



MALLATS

B U S I N E S S K I T
B A H R A I N 2 0 2 1

WELCOME

With over two decades of experience in serving the Bahrain retail and trading market and wider business community, Al-Amthal Group is proud to bring you **Mallats**, a revolutionary e-commerce concept for retailers that addresses the needs of commercial and retail customers.

Much more than a traditional e-commerce marketplace allowing businesses to list their goods for sale, **Mallats** also provides each business with its own e-shop and powerful CRM complete with payment gateway and dashboard where your customers can view your merchandise amongst others or on their own at your e-shop all on top of an ERP to suit all sizes of business from SMEs to Enterprise level.

Mallats is a vertically integrated and omnichannel retail solution seamlessly integrating all of your customer online and mobile transactions with those of your walk in customers and updating inventories real time across all channels. In so doing **Mallats** is much more than a virtual shop window but recreates your entire business in the virtual space. **Mallats** starts where other e-commerce marketplaces end.

I am delighted to offer you the benefits of extra exposure on **Mallats** with the help of a whole range of products and features designed to generate profitable revenue streams from increased customer traffic to your business.



Hani Awachi
CEO



CONCEPT

"Mallats is a one of a kind and complete vertically integrated retail and trading solution which addresses comprehensively the needs of merchants and their customers.

Mallats Consists of:



OUR SERVICE PROMISE

Mallats is a one stop shop for merchants providing a basic listings service to all merchants on Mallats marketplace and will provide each merchant with their own e-shop and ERP.

Mallats to retail customers combines all the variety of visiting a normal shopping mall in the virtual space with attractive special offers all with the convenience of shopping from home with the Mallats app.

LISTING

- A range of listing packages which allow you to showcase your merchandise on Mallats marketplace.
- Your listing package will detail the number, frequency, duration, and type of listings whether standard, featured, or offers, or on the Mallats banner slider

TRADING

- A range of trading packages incorporating your own e-shop, payment gateway, and CRM, dashboard, and MIS
- Marketing and social media campaigns management
- Your trading package comes with an attractive Mallats marketplace listing package
- A POS and Cash Register solution

SOLUTION

- A range of ERP packages to manage your business
- Procurement, Financial Management And Assets Management available as add-ons.
- Delivery and logistics management
- Your solution package comes complete with your own e-shop and attractive listing package



MALLATS BAHRAIN

- MONTHLY STATISTICS

“Over a matter of months **Mallats** has attracted over 200 retail merchants both large and small across a range of sectors from groceries and electronics to fashion and flowers to suit every consumer taste with its tailored and unique set of retail and trading solutions. **Mallats** can have your own e-shop up and running in a matter of hours”

MERCHANTS





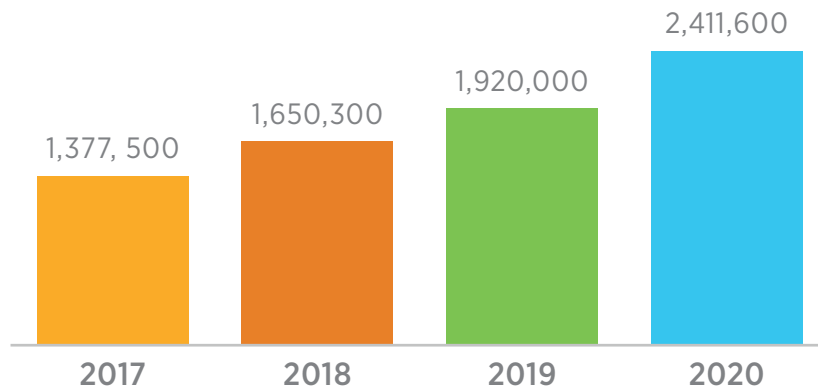
E-COMMERCE

MARKET INSIGHT &
SEARCH TRENDS

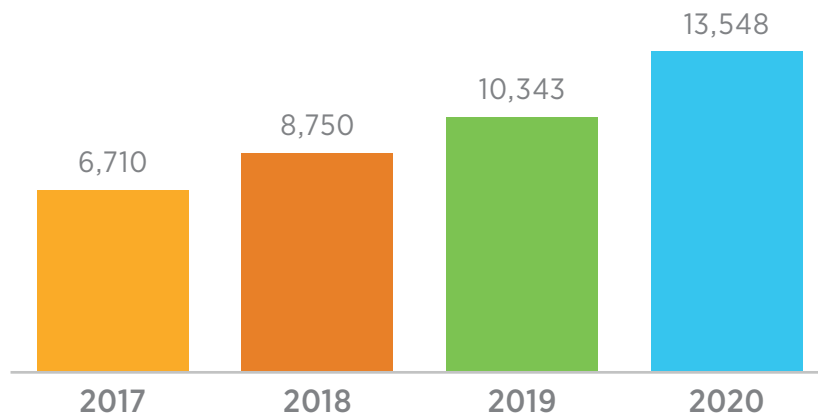
THE GLOBAL & REGIONAL E-COMMERCE MARKET IS ON THE RISE

E-COMMERCE REVENUES (US\$M) 2017 - 2020 WILL STEADILY RISE BY:

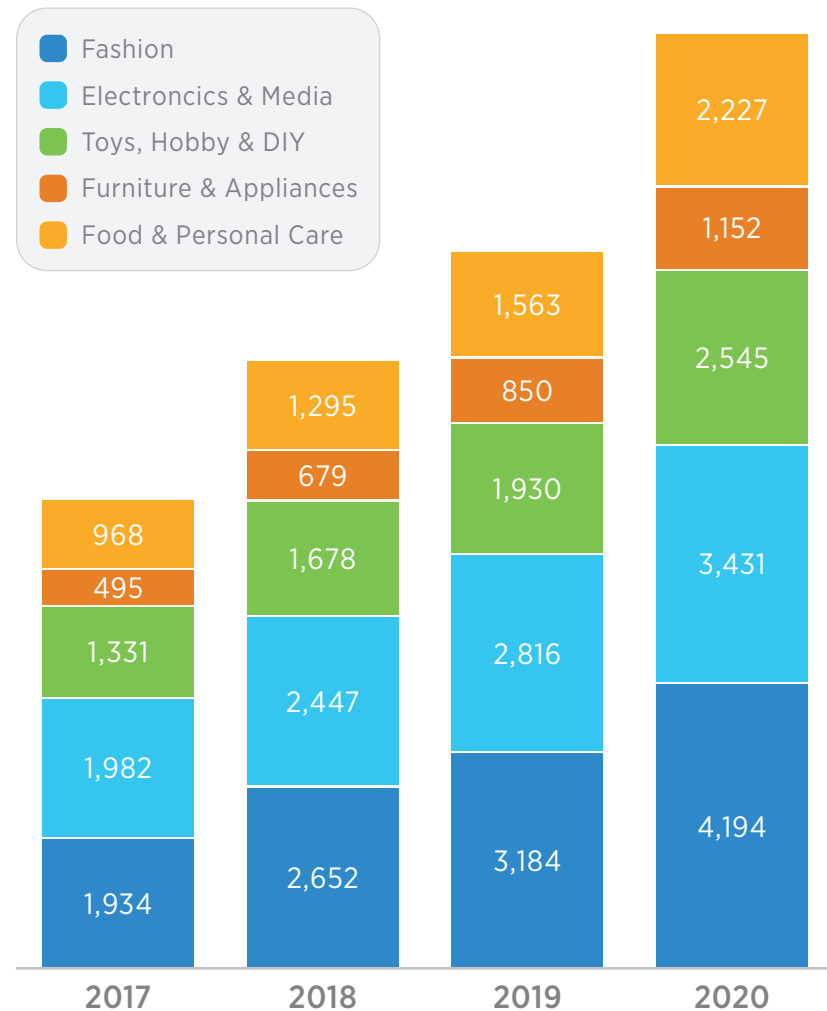
75% Globally



OVER 102% IN THE GCC*



E-COMMERCE REVENUES (US\$M) GENERATED IN THE GCC



BAHRAIN'S STRONG ONLINE PRESENCE & REPUTATION CAN BE ATTRIBUTED TO ITS YOUNG & TECH-SAVVY POPULATION

1ST
GLOBALLY

QUALITY OF E-COMMERCE
LEGISLATION

4TH
GLOBALLY

NUMBER OF INTERNET USERS
(as per % of adult population)

7TH
GLOBALLY

HOUSEHOLDS WITH INTERNET
ACCESS

51%

of Bahrainis make up its youth population, contributing to place Bahrain as a tech-savvy regional hub.



99%

of Bahrain's Population are Internet users.



83%

of Bahrain's Consumers Shop Online.



126%

Mobile Broadband Subscriptions Per 100 pop.



13%

Online Trade Growth Rate in Bahrain (2019).



PACKAGES

DETAILS & PRICING
IN DEPTH

LISTING PACKAGES

- BEST VALUE PACKAGES

	BASIC	STANDARD	SUPER	ULTRA
Item Listing on Website & App	Upto 40	Upto 60	Upto 80	Upto 100
Mallats.com top banner ^(A)	-	-	-	-
Mallats.com mall banner ^(A)	-	-	1	2
Offers ^(B)	-	4	6	8
New Arrivals ^(B)	-	4	6	8
Featured Products ^(B)	-	4	6	8
Popular Products ^(C)	-	4	6	8
Mallats Social Media Posts ^(D)	-	-	2	4
Influencers ^(E)	-	-	1	2
Emails ^(F)	-	-	-	-
SMS Campaign ^(Upto 5,000 users) ^(F)	-	-	-	-
APP Push Messages ^(F)	-	-	-	-
TRANSACTION FEES	12%	12%	10%	10%
MONTHLY FEES (BHD)	0	30	40	50

General services included:

- Cloud Hosting fees
- Support & Maintenance fees

- SUPREME PACKAGES

	BASIC	STANDARD	SUPER	ULTRA
Item Listing on Website & App	Upto 120	Upto 150	Upto 200	Unlimited
Mallats.com top banner ^(A)	1	2	3	4
Mallats.com mall banner ^(A)	3	5	5	8
Offers ^(B)	10	15	20	30
New Arrivals ^(B)	10	15	20	30
Featured Products ^(B)	10	15	20	30
Popular Products ^(C)	10	15	20	30
Mallats Social Media Posts ^(D)	6	8	10	15
Influencers ^(E)	4	8	12	20
Emails ^(F)	5	8	10	12
SMS Campaign ^(Upto 5,000 users) ^(F)	-	-	1	1
APP Push Messages ^(F)	5	8	10	12
TRANSACTION FEES	10%	10%	8%	7%
MONTHLY FEES (BHD)	60	70	80	100

(A) Number published on mallats.com

(B) Number of items published on mallats.com

(C) Most popular items will be automatically selected by system based on units sold.

(D) Number of Posts on Mallats Facebook & Instagram pages

(E) Number of Banner Ads

(F) Number of campaigns registered to mallats.com users

TRADING PACKAGES

	BASIC	SUPER	ULTRA
WEBSITE			
e-Shop	✓	✓	✓
Company Info	✗	✓	✓
Website Management	✗	✓	✓
Payment Gateway	✓	✓	✓
Media Management	✗	✗	✓
MOBILE APP			
Mallats Item Listing	✓	✓	✓
Merchant e-Shop Listing	✓	✓	✓
Customer Account	✗	✓	✓
Payment Gateway	✓	✓	✓
CASH REGISTER			
Cash Register Software	✗	✓	✓
Cash Register Machine (1 unit)	✗	✗	✓
POS Machine	✓	✓	✓
BACK OFFICE			
Inventory Management	✓	✓	✓
Delivery & Logistics	✓	✓	✓
VAT Management	✗	✓	✓
Sales Management	✓	✓	✓
Financial Reports	✗	✓	✓
Customer Management	✗	✗	✓
MALLATS PACKAGE	SILVER	GOLD	DIAMOND
TRANSACTION FEES	12%	10%	8%
MONTHLY FEE	50	100	200

- MALLATS PACKAGES

	SILVER	GOLD	DIAMOND
Item Listing on Website & App	Upto 150	Upto 200	Unlimited
Mallats.com top banner ^(A)	2	3	4
Mallats.com mall banner ^(A)	6	8	10
Offers ^(B)	15	20	30
New Arrivals ^(B)	15	20	30
Featured Products ^(B)	4	6	10
Popular Products ^(C)	4	6	10
Mallats Social Media Posts ^(D)	5	8	10
Influencers ^(E)	5	8	10
Emails ^(F)	10	15	20
SMS Campaign ^(F) (Upto 5,000 users)	-	1	2
APP Push Messages ^(F)	10	15	20

General services included:

- Cloud Hosting fees
- Support & Maintenance fees

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(E) Number of Banner Ads

(F) Number of campaigns registered to mallats.com users

SOLUTION PACKAGES

	BASIC	SUPER	ULTRA
WEBSITE			
e-Shop	✓	✓	✓
Company Info	✗	✓	✓
Website Management	✗	✓	✓
Payment Gateway	✓	✓	✓
Media Management	✗	✗	✓
MOBILE APP			
Mallats Item Listing	✓	✓	✓
Merchant e-Shop Listing	✓	✓	✓
Customer Account	✗	✓	✓
Payment Gateway	✓	✓	✓
CASH REGISTER			
Cash Register Software	✗	✓	✓
Cash Register Machine (1 unit)	✗	✗	✓
POS Machine	✓	✓	✓
BACK OFFICE			
Inventotry & Logistics	✓	✓	✓
Orders & Sales Management	✓	✓	✓
Procurement & Expenses	✗	✗	✓
General Ledger	✓	✓	✓
CRM	✗	✗	✓
Financial Reports	✓	✓	✓
MALLATS PACKAGE	SILVER	GOLD	DIAMOND
TRANSACTION FEES	10%	8%	7%
MONTHLY FEE	250	300	400

- MALLATS PACKAGES

	SILVER	GOLD	DIAMOND
Item Listing on Website & App	Upto 150	Upto 200	Unlimited
Mallats.com top banner ^(A)	2	3	4
Mallats.com mall banner ^(A)	6	8	10
Offers ^(B)	15	20	30
New Arrivals ^(B)	15	20	30
Featured Products ^(B)	4	6	10
Popular Products ^(C)	4	6	10
Mallats Social Media Posts ^(D)	5	8	10
Influencers ^(E)	8	12	20
Emails ^(F)	10	15	20
SMS Campaign ^(upto 5,000 users) ^(F)	5	8	10
APP Push Messages ^(F)	10	15	20

General services included:

- Cloud Hosting fees
- Support & Maintenance fees

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ADVERTISING

SHOWCASE YOUR BUSINESS
& MAXIMISE EXPOSURE

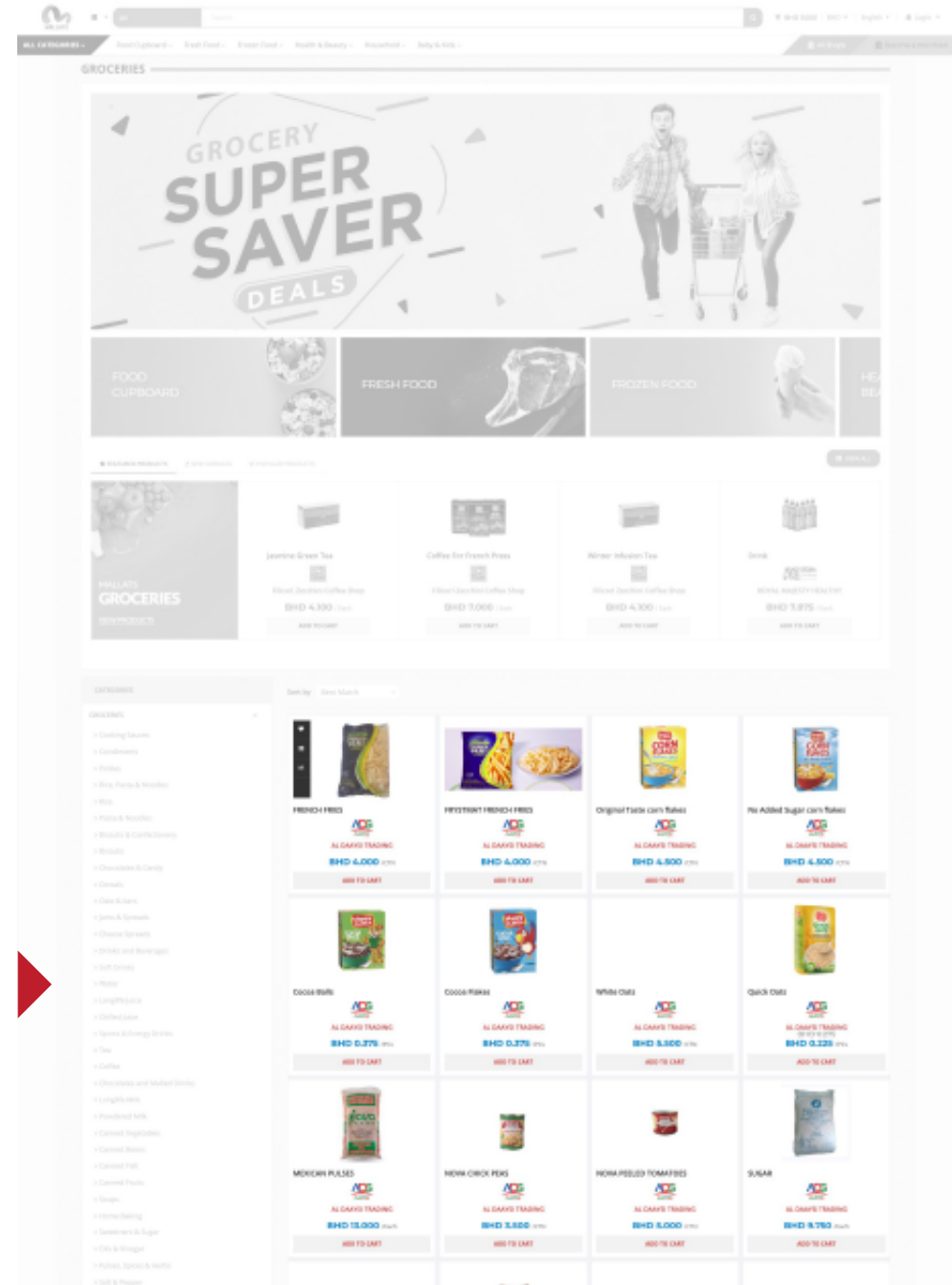
LISTINGS

Increase the number of item listings you have as per your selected package for a specific period. To give your brand more exposure, your logo will be displayed next to all your item listings on all packages.

- Add your inventory for specific period
- Pay as you go
- Choose as per your requirement from multiple packages

LISTINGS	PRICE (BHD)
+20 Items Listing	15
+50 Items Listing	25
+70 Items Listing	55
+90 Items Listing	65
+120 Items Listing	75
+170 Items Listing	85
+200 Items Listing	110

* PRICE PER MONTH



TOP BANNER

Banners on **Mallats** give your brand or product unique exposure and advantage with maximum reach and view ability.

- Select your own banner content
- Design your own banner or our professionals design it
- Choose as per your requirement from multiple packages
- Pay as you go

QUANTITY	PRICE (BHD)
+1 Top Banner	25
+2 Top Banner	45
+4 Top Banner	80

*** PRICE PER WEEK**

The screenshot displays the Mallats website interface. At the top, there is a navigation bar with categories like 'Home', 'All Categories', 'Services', 'About Us', 'Contact Us', 'My Account', 'My Cart', and 'My Orders'. Below the navigation is a large red top banner featuring a woman wearing sunglasses and a hat, with the text 'EXCLUSIVE ON MALLATS 65% ON ALL SUNGLASSES' and a 'SHOP NOW' button. Underneath the banner are three smaller promotional tiles: 'OFFERS NEWSLETTERS', 'MARKET BULLETIN', and 'LATEST OFFERS'. A section titled 'EXPERIENCE THE SHOPPING WORLD' follows, showcasing logos for Mallats, Aqaraats, Khidmaat, Mtaem, and Hotelats. Below this is a 'Daily Offers' section with several product tiles, each showing a product image, brand name, and price. The 'GROCERIES' section features a large banner for 'YOUR ONE STOP GROCERY STORE' with an image of a person in a cap holding a box of groceries. Below this are four category tiles: 'FOOD CUPBOARD', 'FRESH FOOD', 'FROZEN FOOD', and 'HEALTHY'. Another 'Daily Offers' section is at the bottom, displaying more product tiles with prices.

MALL BANNER

Mall Banners on **Mallats** give your brand or product unique exposure and advantage within your Mall or Department with high reach and view ability.

- Select your own banner content
- Design your own banner or our professionals design it
- Choose as per your requirement from multiple packages
- Pay as you go

QUANTITY	PRICE (BHD)
+1 Mall Banner	10
+2 Mall Banner	15
+4 Mall Banner	25
+6 Mall Banner	35
+8 Mall Banner	45
+10 Mall Banner	50

*** PRICE PER WEEK**

The screenshot displays the Mallats website interface. At the top, there is a navigation bar with various categories. Below this, a large banner advertises 'EXCLUSIVE ON MALLATS 65% ON ALL SUNGLASSES' with a 'SHOP NOW' button. Underneath, there are three smaller banners for 'OFFERS NEWSLETTERS', 'MARKET BULLETIN', and 'LATEST OFFERS'. A section titled 'EXPERIENCE THE SHOPPING WORLD' features logos for MALLATS, AGARAATS, KHIDMAAT, MTAEM, and HOTELATS. The 'Daily Offers' section lists several products with their prices. Below this is the 'GROCERIES' section, which includes a large banner for 'YOUR ONE STOP GROCERY STORE' featuring a delivery person in a red uniform and a blue face mask holding a box of groceries. Below the banner are categories for 'FOOD CURBOARD', 'FRESH FOOD', and 'FROZEN FOOD'. Another 'Daily Offers' section is visible at the bottom, listing more products.

OFFERS

In a price sensitive age Offers are a very effective way of generating sales turnover and revenue.

These offers may be of various types and typically involve discounted pricing for a limited period with terms and conditions attached.

Items on Offer will appear on **Mallats** main page and under the specific mall or department.

- Update your own offers
- Decide offer period
- Chose as per your requirement from multiple packages
- Pay as you go

LISTINGS	PRICE (BHD)
+10 Offer Items Listing	10
+20 Offer Items Listing	15
+30 Offer Items Listing	25
+40 Offer Items Listing	35
+50 Offer Items Listing	45

* PRICE PER MONTH

The screenshot displays the Mallats website interface. At the top, there is a navigation bar with categories like 'Home', 'Fashion', 'Beauty & Health', 'Medical Equip & Supplies', 'Smart & Smartwatches', 'Stationery, Books & Gifts', 'Toys', 'Hardware & Electrical', and 'Services & Support'. Below the navigation bar is a large promotional banner for 'EXCLUSIVE ON MALLATS' featuring a woman wearing sunglasses and a hat, with a '65% ON ALL SUNGLASSES' offer and a 'SHOP NOW' button. Underneath the banner are three smaller promotional tiles: 'OFFERS NEWSLETTERS', 'MARKET BULLETIN', and 'LATEST OFFERS'. A section titled 'EXPERIENCE THE SHOPPING WORLD' follows, with icons for 'MALLATS', 'AGARATS', 'KHIDMAAT', 'MTAEM', and 'HOTELATS'. Below this is a 'Daily Offers' section with a grid of product offers, including 'MULTI-CAPACITY BATTERIES', 'Am-tech', 'FRESH STICKS PACK', and 'SECRET GAMING'. A red arrow points to the 'Daily Offers' section. Below the 'Daily Offers' section is a 'GROCERIES' section with a large banner for 'YOUR ONE STOP GROCERY STORE' featuring a person in a cap and mask holding a box of groceries. Below the banner are four categories: 'FOOD CUPBOARD', 'FRESH FOOD', 'FROZEN FOOD', and 'HEALTHY'. At the bottom, there is another 'Daily Offers' section with product offers for 'JOHNSON BABY SHAMPOO' and 'LAD LIPSY BOM-BOM'.

NEW ARRIVALS

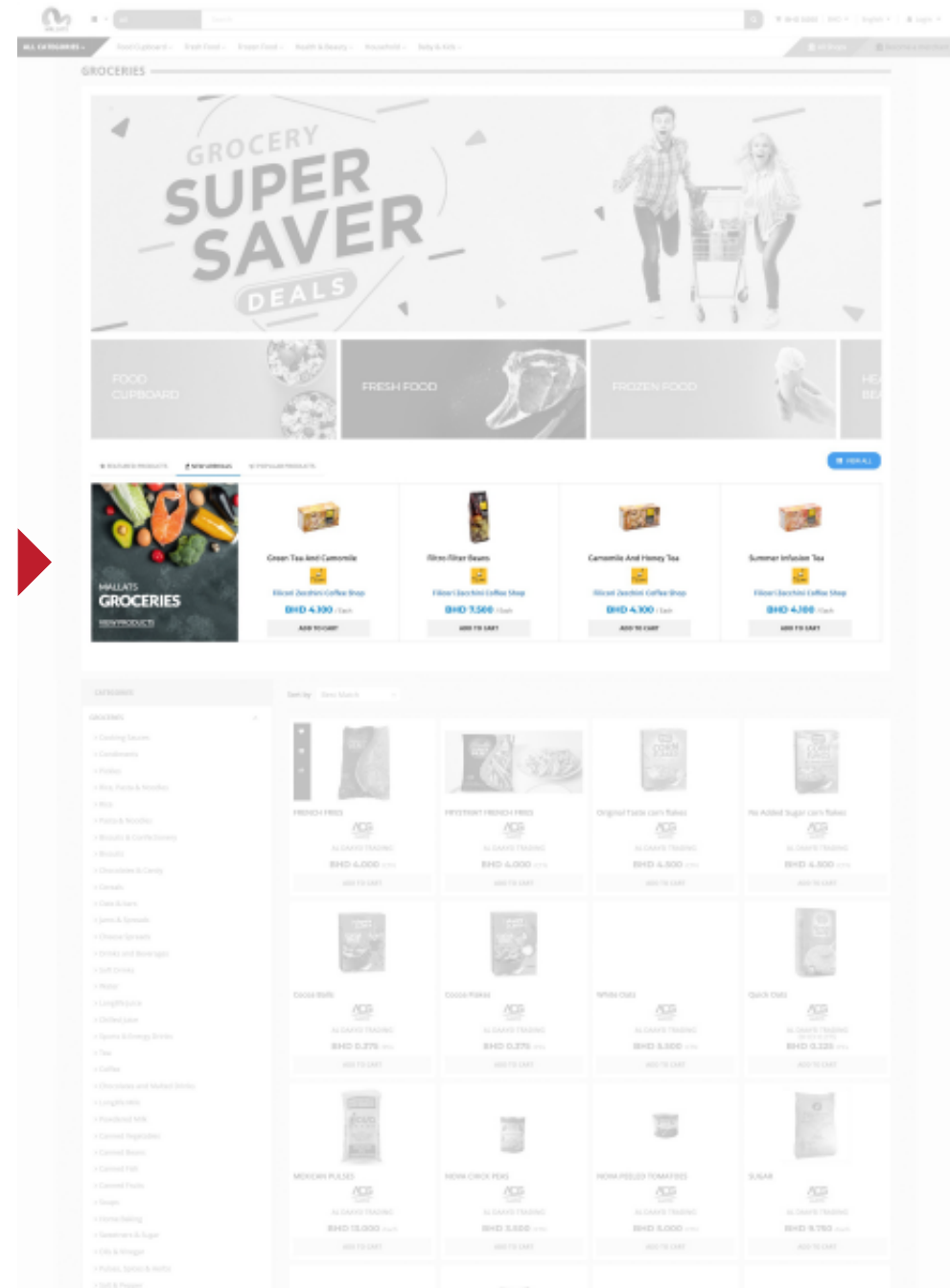
Showcasing your newly arrived items prominently allows you to stay a step ahead by demonstrating to your customers that the latest items are available with you. It would create for you 'buzz' in the market and bolster your reputation as a trend setter and market leader.

New Arrivals will appear on the main page under respective malls section and inside the main page of malls/departments.

- Update your own New Arrivals
- Chose as per your requirement from multiple packages
- Pay as you go

LISTINGS	PRICE (BHD)
+10 New Arrival Items	10
+20 New Arrival Items	15
+30 New Arrival Items	25
+40 New Arrival Items	35
+50 New Arrival Items	45

*** PRICE PER MONTH**



FEATURED PRODUCTS

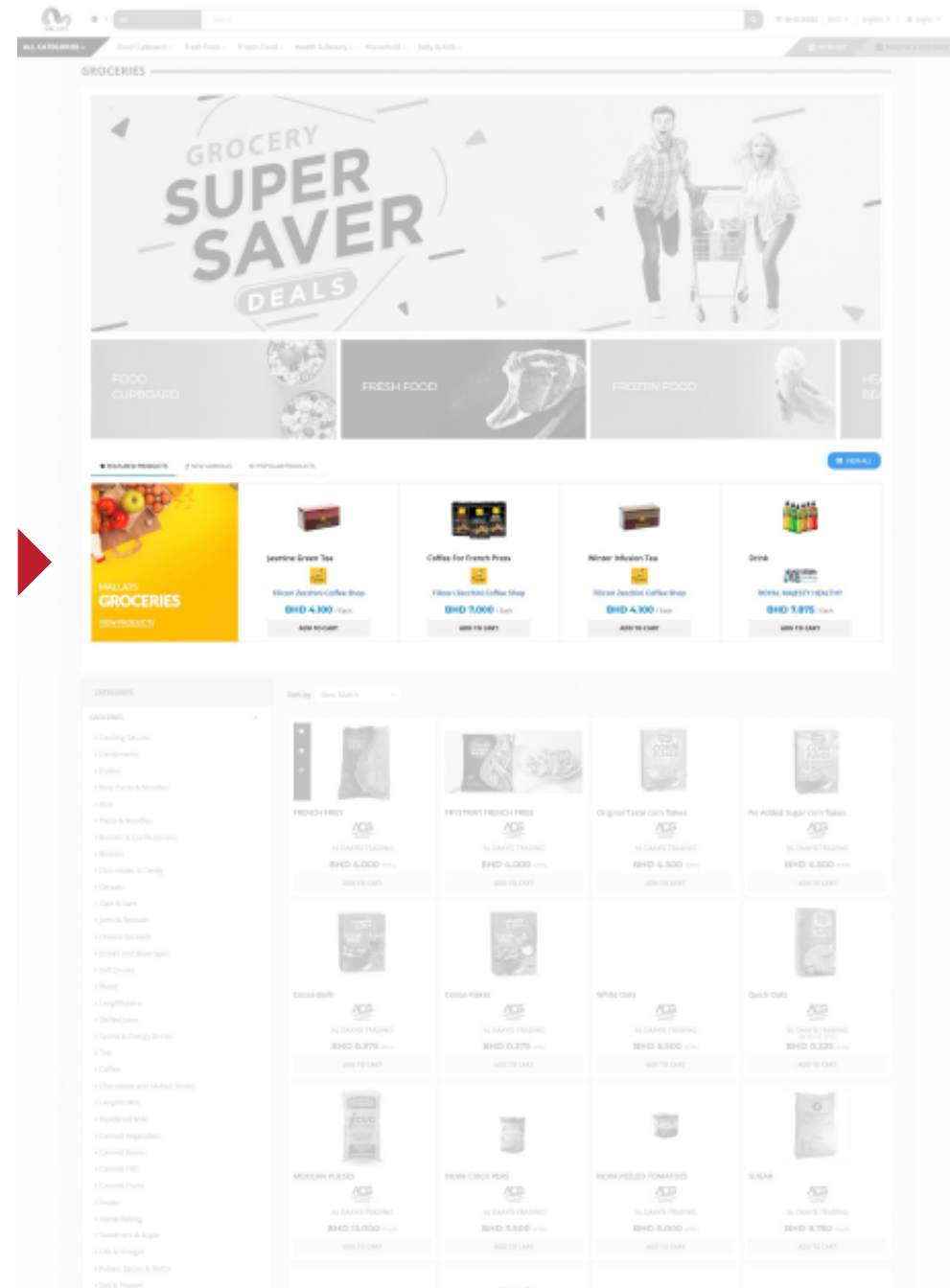
Featured Products are the items that you wish to draw the shoppers' eye to.

Featured Products will appear on the main page under respective malls section and inside the main page of malls/departments.

- Update your own Featured Products
- Chose as per your requirement from multiple packages
- Pay as you go

LISTINGS	PRICE (BHD)
+10 Featured Products	10
+20 Featured Products	15
+30 Featured Products	25
+40 Featured Products	35
+50 Featured Products	45

*** PRICE PER MONTH**



POPULAR PRODUCTS

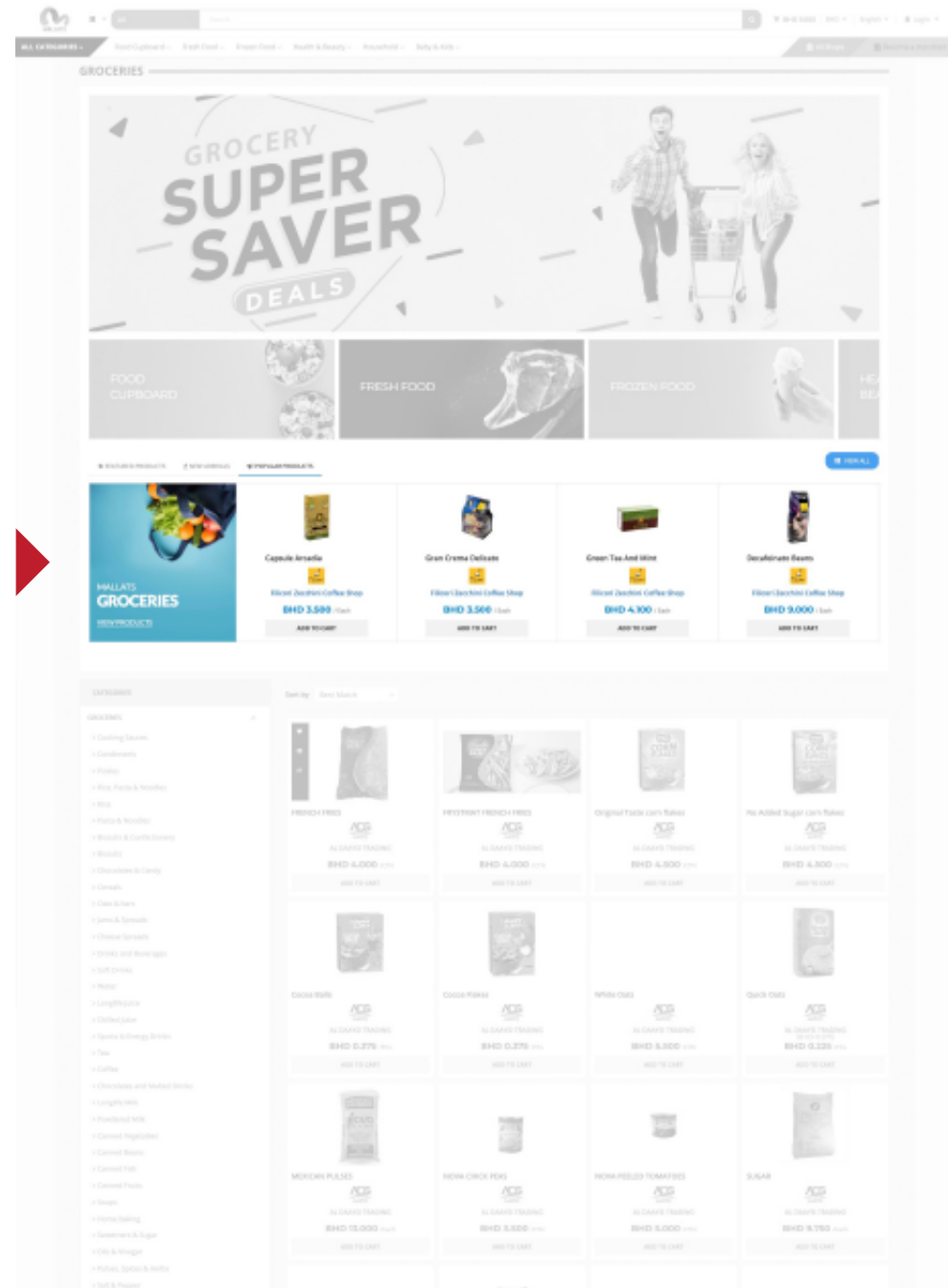
Showcasing your Popular Products prominently attracts customers and is an indicator of market trends. **Mallats** will automatically select the Popular Products based on the maximum sales volumes and item quantity available based on your selected package.

Popular Products will appear on the main page under respective malls section and inside the main page of malls/departments.

- Automated selection of products
- Chose as per your requirement from multiple packages
- Pay as you go

LISTINGS	PRICE (BHD)
+10 Popular Products	10
+20 Popular Products	15
+30 Popular Products	25
+40 Popular Products	35
+50 Popular Products	45

* PRICE PER MONTH



SOCIAL MEDIA

Showcasing your products on Facebook and Instagram pages of **Mallats** prominently increases your customer reach and can influence trends.

Mallats pages have more than 100,000 followers.

- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go

POSTS	PRICE (BHD)
2 Posts on MallatsBH FB & IG Page	20
3 Posts on MallatsBH FB & IG Page	25
4 Posts on MallatsBH FB & IG Page	35
5 Posts on MallatsBH FB & IG Page	45
6 Posts on MallatsBH FB & IG Page	50

* PRICE PER MONTH



INFLUENCERS

Showcasing your products with prominent local influencers and social commentators prominently increases your customer reach and can influence trends. **Mallats** provides unique packages in collaboration with eminent influencers in Bahrain.

- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go

POSTS	PRICE (BHD)
2 Posts on 1 Influencer's IG Page	30
3 Posts on 1 Influencer's IG Page	40
4 Posts on 1 Influencer's IG Page	55
5 Posts on 1 Influencer's IG Page	70
6 Posts on 1 Influencer's IG Page	80

* PRICE PER MONTH



EMAILS

Email campaigns to our database of customers and merchants will allow you to reach thousands of customers and is effective in building brand recognition and excitement. You may choose from various packages available.

- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go



EMAIL CAMPAIGNS	PRICE (BHD)
5 Email Campaigns	20
10 Email Campaigns	40
* PRICE PER MONTH	

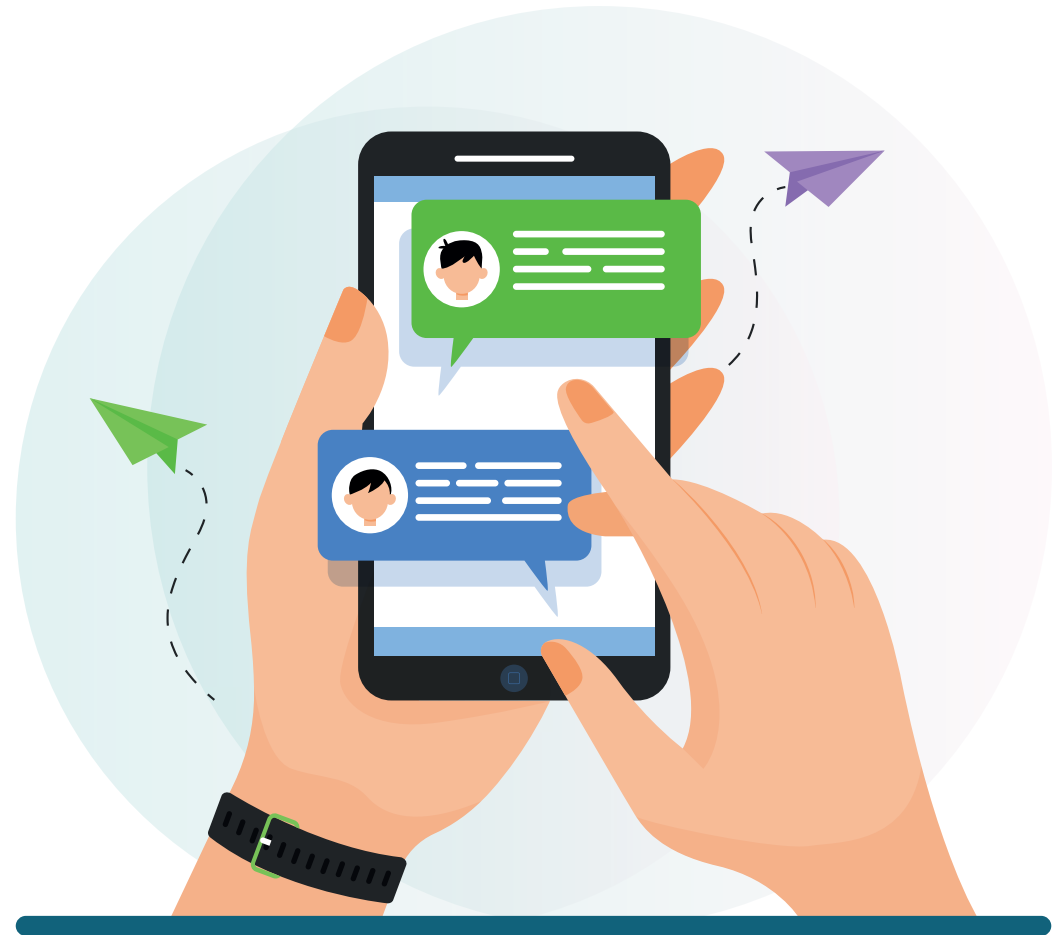
SMS

SMS campaigns to our database of customers and merchants will allow you to reach thousands of customers and is effective in building brand recognition and excitement. You may choose from various packages available.

- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go

SMS CAMPAIGN	PRICE (BHD)
1 SMS Campaign for <i>(Upto 5,000 users)</i>	20
2 SMS Campaign for <i>(Upto 5,000 users)</i>	35

* PRICE PER MONTH



PUSH MESSAGES

App Push Messages on the **Mallats** app will allow you to reach thousands of customers and is effective in building brand recognition and excitement and generating new business. You may choose from various packages available.

- Select your own content
- Design your own artwork or let our experts do it
- Pay as you go

PUSH MESSAGES	PRICE (BHD)
2 Push Messages on Mallats App	10
4 Push Messages on Mallats App	15
6 Push Messages on Mallats App	25
8 Push Messages on Mallats App	35
10 Push Messages on Mallats App	45

* PRICE PER MONTH





Mallat Global Solution W.L.L.

P.O.Box: 2949, Manama, Kingdom of Bahrain

Tel: +973 17 297 227

sales@mallats.com | www.mallats.com