh Banana Per Kg

6.95

Subscribe now

Promotion Collections

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Featured Items

SALE
Tomato Per Kg local
~~6.95 SR~~ 5.95 SR
Add to Basket

SALE
Banana Kg
~~6.95 SR~~ 5.95 SR
Add to Basket

SALE
Banana Per Kg
~~6.95 SR~~ 5.95 SR
Add to Basket

SALE
Apple Red Per Kg
~~8.95 SR~~ 7.95 SR
Add to Basket

SALE
Eggplant Local Kilo
~~9.95 SR~~ 8.95 SR
Add to Basket

SALE
Eggplant Big Per Kg
~~8.50 SR~~ 7.95 SR
Add to Basket

SALE
Chestnut Bag
~~12.95 SR~~ 11.95 SR
Add to Basket

SALE
Black Grapes Per Kg
~~13.95 SR~~ 11.95 SR
Add to Basket

SALE
QUICK VIEW Apple Fuji Per Kg
Apple Fuji Per Kg
~~8.95 SR~~ 7.95 SR
Add to Basket

SALE
Apple Yellow Kg
~~11.95 SR~~ 10.95 SR
Add to Basket

Best Sellers
Apple Gala Per Kg
8.95

SALE

SALE

SALE

SALE

Mobile Application

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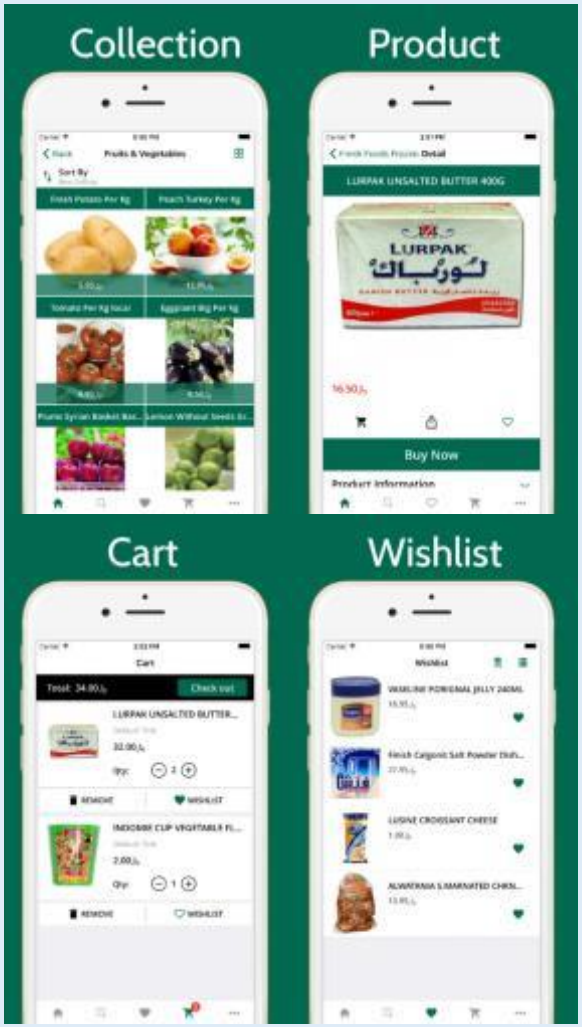
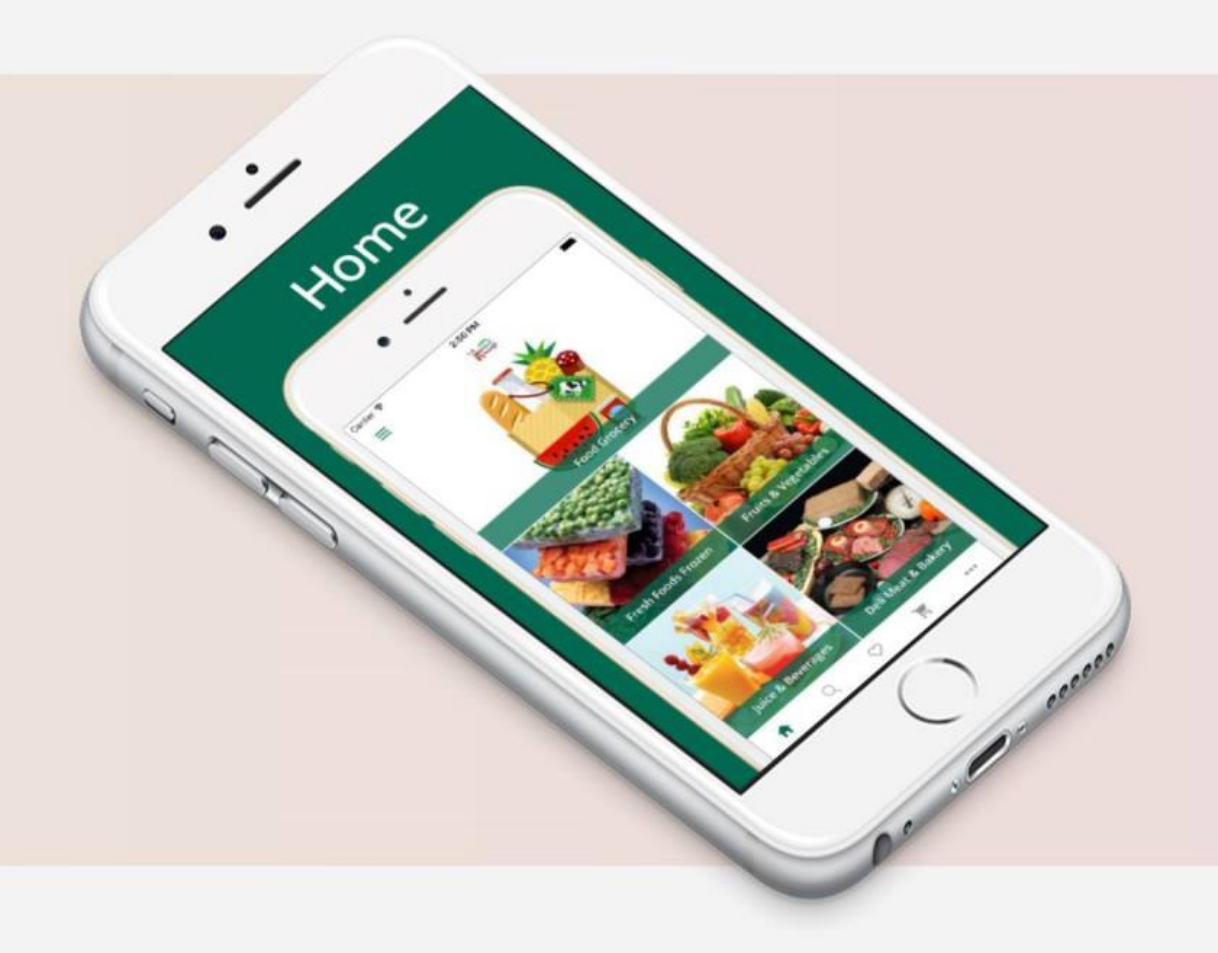
Available on the App Store

ANDROID APP ON Google play





Mobile Apps Development
تطوير تطبيقات المحمول

City Foo سيتي فو

- Mobile application integrated with website automated updated with website updates
- Integration with shopify online shopping system
- Listing on IOS and Google App Store
- Advance quality quick start and easy shopping function

- التطبيقات النقالة المتكاملة مع الموقع الآلي محدثة مع تحديثات الموقع
- شوبيفي التكامل مع نظام التسوق عبر الإنترنت
- الإدراج في دائرة الرقابة الداخلية والمتجر جوجل
- النهوض بنوعية البدء السريع والسهل وظيفة التسوق

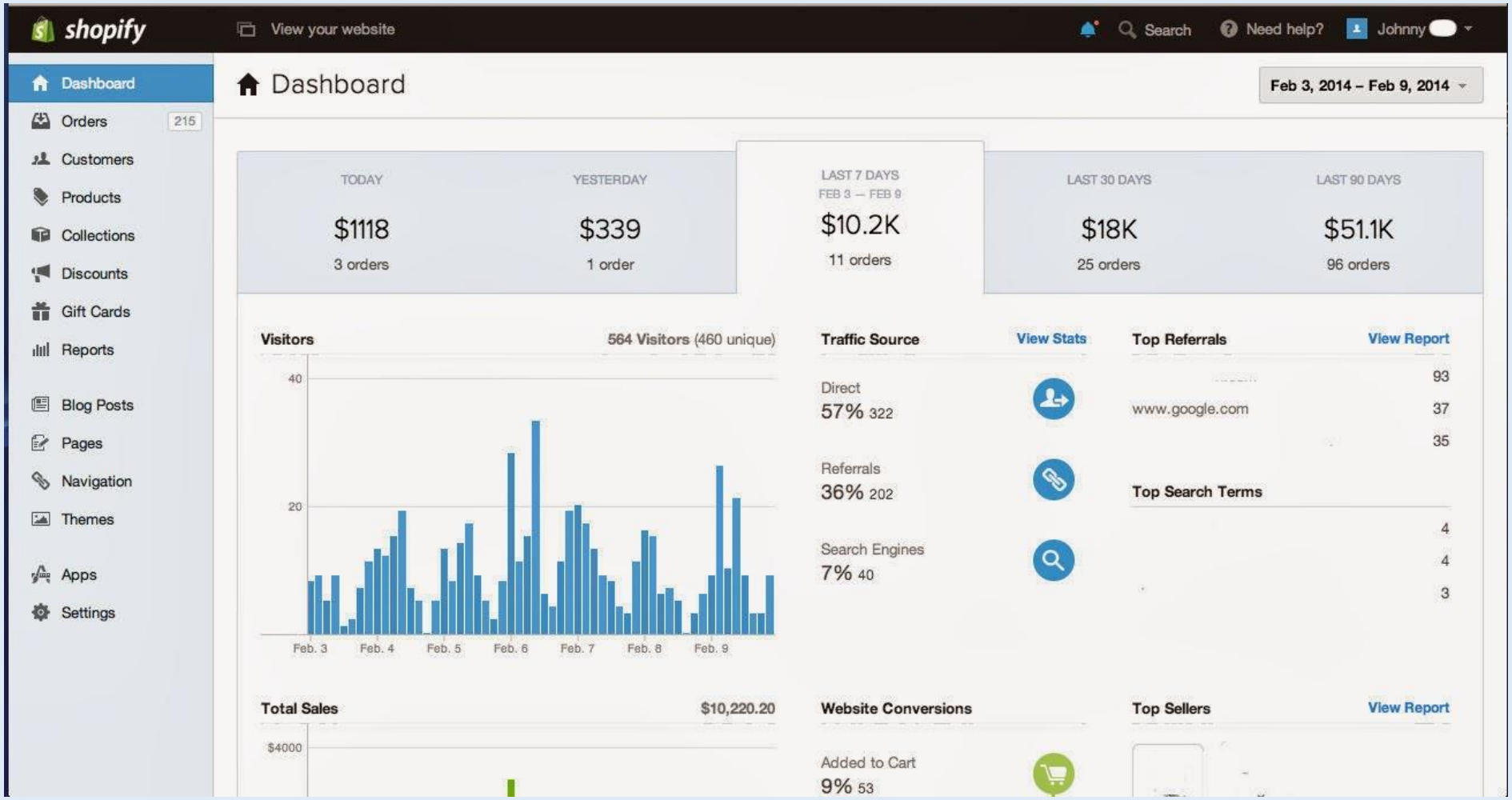
Differences Between Website and E-commerce

Normal website is simply meant to showcase about our self, our services, expertise Etc. but did not have any online option to sell same. Its just for information purposes.

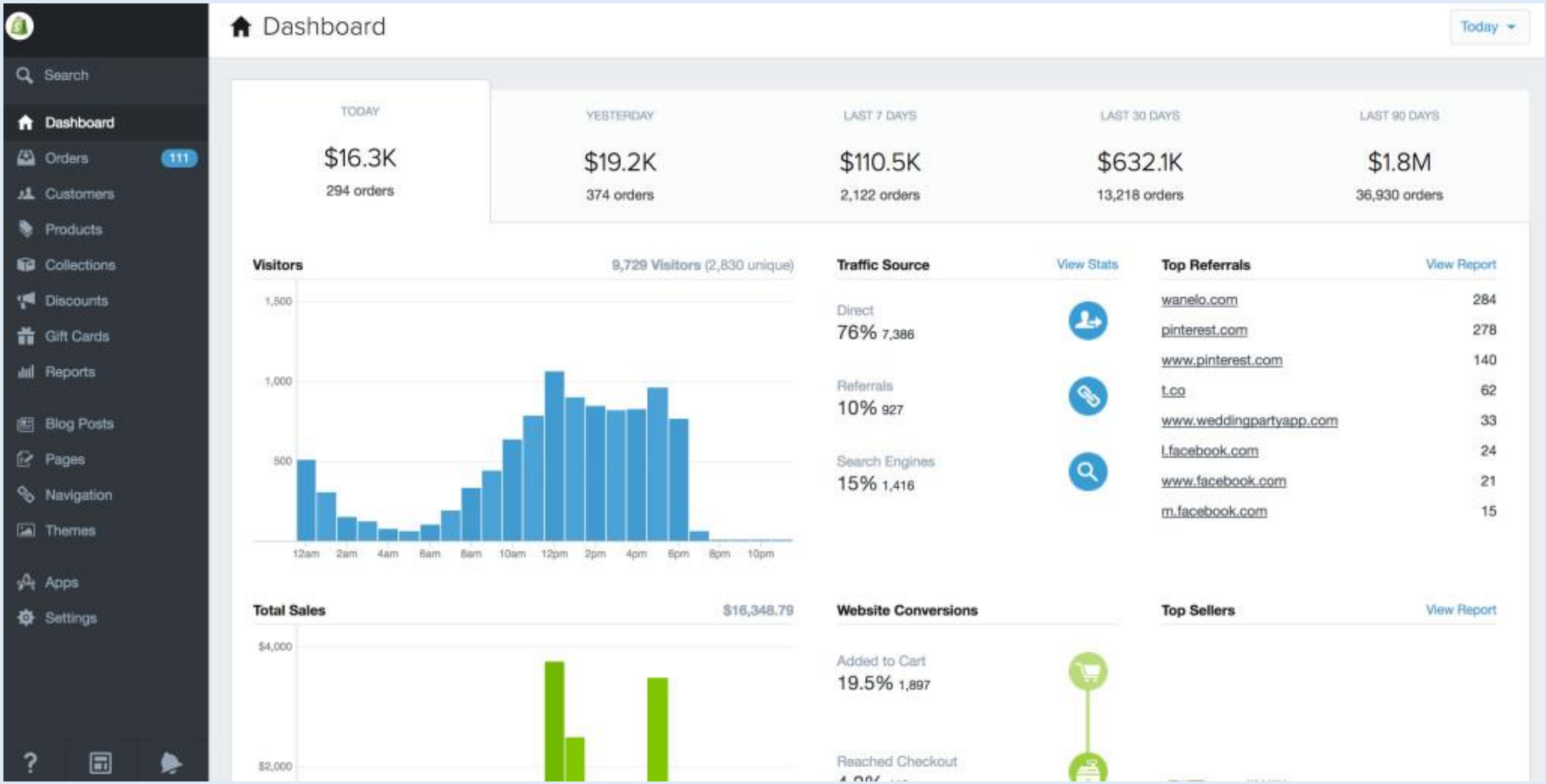
E-Commerce website is a fully functional web store where we can showcase our products along with detailed information about products, their price, delivery options, shopping cart and online payment option to purchase products online.

It Does Make a Difference When Supermarket Come to Your Doorstep

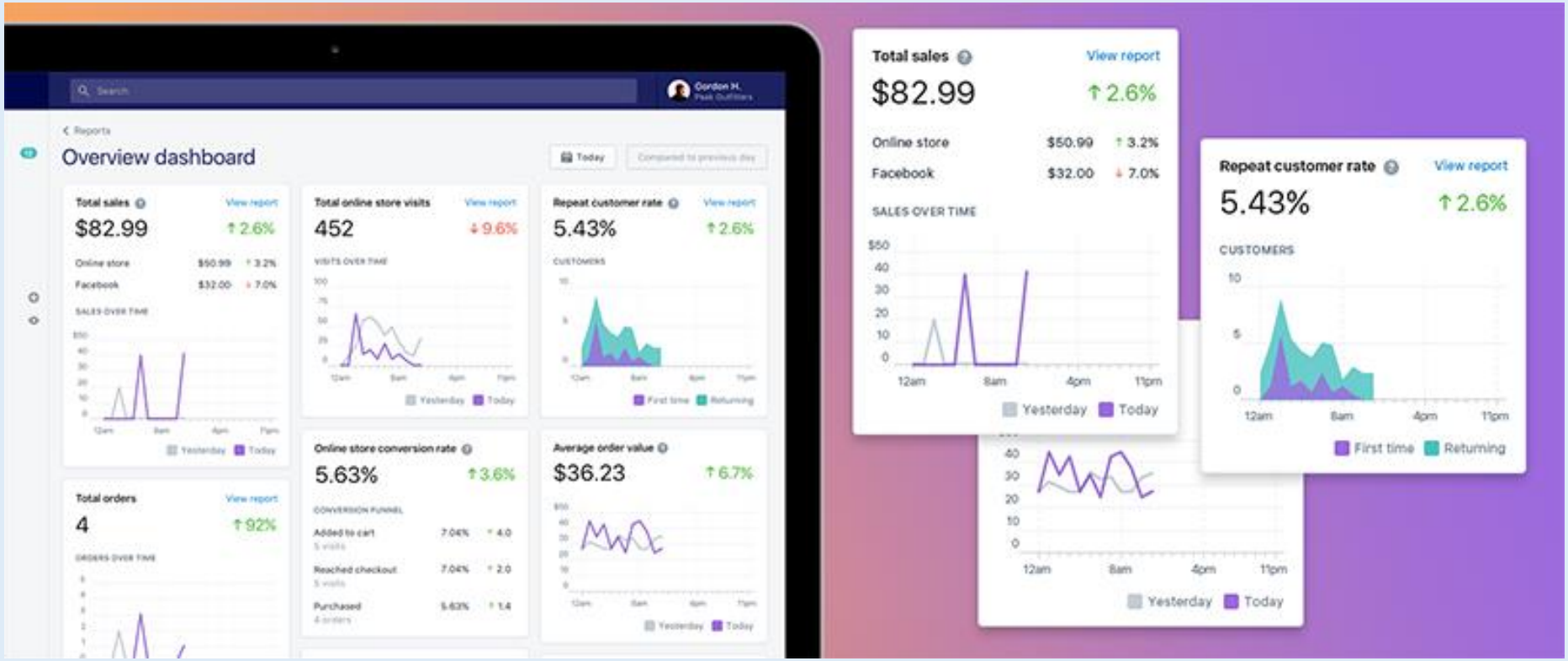
Dashboard
لوحة المعلومات



Dashboard
لوحة المعلومات



Dashboard
لوحة المعلومات



Dashboard
لوحة المعلومات

Dashboard
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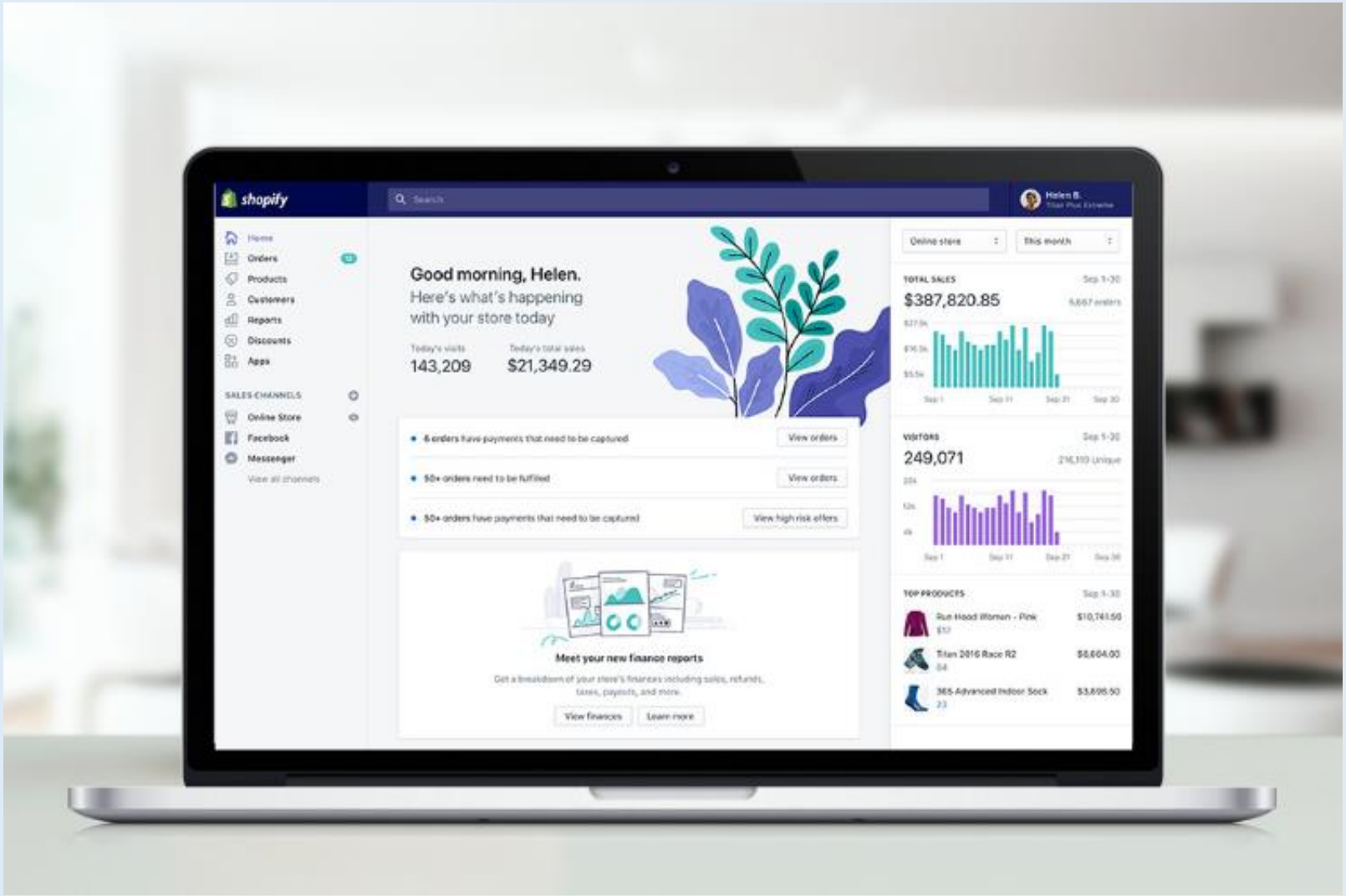
Dashboard
لوحة المعلومات



Dashboard
لوحة المعلومات

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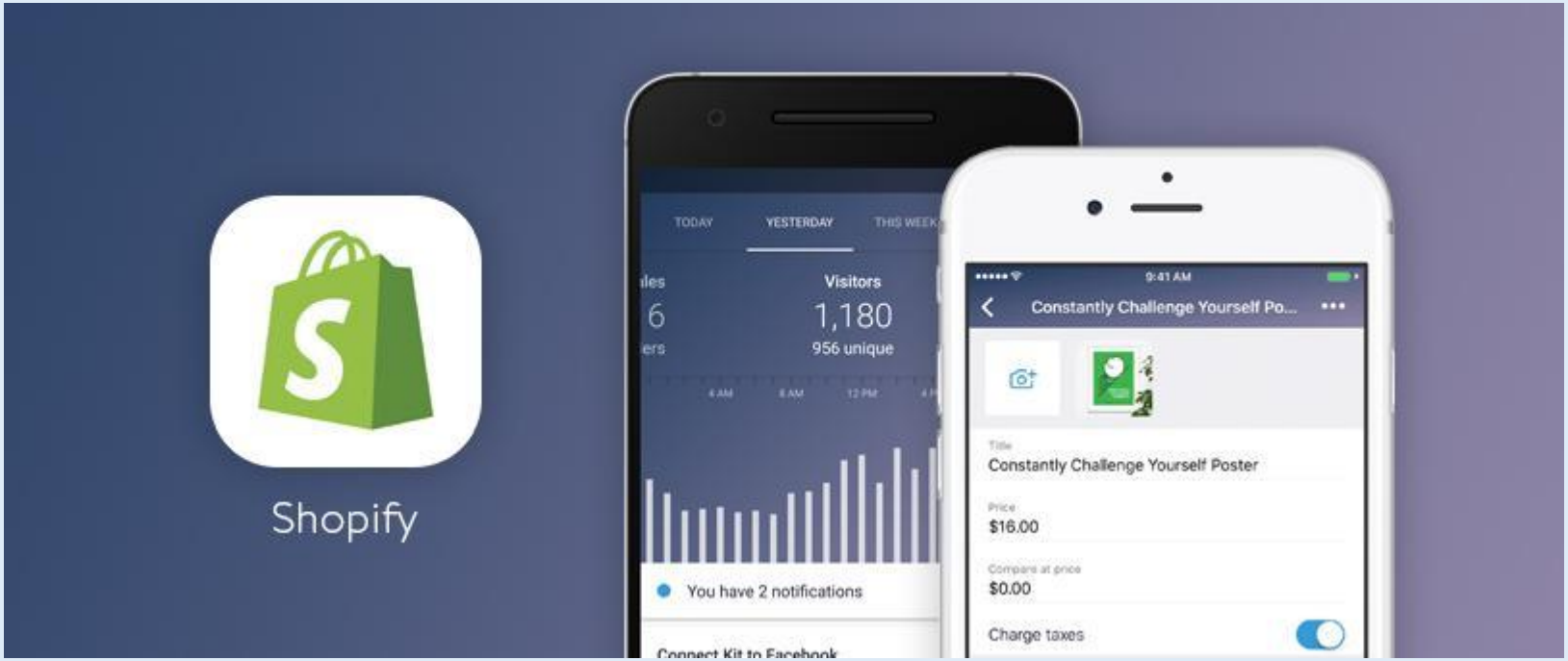
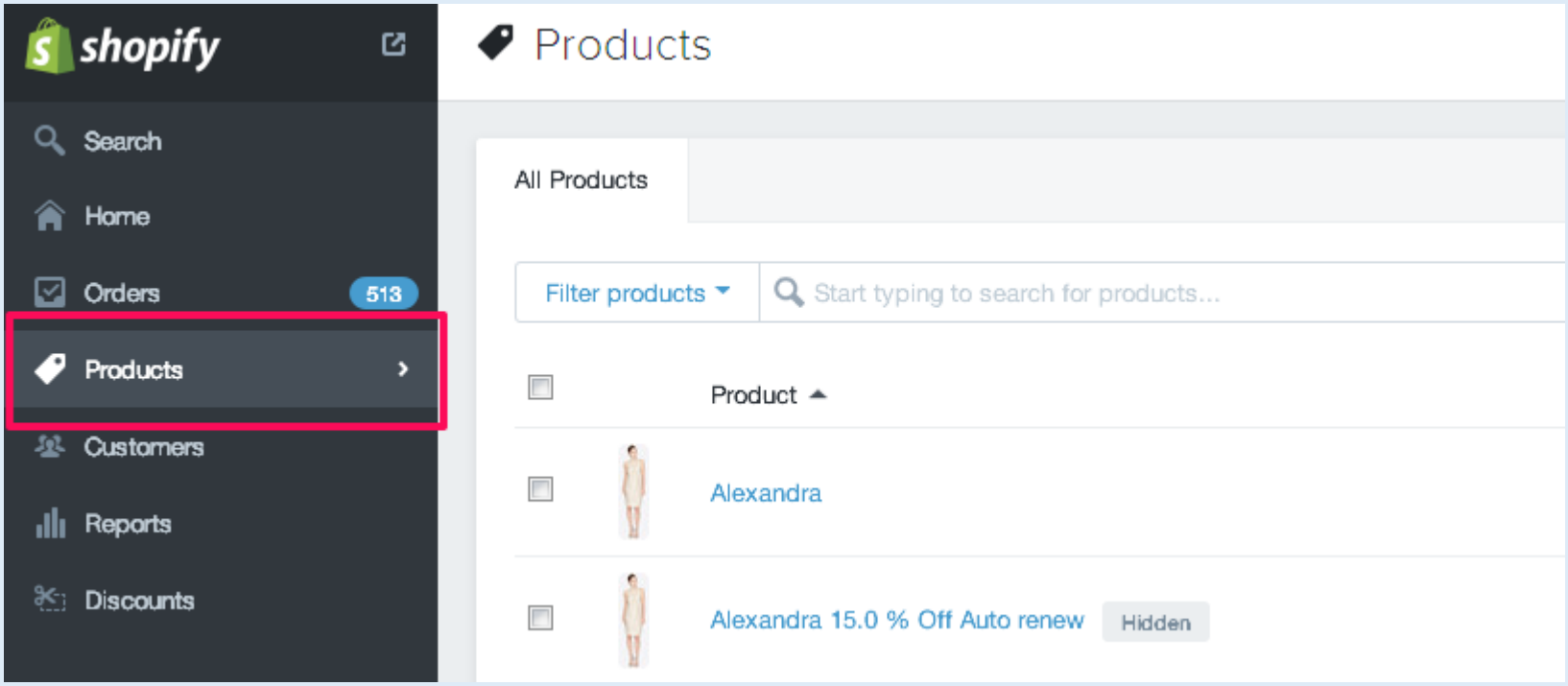
- ✓ We can check all the reports and latest updates of orders payment daily sales, and everything the same by mobile application as well just by downloading the shopify mobile apps will give access to check the live business reports



Dashboard
لوحة المعلومات

- ✓ From the shopify user will add, remove, edit, and update the products information, prices, description, feature and benefits very simple and easy to maintain anybody can do that will provide the basic training



Dashboard
لوحة المعلومات

City Foo سيتي فو

shopify

- Search
- Home
- Orders 96
- Products
- Customers
- Reports
- Discounts
- Online Store
- Point of Sale
- Buy Button
- Apps
- Settings

Products

... | Export | Import | Add a product

All Products

Filter products | Start typing to search for products...

Product	Inventory	Type	Vendor
Black Ban Glasses	92 in stock for 1 variant	Sunglasses	agoodlookingshop
Blue French Shoes	34 in stock for 9 variants	Shoes	Dave's feet and hands
Blue Swimmies	19 in stock for 4 variants	Shorts	agoodlookingshop
Bracelet Pack Hidden (Web)	96 in stock for 3 variants	Jewellery	agoodlookingshop
Calracha Shoes Hidden (POS)	90 in stock for 1 variant	Shoes	Dave's feet and hands
Calracha Shoes - Wholesale Hidden (POS)	115 in stock	Shoes	Dave's feet and hands

Dashboard
لوحة المعلومات

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- Users will get the notification by emails and sms once the new orders arrived
- will have to check the stock and fulfill order in system
- System send emails and sms notification to customers that your orders is fulfilled and ready to dispatch once the delivery is done users will make order done and payment received in system live.
- Can use in both online by computer and mobile

Dashboard
لوحة المعلومات

City Foo سيتي فو

shopify

Search

Edit Order
Spike Heaven

- Home
- Orders 5
  - All orders
  - Drafts
  - Abandoned checkouts
- Products
- Customers
- Reports
- Discounts
- Apps

SALES CHANNELS

- Online Store

Orders

Export More actions

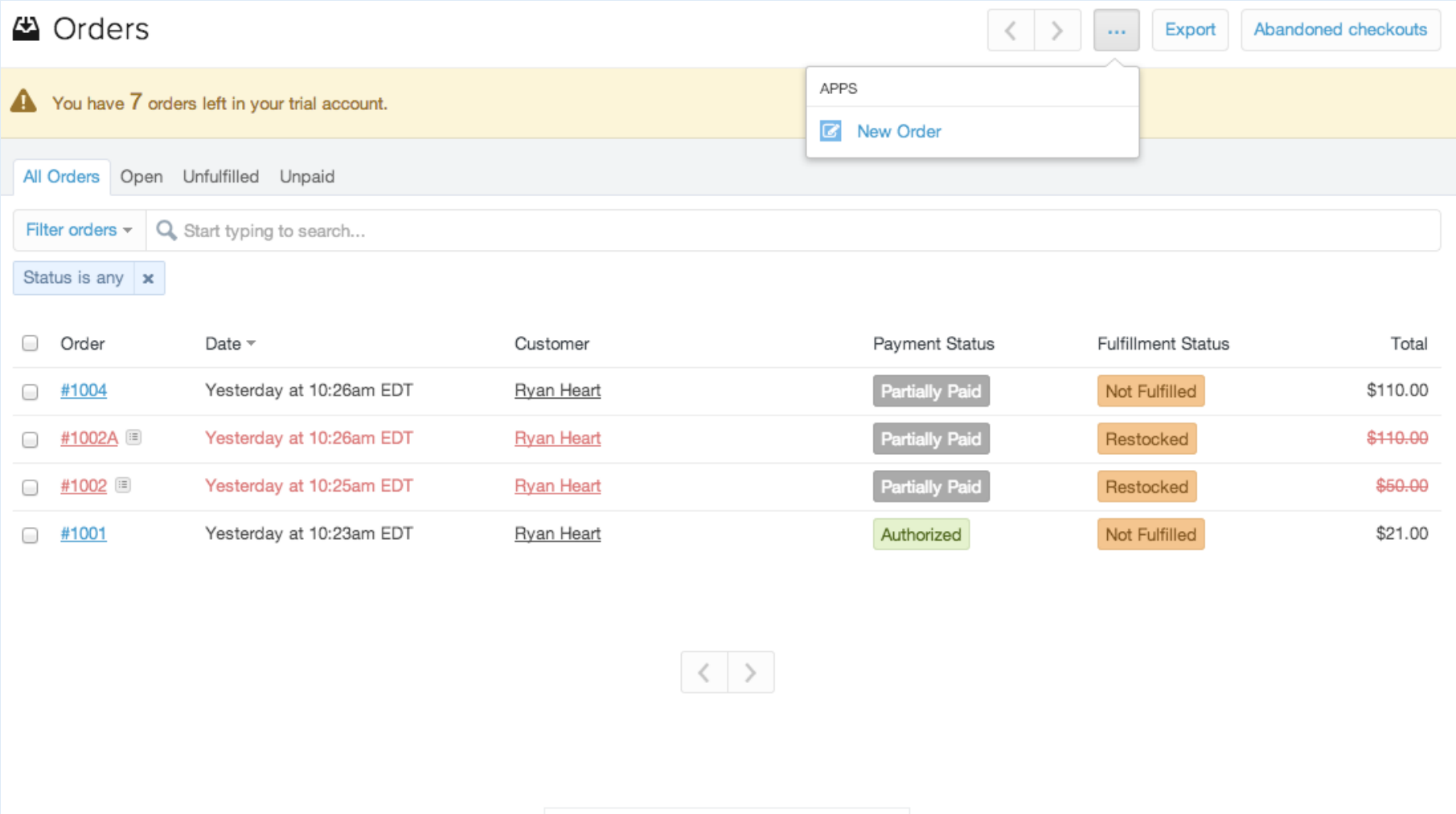
Create order

All Orders | Open | Unfulfilled | Unpaid

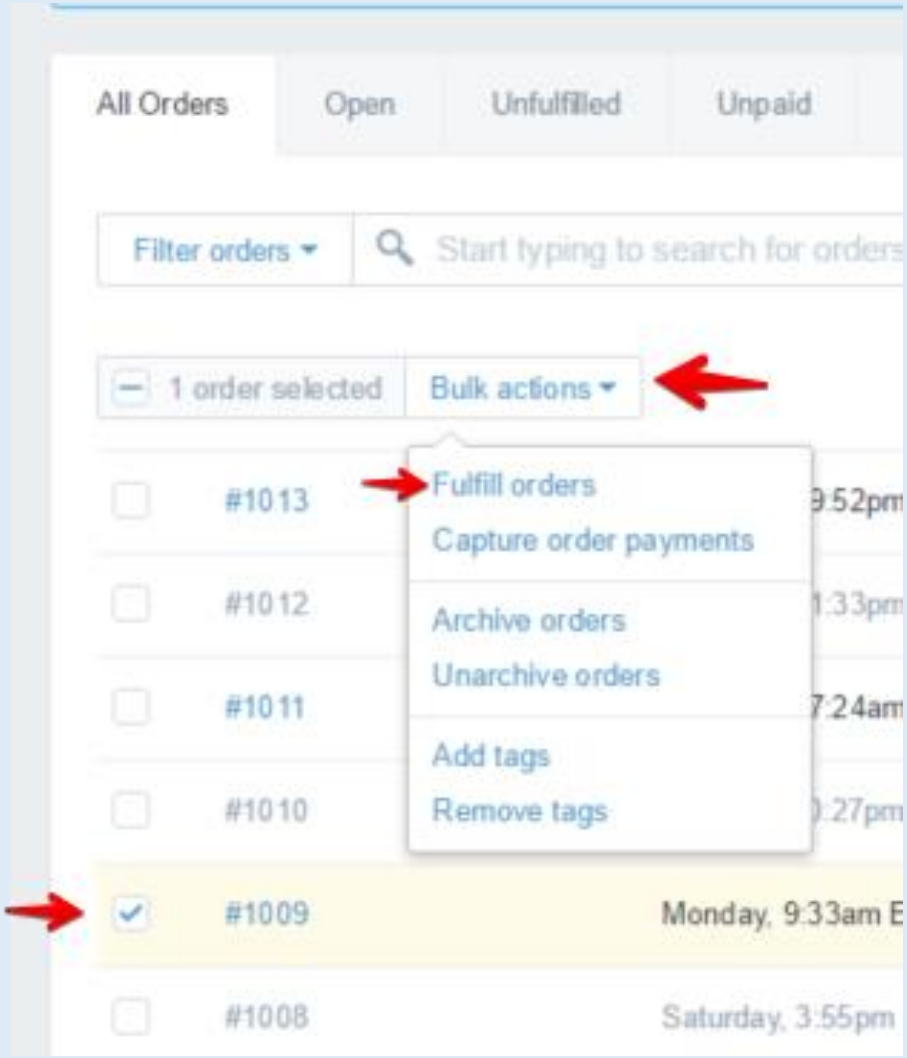
Filter orders | Search orders

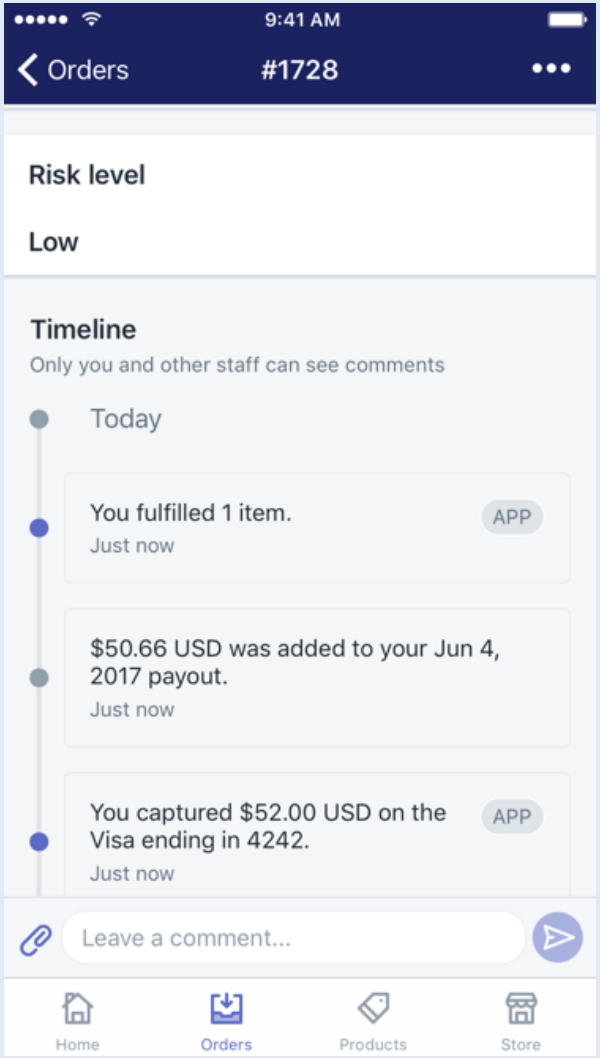
Order	Date	Customer	Payment status	Fulfillment status	Total
#1017A	Jun 1, 4:21pm EDT	—	Pending	Unfulfilled	$80.00
#1017	Jun 1, 4:21pm EDT	—	Pending	Unfulfilled	~~$80.00~~
#1003H	Apr 11, 4:39pm EDT	Bob Martin	Pending	Unfulfilled	$0.00
#1003I	Apr 11, 4:39pm EDT	Bob Martin	Pending	Unfulfilled	$0.00
#1003H	Apr 11, 4:39pm EDT	Bob Martin	Pending	Unfulfilled	~~$80.00~~
#1003G	Apr 11, 4:39pm EDT	Bob Martin	Pending	Unfulfilled	~~$150.00~~
#1003G	Apr 11, 4:39pm EDT	Bob Martin	Pending	Unfulfilled	~~$80.00~~
#1003F	Apr 11, 4:39pm EDT	Bob Martin	Pending	Unfulfilled	~~$150.00~~
#1003E	Apr 11, 4:39pm EDT	Bob Martin	Pending	Unfulfilled	~~$150.00~~

Dashboard
لوحة المعلومات



Dashboard
لوحة المعلومات





Payment Management
إدارة الدفع

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- Will start initially with COD (Cash on Delivery) according to research 70% peoples like to pay while receive the orders
- Will linked paypal for credit cards payment paypal will charge 2% of every transaction
- There are almost every banks provide online payment gateway in KSA they all charge 2% of every transaction
- There is in KSA payfort is one of the biggest online payment gateway provider will contact with them to linked out company bank accounts directly with the store so customers can pay by cards and the money will deposit to the company accounts directly

Payment Management
إدارة الدفع

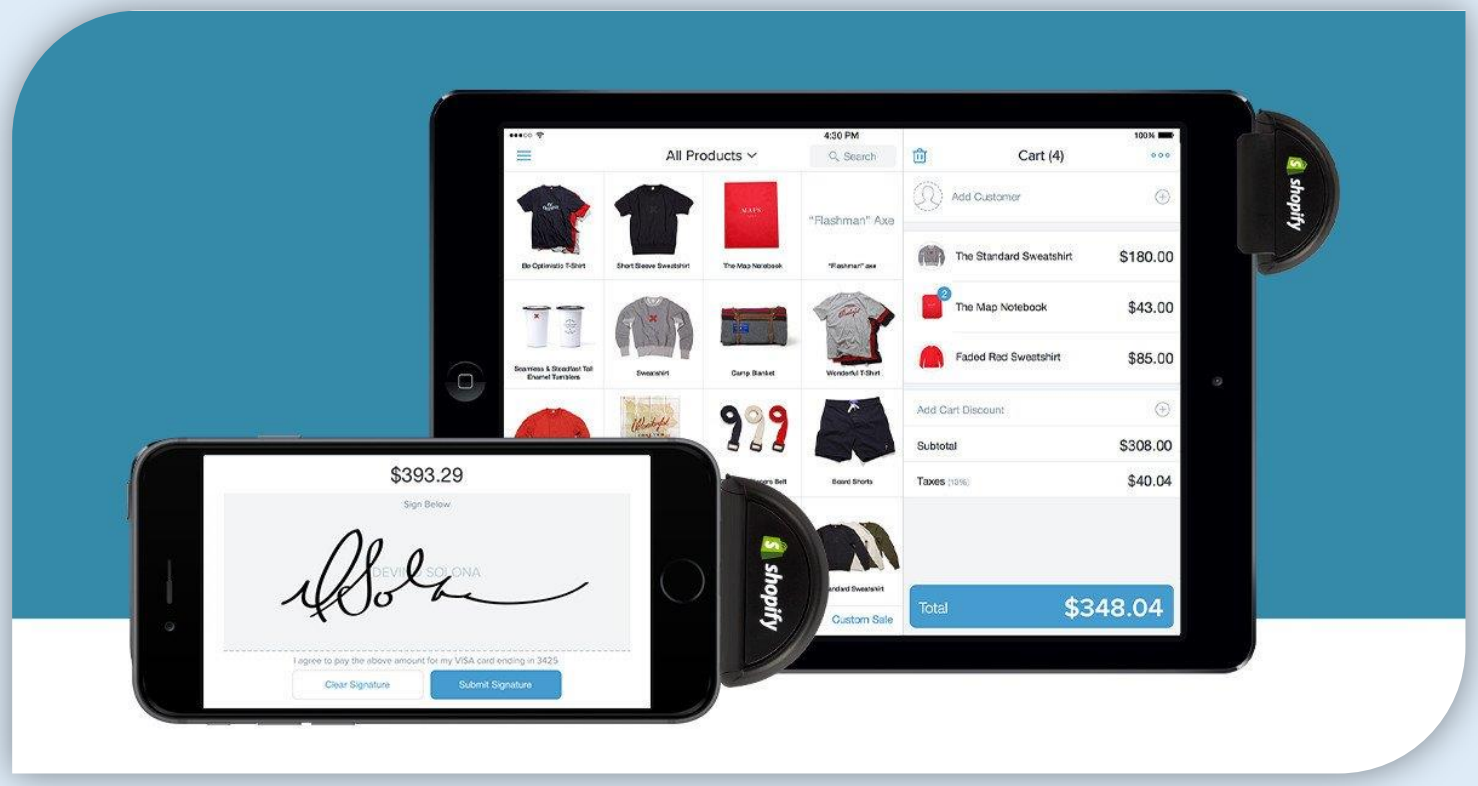
City Foo سيتي فو

Payment Management
إدارة الدفع

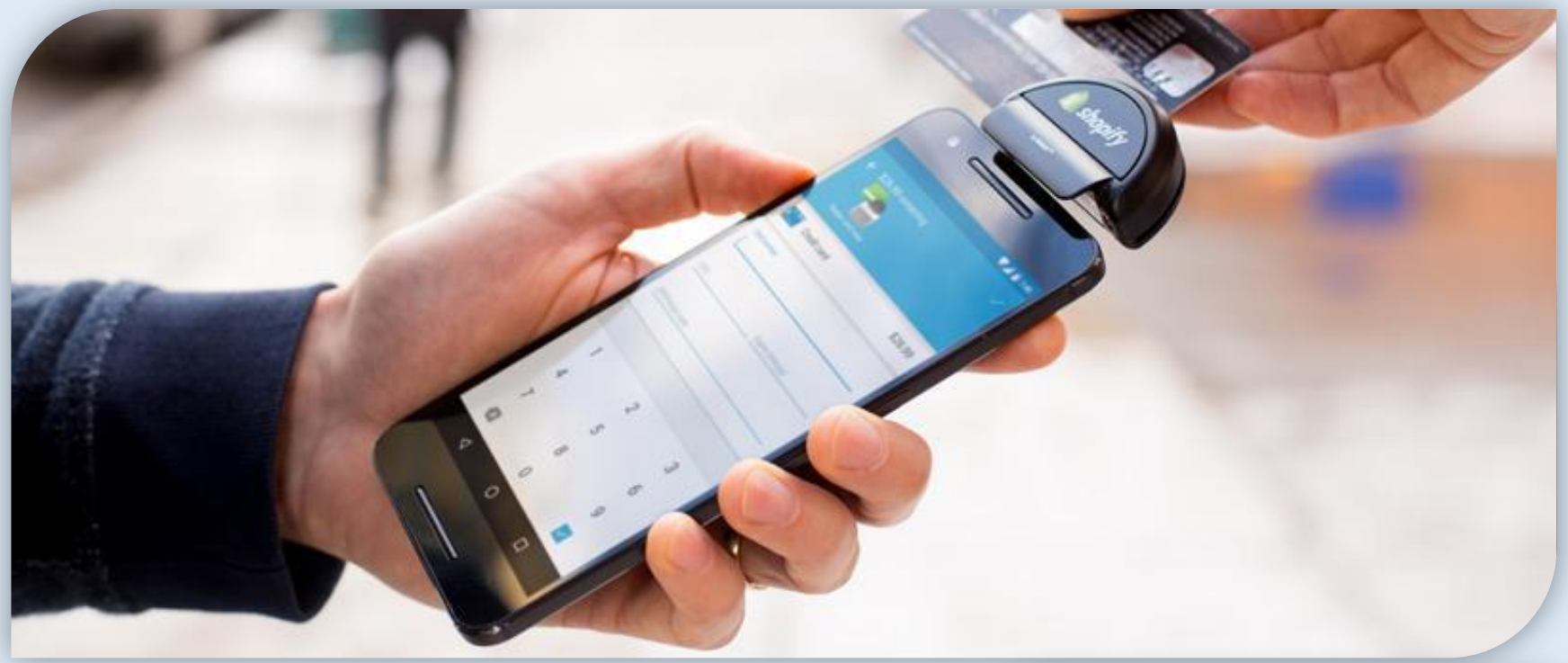
- ✓ There is another option for payment
- ✓ We can use the machine provided by the bank that will use to get payments from customers if they don’t have cash they can pay by cards while getting delivers
- ✓ Most of customers prefer to pay at the time of delivery weather cash or by cards instead of advance payments

Payment Management
إدارة الدفع

- ✓ There are device designed by shopify that we can also use as POS
- ✓ Is very advance and unique device that attached with Tabs and Mobiles
- ✓ Will use such devices for instant checkout



Payment Management
إدارة الدفع



Mobile Compatible
Card Payment Device

Delivery Management
إدارة التسليم

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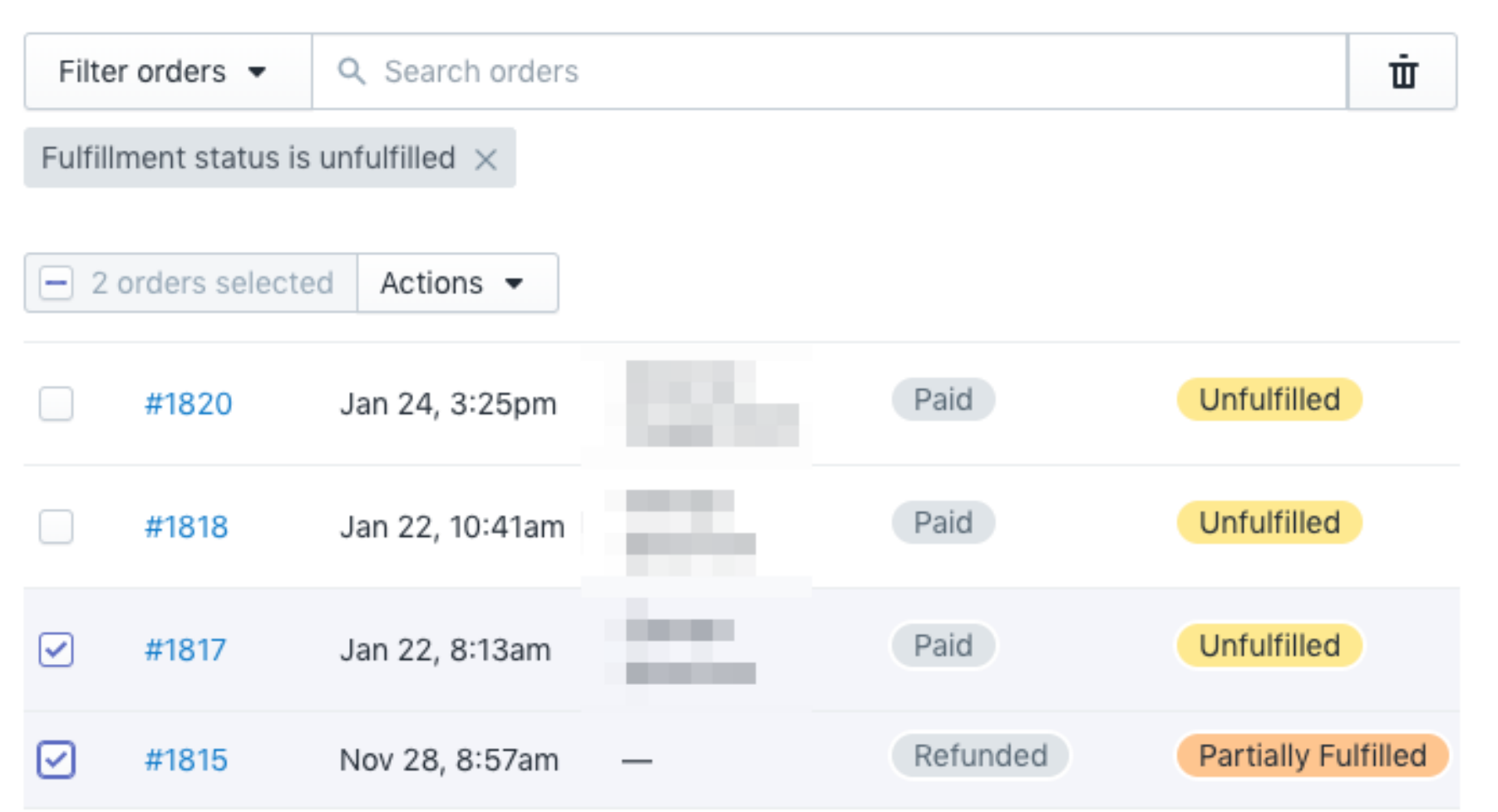
- Admin can give access to the delivery person by creating users accounts
- delivery persons can login by mobile devices to receive order online
- Fullfill orders
- Receiving payments COD or online
- Updating orders status
- Access to the customers information address and contact no.
- Will give training is very simple and easy to use for everyone who can read English

Delivery Management
إدارة التسليم



Delivery Management
إدارة التسليم

City Foo سيتي فو

Shipping

Fulfillment request	Sent automatically to a third-party fulfillment service provider when order items are fulfilled.
Shipping confirmation	Sent automatically to the customer when their order is fulfilled (if you select this option).
Shipping update	Sent automatically to the customer if their fulfilled order's tracking number is updated (if you select this option).
Shipment out for delivery	Sent automatically to the customer after the status of their fulfillment changes to out for delivery
Shipment delivered	Sent automatically to the customer after the status of their fulfillment changes to delivered

Delivery Management
إدارة التسليم

City Foo سيتي فو

shopify | Search | Edit Order Spike Heaven

- Home
- Orders 5
  - All orders
  - Drafts
  - Abandoned checkouts
- Products
- Customers
- Reports
- Discounts
- Apps

SALES CHANNELS
- Online Store

Orders

Export | More actions | Create order

New Order

All Orders | Unpaid

Filter orders | Search orders

Order	Date	Customer	Payment status	Fulfillment status	Total
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#1003G	Apr 11, 4:39pm EDT	Bob Martin	Pending	Unfulfilled	~~$80.00~~
#1003F	Apr 11, 4:39pm EDT	Bob Martin	Pending	Unfulfilled	~~$150.00~~
#1003E	Apr 11, 4:39pm EDT	Bob Martin	Pending	Unfulfilled	~~$150.00~~
#1003D	Apr 11, 4:39pm EDT	Bob Martin	Partially Paid	Unfulfilled	~~$230.00~~

Why Shopify
لماذا شوبيفي

- Easy
- Secure
- Advance features and option
- Leading E-Commerce service provider
- Easy to maintain
- Amazing dashboard
- Advance payment option
- Compatible with any devices
- Cost Effective
- Easy monthly payment option
- Complete online business solution
- live access
- Amazing reporting system
- Integrated with SEO
- Fastest growing

- من السهل
- تأمين
- ميزات مسبقاً والخيار
- الرائدة في مجال توفير خدمات التجارة الإلكترونية
- سهلة للحفاظ على
- لوحة مذهلة
- خيار الدفع المسبق
- متوافق مع أي من الأجهزة
- فعالة من حيث التكلفة
- يتيح خيار الدفع الشهري
- الحل الكامل للعمل عبر الإنترنت
- وصول مباشر
- نظام الإبلاغ مذهلة
- متكامل مع كبار المسئولين الاقتصاديين
- الأسرع

Development Cost
تكلفة التطوير

Plan feature	Shopify
Monthly price	Riyal 10,000/- Per month
FEATURES	
Online Store Includes ecommerce website and blog.	Yes
Unlimited products	Yes
Staff accounts	**5**
24/7 support	Yes
Sales channels Sell on online marketplaces and social media. Channel availability varies by country.	Yes
Manual order creation	Yes
Discount codes	Yes
Free SSL certificate	Yes
Abandoned cart recovery	Yes
Gift cards	Yes
Professional reports	Yes

Cost Breakdown
توزيع التكاليف

Plan feature	Shopify
Monthly price	Riyal 10,000/- Per month
THE CHARGES ARE INCLUDED	
Mobile application ISO and Android Integration	Yes
Email marketing plugins	Yes
Arabic translation	Yes
Advance search plugin	Yes
Quick check out plugins	Yes
Sms notification integration	Yes
Order edit or create manually plugins	Yes
SEO Plugins	Yes
Social media update plugins	Yes
Customers greeting plugins	Yes
Many other important plugins that are required	Yes

3rd Party Delivery Services

City Foo سيتي فو

We can use 3rd party Delivery Agencies to Manage Deliveries Pick up and Drop

Thank you

Best Regards

Ata Siddiqui

Marketing Executive

City Food Supermarkets