MEX Assistant

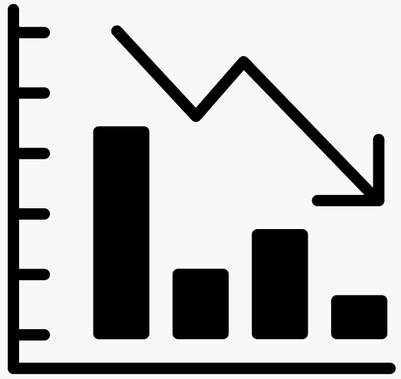
Empowering Businesses through AI

This, is John.

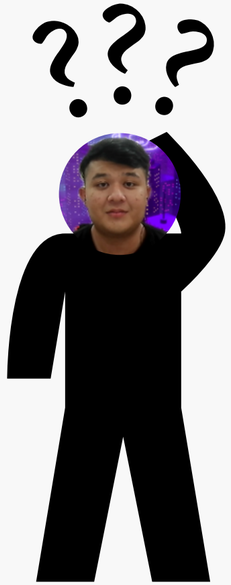
John wants to start a small-scale business.

Problems Faced

Generic advice



Lack of Real-Time Insights



Language Barrier

Problems Faced

How do I keep track of my Business?

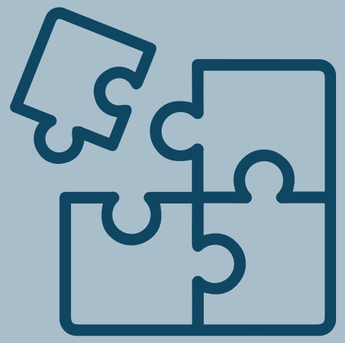
How do I make my business successful and scale it up?

How do I talk to customers from different cultures and backgrounds?

What John Needs

Real-time Analytics and business insights

- AI-Powered Analytics Dashboard with automated alerts for critical issues
- Automated Reports highlighting top-selling items, restocking needs and cash flow trends.
- Machine Learning to forecast shortages and sales opportunities



Personalized Guidance

- Merchant profiling based on business type, location and growth stage
- Competitive benchmarking of performance over time
- Actionable Advice such as pricing adjustments, promotions or bundle sales.

Multilingual Support

- Multilingual chat and user interface
- Voice and Visual Aids
- Simplified and Direct Alerts

As he considered expanding his business online...

He stumbled upon an advertisement from Grab. An AI Assistant that provides solutions to all of his problems, as well as integration with existing Grab services that can further boost his business????!!!!

John decides to take the leap.

This decision changes his life and business **forever.**

Demo

Staff Gamification

John can easily monitor staff efficiency

Through the Staff Manager page, John can monitor work efficiency of each personnel, daily traffic of the business and whether or not the staffing is adequate, and assign personnel according to traffic needs.

There is also AI recommendations for assigning staff to different days, promoting efficient employees, as well as disciplinary action against inept staff.

Freemium Business Model

Tiers	**Bronze Tier (Free Tier)**	**Silver Tier** (RM20/Month)	**Gold Tier** (RM 50/Month)	**Platinum Tier** (RM 100/Month)
Analytics	Basic	Advanced	**Premium**	**Premium**
Transaction Fees	1%	0.5%	**0.1%**	**0%**
Report Frequency	Monthly	Weekly	Daily	**Daily**
Tech Support	Basic	Priority	**VIP**	**VIP**
Menu Optimisation and Customisation	✗	✗	✓	✓
Account Manager	✗	✗	✗	✓
Early Access to New Features	✗	✗	✗	✓
Points:	**3**	**7**	**12**	**15**

COMPETITIVE ANALYSIS

Solution	Grab MEX	Shopify Magic	Toast POS	Lazada Seller Center
Real-Time Insights	✓	✓	✗	✓
SEA Localisation	✓	✗	✗	✓
Multilingual Support	✓	✗	✗	Limited
Hyper-Personalisation	✓	✗	✓	✗
Inventory Alerts	✓	✓	✓	✓
Integration with Grab ecosystem	✓	✗	✗	✗
Adoption in SEA	✓	✗	✗	✓
Points:	7	2	2	4

Thank you