



Growth Partnership Proposal

شراكة نمو واستراتيجية

EIN ABAYA | عين عباية — PREPARED FOR: **AWATIF MADAWI**

٢٠٢٦ — مارس March 2026

PREPARED BY

ADMIREWORKS × BIGAL

WHO WE ARE — من نحن

Ahmad Alshareefi

- **Ex-Google**, Google Partner — certified performance marketer
- Managed **\$50M+** in ad spend across the GCC region
- Scaled e-commerce from **\$30K to \$1M+** in under 12 months
- Expertise: Google Ads, Meta, TikTok, Shopify & CRO

ahmad@bigalc.com

Fouad Nasseredin

- Venture builder & growth strategist across **MENA**
- Operated across **Dubai, Riyadh, and Cairo**
- Builds direct-response growth systems that convert attention to revenue
- Focus: Performance & Acquisition, Strategy & Scaling

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THE VENTURE — المشروع المشترك

ADMIREWORKS × BIG AL

نجمع بين الخبرة العميقه في التسويق الأدائي واستراتيجيات النمو لتوسيع العلامات التجارية الطموحة في المملكة العربية السعودية والإمارات.

We bring together deep performance marketing expertise and strategic growth to scale ambitious brands across KSA and the UAE.

PROVEN RESULTS — نتائج مثبتة

\$50M+ **\$30K → \$1M** **GCC**

Ad Spend
Managed

E-commerce Scale

KSA · UAE ·
Region

Y O U R B R A N D — نفهم عالمتكم

Ein Abaya — عين عباية

حيث يلتقي التراث بالبساطة المعاصرة. مستوحاة من أناقة المرأة العربية.

Where tradition meets contemporary minimalism. Designs reflecting taste and identity — simplicity with luxury.

SUMMER SHADE

SEASON OF BLOSSOMS

AZAL

MAISON EIN

DRESSES

Price Range: 450 – 795 SAR

Market: Luxury Modest Fashion, KSA

Current Platform: Salla (سلة)

STORE AUDIT — تدقيق المتجر

✗ TITLE TAG

Only عين عباية — no keywords, no value prop. Missing: luxury, abaya, Saudi, collections.

✗ META DESCRIPTION

Only 2 — عبايات عين words. **Zero CTR optimization.** Should be 120-160 chars.

✗ STRUCTURED DATA

No Product/Brand schema. No rich snippets in Google — losing clicks to competitors.

✗ TRACKING ACCURACY

Salla: ~**85%** attribution. Leaking **15%+** conversion data. Directly hurts ad optimization.

✗ CRO GAPS

Generic template. No urgency, no reviews, no email capture, no A/B testing. **Revenue left on table.**

⚠ SOCIAL SHARING

No Open Graph tags. WhatsApp/Instagram shares show no preview image or description.

Current Store vs. What We'll Build

المتجر الحالي مقابل ما سنبنيه

✗ CURRENT — الحالي



Generic Salla template · Basic product grid · No brand storytelling · No social proof

✓ OUR REBUILD — ما سنبنيه

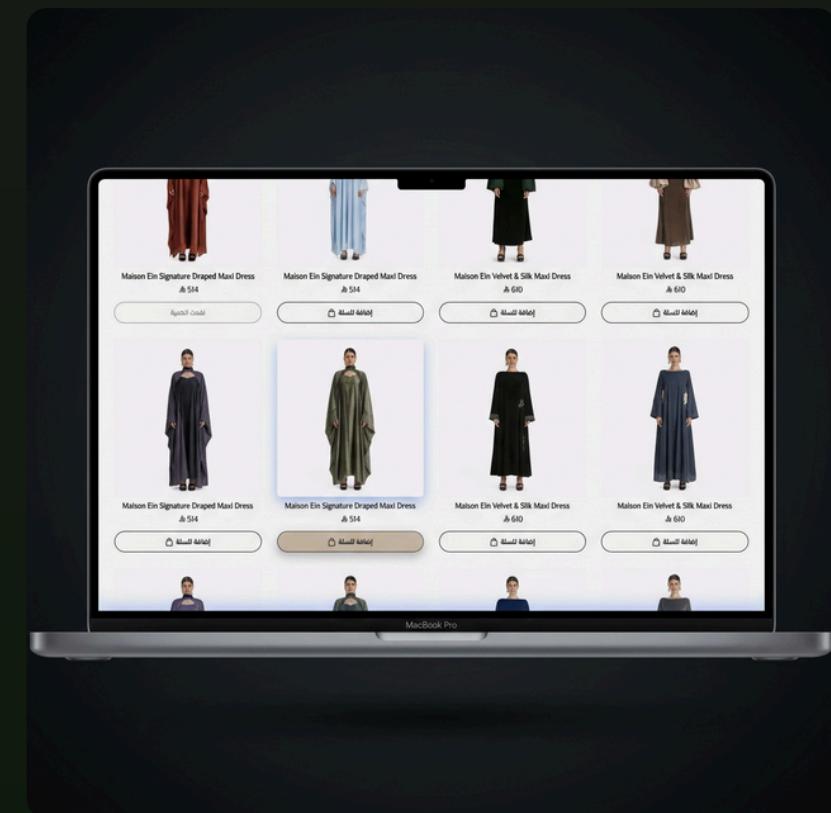


Cinematic hero with brand video · Premium product experience · Magazine-level design

F U L L E X P E R I E N C E — التجربة الكاملة

Multiple Screens. One Seamless Journey.

تجربة تسوق متكاملة من الاكتشاف إلى الشراء



Smart product grid with Quick Add, size selectors & **hover effects**

What's Included — مازا يتضمن



WEBSITE REBUILD

- ✓ Full custom storefront, RTL-ready
- ✓ Cinematic hero with brand video
- ✓ Smart product grids + Quick Add
- ✓ Scarcity tags: "Low Stock", "Just Dropped"
- ✓ Maison Ein pre-order + waitlist
- ✓ Mobile-first responsive design
- ✓ Custom animations & transitions



DATA MIGRATION

- ✓ Products, variants, images, prices
- ✓ Customer database & order history
- ✓ Aramex, SMSA logistics re-connect
- ✓ 301 URL redirects (keep SEO)
- ✓ Domain DNS — zero downtime
- ✓ QA testing & launch coordination

Only if migrating from Salla. Rebuild on Salla also available.



PRECISION TRACKING

- ✓ Facebook Pixel + CAPI (95%+ accuracy)
- ✓ Google Ads conversion tracking
- ✓ GA4 full e-commerce events
- ✓ TikTok Pixel integration
- ✓ Snapchat Pixel (ready for KSA)
- ✓ GTM centralized tag management
- ✓ Real-time performance dashboards



CONVERSION RATE (CRO)

- ✓ Reviews & "Verified Purchase" badges
- ✓ Countdown timers & stock levels
- ✓ A/B testing framework
- ✓ Abandoned cart recovery (Email+SMS)
- ✓ Post-purchase upsells
- ✓ Express payments: Apple Pay, MADA, Tamara



SEO FOUNDATION

- ✓ Keyword-optimized meta tags
- ✓ Product & Brand schema markup
- ✓ Image optimization (WebP, lazy load)
- ✓ Sitemap & robots.txt
- ✓ Open Graph & Twitter Cards
- ✓ Beautiful WhatsApp/IG share previews



OPTIONAL ADD-ONS

- ✓ Klaviyo Email Marketing flows
- ✓ WhatsApp automated campaigns
- ✓ SMS flash sale & drop alerts
- ✓ VIP loyalty program setup

Priced separately — available on request.

Choose Your Platform — اختيار المنصة

Same premium result on any platform. Same price regardless of your choice.

Feature	Shopify	Salla (Current)	Zid
Custom Theme	Liquid + Sections — full control	Twig + custom CSS/JS	Vue.js + API-first
Checkout	★ Best-in-class (92%)	Salla native	Zid native
Payment: MADA	✓ Via Tap / HyperPay	✓ Native	✓ Native
Payment: Tamara (BNPL)	✓ App	✓ Native	✓ App
Apple Pay	✓ Native	✓ Supported	✓ Supported
Tracking: CAPI	★ Server-side (95%+)	Client-side (~85%)	Client-side + partial API
App Ecosystem	★ 8,000+ apps	200+ apps (KSA)	Growing
Logistics (Aramex/SMSA)	✓ Apps + API	★ Native deep integration	✓ Zid Logistics
Arabic RTL Support	Custom theme (we handle)	★ Native Arabic-first	★ Native Arabic-first
Email Marketing	★ Klaviyo / Mailchimp	Salla built-in	Third-party
Sales Commission	0% platform fee	0% platform fee	0% platform fee
Monthly Platform Cost	From \$24/mo Basic \$24 · Grow \$69 · Advanced \$299 \$1/mo promo for first 3 months	Free → 299 SAR/mo Basic: Free · Plus: 99 SAR/mo Pro: 299 SAR/mo · Special: Custom	Free → 83 SAR/mo Starter: Free forever Rise: 83 SAR/mo (990 SAR/year)
Data Migration Needed?	Yes — full migration included	No — rebuild in-place	Yes — full migration included

If You Choose Shopify

Full migration from Salla. Custom Liquid theme. Server-side CAPI (95%+). 8,000+ apps. Best checkout globally. \$1/mo promo first 3 months.

If You Stay On Salla

No migration. Premium custom theme via CSS/JS. Native Aramex/SMSA. Zero commission. Arabic-first. Free tier or Plus 99 SAR/mo.

If You Choose Zid

Full migration from Salla. Vue.js storefront. API-first. KSA-focused. Zid Logistics. Free starter or Rise 83 SAR/mo.

Our Recommendation: Shopify for scalability, conversion, and tracking. Final decision is 100% yours — **no extra cost regardless of platform.**

Transaction Fees Breakdown — تفصيل رسوم المعاملات

None of the platforms charge a sales commission. The only % fees are from the **payment gateway** you choose — charged per transaction, regardless of platform.

■ PAYMENT GATEWAY FEES — رسوم بوابات الدفع

None of the platforms charge a sales commission. The % fees below are from the **payment gateway** you choose — charged per transaction, regardless of which platform you use.

GATEWAY	MADA FEE	LOCAL VISA/MC	INTERNATIONAL CARD
Tap Payments	1.0% + 1 SAR	2.5% + 1 SAR	3.75% + 1 SAR
PayTabs	1.0% + 1 SAR	2.7% + 1 SAR	3.7% + 1 SAR
HyperPay	1.75% + 1 SAR	2.5–2.7% + 1 SAR	Custom
Stripe	2.9% + 1 SAR	2.9% + 1 SAR	3.9% + 1 SAR

IF YOU CHOOSE SHOPIFY

Full migration from Salla. Custom Liquid theme. Server-side CAPI tracking (95%+). 8,000+ apps. Best checkout conversion globally. \$1/mo promo for first 3 months.

IF YOU STAY ON SALLA

No migration needed. Premium custom theme via CSS/JS. Native Aramex/SMSA. Zero platform commission. Arabic-first. Free tier or Plus at 99 SAR/mo.

IF YOU CHOOSE ZID

Full migration from Salla. Vue.js storefront. API-first architecture. KSA-focused. Zid Logistics. Free starter or Rise at 83 SAR/mo.

Our Recommendation: Shopify for maximum scalability, conversion, and tracking accuracy. Final decision is 100% yours — **no extra cost regardless of platform choice.**

MONTH 1: FOUNDATION & LAUNCH

- Full audit of existing ad accounts (Meta, TikTok)
- Review historical **CPA and CR** data
- Launch new website with **all tracking verified**
- Baseline all KPIs: **CPA, CR, ROAS, AOV**
- Campaign restructuring & new creative recommendations

MONTH 2: OPTIMIZE & EXPAND

- Optimize using **accurate CAPI data**
- A/B testing on pages, checkout, ad creatives
- **Reactivate Google Ads** — Search, YouTube, Display
- Content coordination with Muhannad & team

MONTH 3: SCALE & REVIEW

- **360° paid media strategy** across all channels
- Performance review vs Month 1 — **demonstrating clear ROI**
- Strategic roadmap for the next quarter

MONTH 1 — FREE (Worth 10,000 SAR)

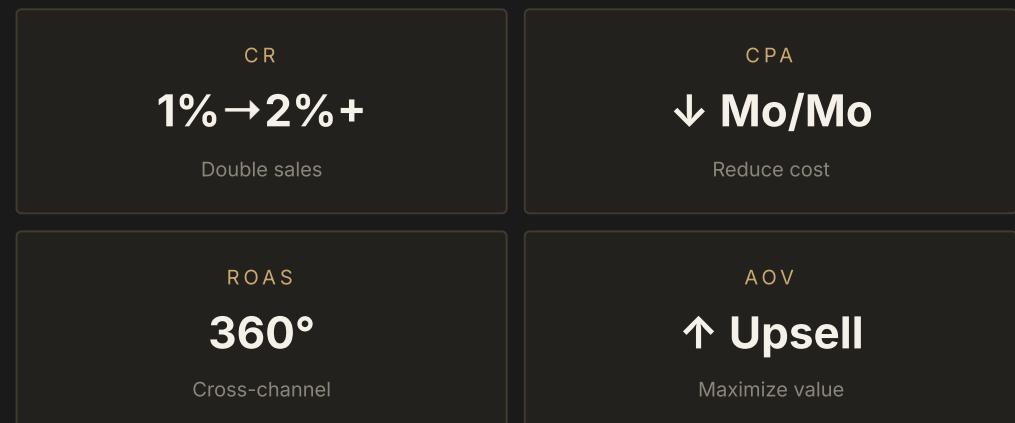
الشهر الأول مجاناً —

MONTH 2+ — 8,000 SAR/mo ~~10,000 SAR~~

6-month contract · 30-day cancellation

CHANNELS — 360°

Meta (FB/IG)	ACTIVE	Optimize & scale
TikTok	ACTIVE	Better targeting via CAPI
Google Ads	PAUSED	Reactivate w/ tracking
Snapchat	NEW	Launch for KSA

**COLLABORATION**

Ads managed with **Muhannad Allazzam** & the marketing team. We complement — never replace.

Ramadan Special Package — باقة رمضان الخاصة

DELIVERABLE — الخدمة	MARKET VALUE	YOUR PRICE
Full Custom Website Rebuild (Shopify / Salla / Zed)	24,000 SAR	<input checked="" type="checkbox"/> Included
90-Day Marketing Strategy & Roadmap	5,000 SAR	<input checked="" type="checkbox"/> FREE
Month 1: Full Paid Ads Management	10,000 SAR	<input checked="" type="checkbox"/> FREE
Precision Tracking A-Z (Pixel, CAPI, GA4, GTM)	3,000 SAR	<input checked="" type="checkbox"/> FREE
SEO Foundation & Structured Data	Included	<input checked="" type="checkbox"/> Included
Data Migration (if applicable)	Included	<input checked="" type="checkbox"/> Included
Total — الإجمالي	42,000 SAR	20,000 SAR

PAYMENT

A: Full — **20,000 SAR**

B: 50% upfront (**10,000**) + 50% on delivery

ONGOING ADS

Month 1: **FREE**

Month 2+: **8,000 SAR/mo** 10K

6-month contract · 30-day notice

TIMELINE

Week 1-2: Discovery

Week 2-4: Build

Week 4: Launch

Mo 2-3: Scale



DATA ACCESS & NDA

Read-only access to: Meta Ads · TikTok Ads · Store Analytics · GA. Full NDA included. All data confidential.

Let's Build Something Extraordinary

لبنی شيئاً استثنائياً معاً

- ✓ **Google Partner** with **\$50M+** managed ad spend in the GCC
 - ✓ E-commerce scaled from **\$30K to \$1M+** in under 12 months
 - ✓ **MENA-native** — we understand the market, culture, consumer
 - ✓ Platform experts — Shopify, Salla, Zed
 - ✓ Every **riyal tracked**, every decision data-driven
 - ✓ **Free first month** of ads — we earn trust with results

NEXT STEPS



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