



EcommerceSEA

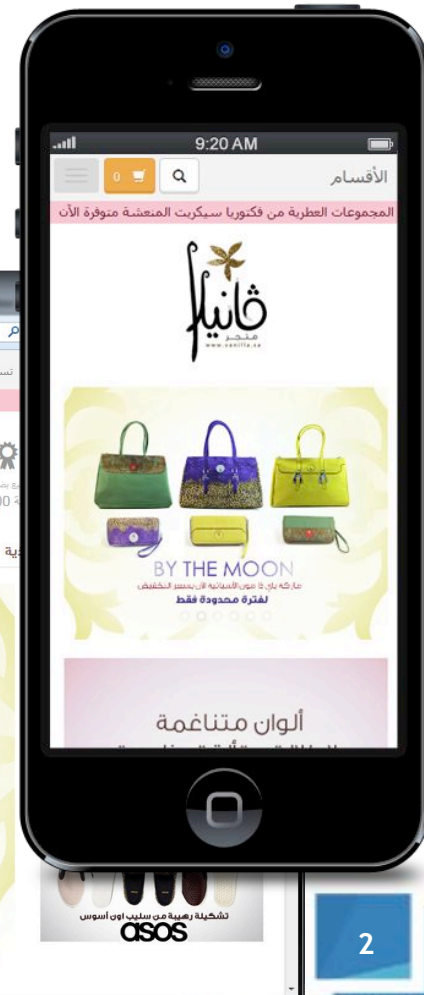
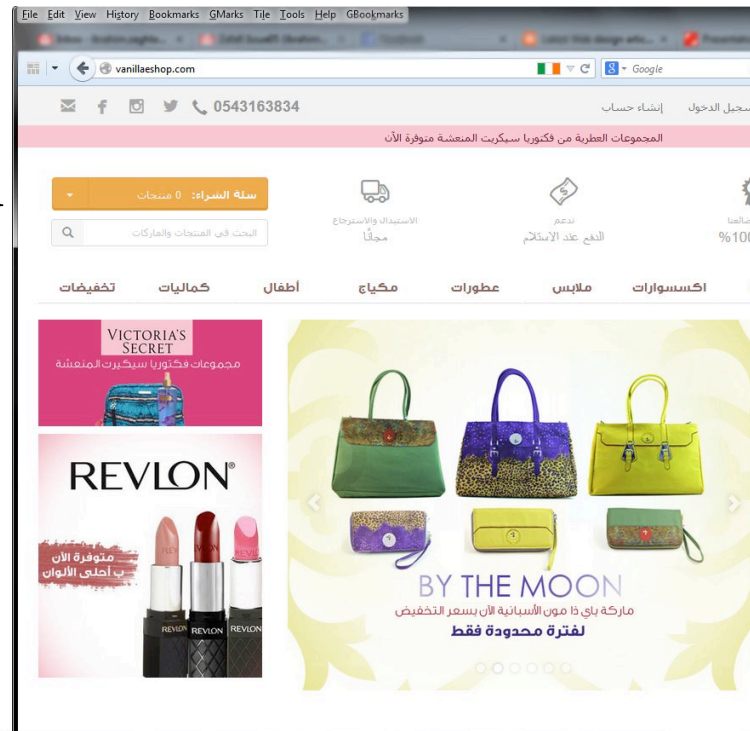
بحر التجارة الالكترونية

Fashion Ecommerce for the Arab World
Starting with Saudi Arabia, and Expanding

www.Vanilla.sa
(our main shop)

About EcommerceSea

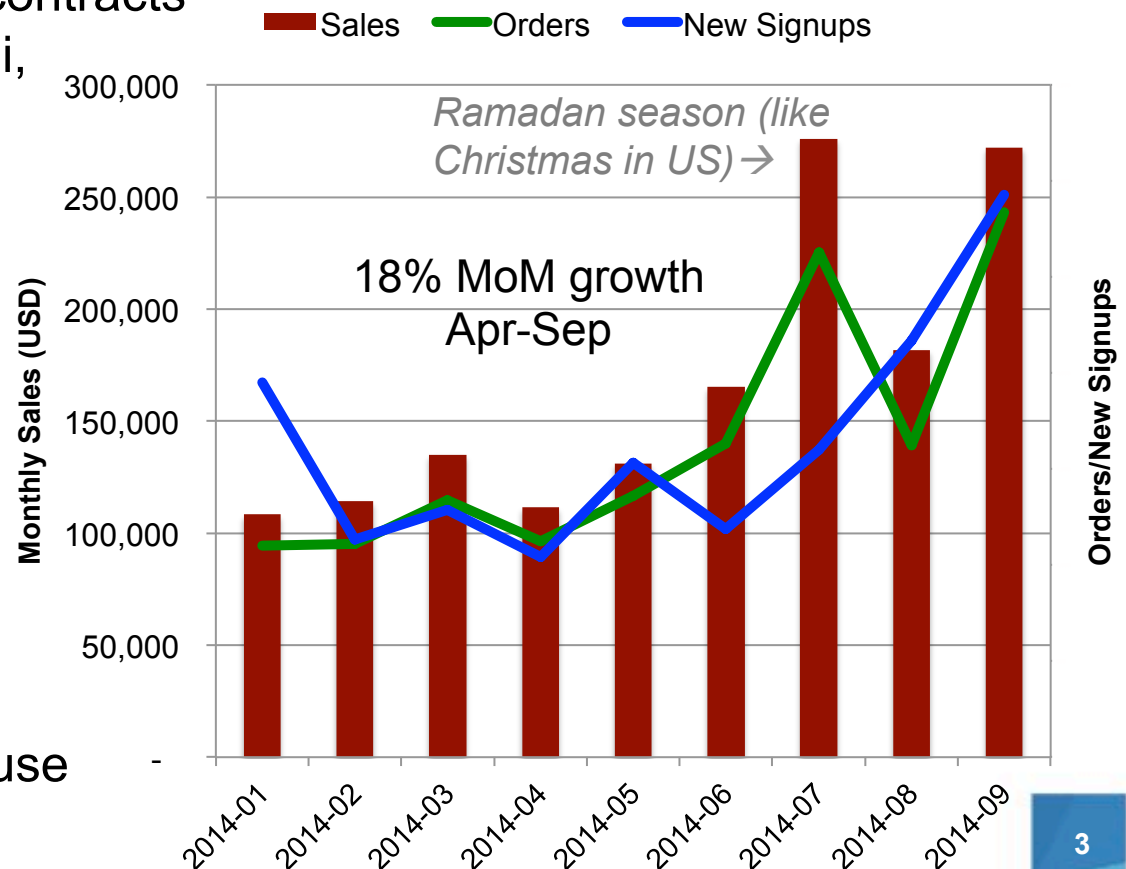
- **Ecommerce Sea (ECS)** is a fashion ecommerce startup launched in 2013, aiming to launch premium specialized online shops for the Arab World.
- **www.Vanilla.sa** is our first shop targeting the practical fashionable young women in Saudi Arabia.
- We started targeting Saudi Arabia, the biggest retail market in the region, with plans to expand to the 400m Arab World population.
- Our specialized team of creative Saudi women in marketing, merchandizing, and customer support allow us to understand the tastes and wants of our Saudi customer.
- In short time we became a destination for fashion, #1 ecommerce social media channel in Saudi.



Ecommerce Sea: Results of Seed Funding



- We run the company by numbers. We experiment. We learn. And we double-down on successful findings.
- We reached \$2.7m/yr revenue run rate*
- We signed unique and exclusive contracts with brands in US, UK, Italy, Dubai, and local suppliers
- We have over 7000+ SKUs
- We have over 50k+ customers
- 60%+ returning revenue
- Special focus on customer-care
- Same-day delivery in Riyadh (capital and biggest city), and overnight delivery to other major cities
- 100% of inventory in own warehouse

* based on last 4 months average



Customer Satisfaction: Net Promoter Score 68

Vanilla growth on Social Media, because we are close to our customer-base, is one of our key competitive edges. With minimal marketing budget, our exposure on the top social media for Saudi women (Instagram) is ranked #1 against competitors in the region:

Brand	Twitter 	Instagram 
Vanilla	63,034	121,329
Namshi	74,656	69,501
Sukar	14,247	1,163
MarkaVIP	12,527	9,868
SouqKSA	171,098	6,392

■ Net-Promoter Score

- It's the leading measure of customer satisfaction that correlates most with future revenue.
- For comparison we list a number of the top US firms in 2013:*
- Costco scores 78
- Apple iPhone 70
- Amazon scored 69
- **Vanilla scored 68****
- Southwest scored 66
- Apple iPad 65
- Google scored 53
- Netflix scored 50

*Source : insightsfromanalytics.com NetPromoter Benchmark Report 2013 **measured through our post-order surveys (10% response rate – hundreds of respondents).

Market Opportunity: Saudi Arabia First

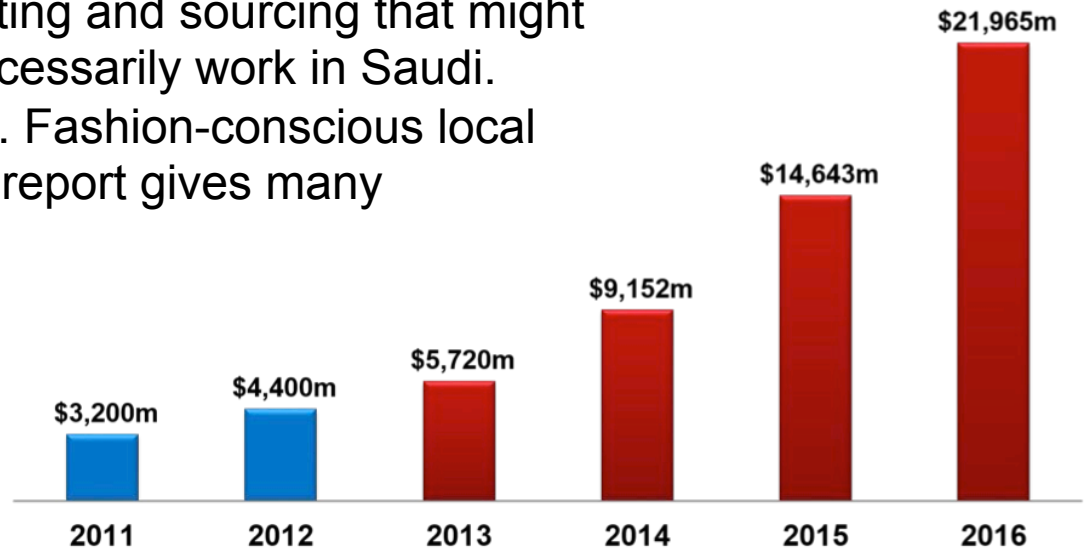
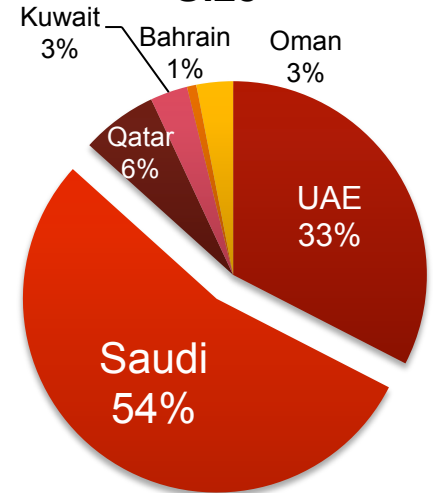
Vast: \$200b GCC Retail Market*, ~50% of it in Saudi, with 11% annual growth **, Online retail predicted growth from \$3b in 2010 to \$15b in 2016 ***

Untapped: “Solid Growth and *Untapped potential*” AT Kearny’s “Global Retailers 2013” report says. Many global brands not present currently in Saudi. Perfect opportunity to offer them online.

Unique: Due to nature of society, marketing and sourcing that might work globally or regionally, will not necessarily work in Saudi. (e.g. Saks 5th Avenue closed in 2011). Fashion-conscious local partner key for success (AT Kearny’s report gives many examples).

Saudi Arabia
A unique & vast market
requires
A unique & customized
approach

**GCC Retail Markets
Size****



GCC Ecommerce Projections

EcommerceSea Leadership



Muhammad Arrabi
CEO

Muhammad is the CEO of EcommerceSea. An ex-executive at N2V Ventures, he understands the potential of ecommerce in the region. He spent 13 years in US, working at Microsoft and Silicon Valley startups (Nusym, Cobalt) – gaining both global startup and enterprise experience.

Muhammad holds an MS from Colorado State University, top of class BSc from U Arkansas, winner of multiple Int'l Programming competitions, and the Google Award for Best Online Business Plan QRCE competition in 2008.



Rashid AlBallaa
Executive Chairman

Rashid is the Executive Chairman of EcommerceSea, the Founder and CEO of National Net Ventures (N2V), and Board Member of NTG, one of the largest technology groups in the Middle East. Prior to that Rashid founded and scaled Mubasher Financial Services to become one of the largest brokerage firms in the region.

Rashid has a B.Sc. in Computer Science with Honors from King Saud University.

Parent Group

National Net Ventures (N2V) is an Internet Holding and Investment Company in Saudi Arabia focused on Arab B2C internet ventures. With \$32m revenue in 2013, over 150 employees, 5 regional offices, N2V has a proven track record since 2003 in creating and growing Internet businesses in Arabia. N2V is part of NTG.



National Technology Group (NTG), named as a WEF growth company 2014, is one of Saudi's fastest growing and largest ICT companies; with over \$500 million USD in revenue and 3500+ employees. NTG, established in 1984, encompasses 20 specialized ICT subsidiaries in Saudi Arabia, GCC, Egypt, Pakistan, Sri Lanka, and Turkey.

Major regional ecommerce companies

Current competition size is still a fraction of the forecasted regional market size of \$20b in 2016.

Company	Estimated Revenue	Notes
Souq.com (HQ in UAE, investors are Naspers, Tiger Global et al)	~\$220m per year	Souq is trying to be everything for everybody, as a result, it has very wide (unfocused) positioning. Their de facto focus is electronics. Their strong hold is in Dubai/UAE where they are headquartered. They are opening warehouses in Saudi. Their foray into Fashion is still early.
Namshi (HQ in UAE, Rocket Internet investment)	~\$80m per year	Namshi is focused on Fashion for the GCC (and more widely Arab market). They use International marketing methods. They claim that Saudi is their second largest market.
MarkaVIP (HQ in UAE, investors are Lumia VC, Hummingbird et al)	~\$120m per year	MarkaVIP is a fashion <i>flash sale</i> site focused on <i>limited-time deals</i> . They had early success at growth. They are seeing good growth in Saudi market.

Investment Needs - Raising \$2m in Series-A




- At this point we are growing organically, constrained by Inventory and Marketing.
- We see a very clear opportunity on how an investment of **\$2m** will allow us to accelerate our growth to **\$7m Annual Revenue (%350 growth)** and hit break even along the way.
- We have better bang per buck (utilization) than competitors because of our focus and we mastered marketing and operations in Saudi for Saudi market.
- The investment will be spent on the following:
 - [25%] Increase Marketing to reach bigger audience in Saudi
 - [50%] Increase Inventory to meet the high demand on our products
 - [25%] Scale up the team as business grows – scale operations, and hire senior business development to sign additional brands
- Ecommerce is an economy of scale, capital intensive industry. We expect to raise further rounds in the future, with goal to create own brand and expand to GCC (Arab Gulf) region (\$200b retail market).

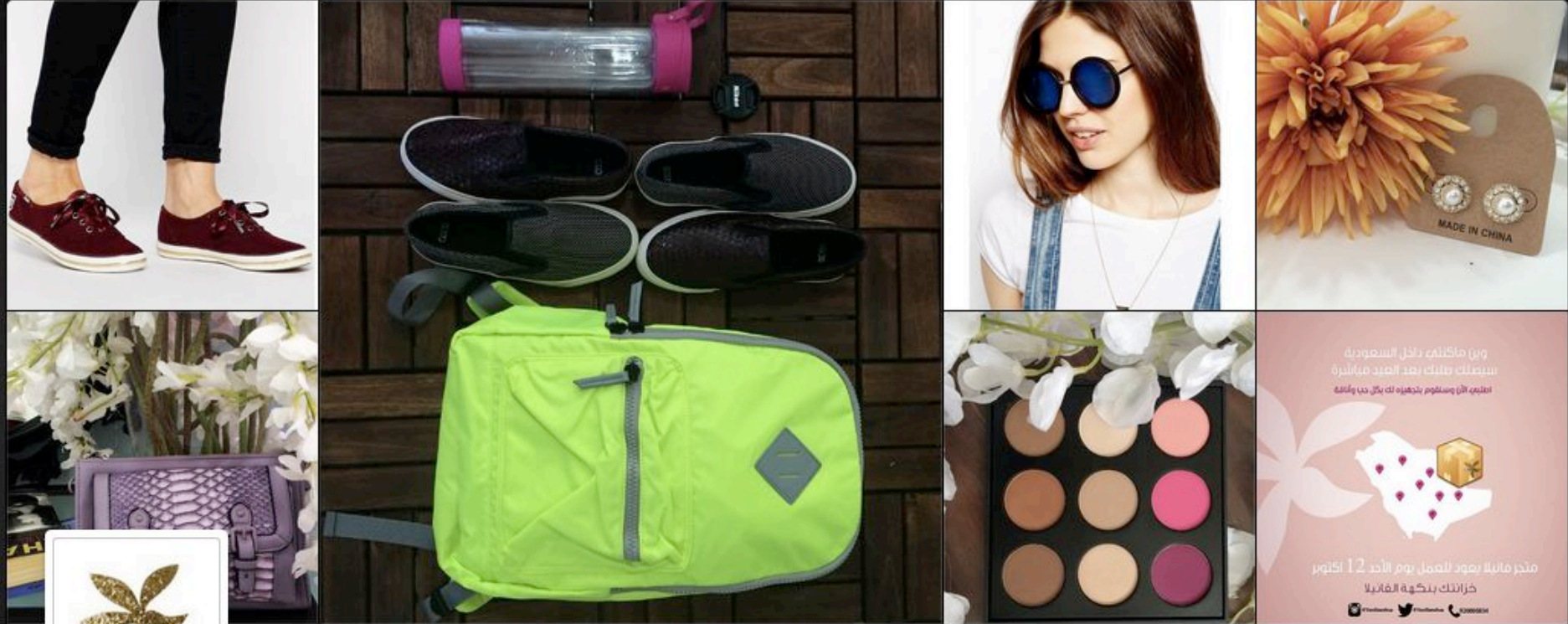



Thank You

(follows an appendix of select marketing material)

Campaigns on Instagram and Twitter

mrarrabi





VANILLA

Follow

vanillaeshop

موقع الكتروني مهتم بالموضة والأزياء. يوفر خاصية الدفع عند الإستلام. خدمة العملاء: 0543163834 الأخذ إلى فانيلا
http://vanillaeshop.com vanilla.sa : الخميس ١٠ - ٥ الموقع الرسمي

2,315 posts

120,418 followers

1 following

Viral campaigns and Fashion infographs



أشكال الحقائب النسائية لفهم العلاقة بين شكل الحقيبة ومهمتها بشكل أكبر



Fashion Blog by Saudi Fashion designers

أنت هنا: الرئيسية « أفكار ونصائح » كيف أبدو أنحف؟



كيف أبدو أنحف؟

نشرت بواسطة: منال مايو 11, 2014
في أفكار ونصائح, اختيارات فانيلا, تدوينات مميزة
اضف تعليق


الظهور بمظهر رشيق هو مطلب الجميع.
هناك خطوات بسيطة تجعلك أكثر رشاقة.



[أخبار](#) [الموضة الآن](#) [اتصلي بنا](#)

تريند سليلب اون 2014

أغسطس 25, 2014 [اضف تعليق](#)




موضة جزم السليلب اون العملية كانت كبيرة من 4 سنوات ... أكمل القراءة »

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إختيارات الفلات لصيف 2014

أغسطس 17, 2014 [اضف تعليق](#)




تميز شهور الصيف بكثرة الإجتتماعات سواء العائلية أو حتى زيارات ... أكمل القراءة »

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صيفك بلمسة لامعة

يوليو 14, 2014 [اضف تعليق](#)




الألوان البرّاقة هي الألوان الدارجة لأحمر الشفافة في هذا ... أكمل القراءة »

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فروش مكياج

نشيكله رسيما الجديدة



واو
ظلال عيون

صنادل الصيف !

وقرنا لك صنادل صيفية بأشكال جميلة

