Zenith& e-commerce

Sell across the GCC, beyond the shop floor.

Zenith& e-Commerce builds and runs online sales channels for brands and retailers in the UAE and Saudi Arabia.



01 WHY ONLINE

A shop floor limits reach and ties up cash in stock

An online channel reaches buyers across the country, while a fulfilment partner holds and ships the stock.

We coordinate vetted fulfilment, payment and platform partners. The client owns the store, the data and the customer accounts.

FOCUS

Online sales channels and operations

TYPICAL CLIENT

Brands and retailers selling direct to customers

CORE OUTPUT

A live store and marketplace presence, with payments and fulfilment connected

MEASURED BY

Orders, conversion rate, cost per order, repeat customers

02 CHANNELS

Sell where your buyers already shop

One plan across your own store, the marketplaces and social commerce, chosen for your product and your markets.

01 YOUR OWN STORE

Shopify

Fast to launch and easy for your team to run.

Salla and Zid

Saudi store platforms, with local payments and Arabic built in.

WooCommerce

Flexible, when content and catalogue live together.

Custom or headless

For complex catalogues, pricing rules and B2B ordering.

02 MARKETPLACES

Amazon.ae and Amazon.sa

Reach and trust from day one, under marketplace rules.

noon

The regional marketplace for the UAE and Saudi Arabia.

03 SOCIAL COMMERCE

Instagram, TikTok and WhatsApp

Selling where attention already is, connected to your store and stock.

03 GCC READINESS

Built for how the GCC buys

The details that decide whether a GCC store converts, set up before launch.

01

Arabic and English

Right-to-left Arabic pages, designed as part of the store, not translated afterwards.

02

Local payments

UAE and KSA payment gateways, plus buy now, pay later with Tabby and Tamara.

03

Cash on delivery

Offered where buyers expect it, with clear rules to protect margin.

04

Tax and invoicing

VAT-ready invoices, and ZATCA e-invoicing for sales in Saudi Arabia.

05

Delivery and returns

Couriers and 3PL partners connected for the UAE and KSA.

06

Peak trading

Stores checked, stocked and load-ready before Ramadan, White Friday and 11.11.

04 HOW WE THINK

The question behind the question

Most briefs arrive as a question. We check it is the right one before anything is built.

THEY SAY	THE OBVIOUS QUESTION	OUR QUESTION
“We need a website that sells.”	~~Which platform should we build on?~~	**Where do your buyers already shop: your store, a marketplace or social?**
“Traffic is up, sales are not.”	~~How do we get more traffic?~~	**Where does the buyer leave: the listing, the checkout or the delivery promise?**
“Trade customers still order by email.”	~~How do we answer emails faster?~~	**What would a portal with their own pricing and terms change?**

05 SERVICES

A channel audit leads. Seven services build on it

Clients engage one service, or the whole channel under a single lead.

LEAD

Channel audit

A fixed-scope review of your store, marketplaces, social channels, conversion and fulfilment, ending in a prioritised plan. The first step for brands already selling online, and the basis of every build.

DISCOVER DEFINE

01	E-commerce strategy and channel plan	DEFINE
02	Store design and build	BUILD LAUNCH HAND OVER
03	Marketplace onboarding and account management	BUILD LAUNCH OPTIMISE
04	Catalogue, product content and listing optimisation	BUILD OPTIMISE
05	Fulfilment, payments and returns	BUILD LAUNCH
06	Performance marketing and conversion optimisation	LAUNCH OPTIMISE
07	B2B ordering portals	BUILD HAND OVER

06 DELIVERY PATH

Transfer, not dependency

We document and hand over, so your team can run what we build.

STEP 01 / 06

Discover

Market, competitor, audience and brand audit

STEP 02 / 06

Define

Route, positioning, offer and messaging

STEP 03 / 06

Build

Store and listings built, payments and fulfilment connected

STEP 04 / 06

Launch

Partner activation, campaigns and outreach

STEP 05 / 06

Optimise

Performance reviews every 30 to 60 days

STEP 06 / 06

Hand over

Documented transfer to your team and partners

07 HOW WE BUILD

One lead, the right build partner

Zenith& owns the plan, the brand, the marketplaces and the results. The build goes to a vetted development partner matched to the job, working to our specification and quality checks.

01 TIER

Launch store

A Shopify, WooCommerce, Salla or Zid store in Arabic and English, with payments, cash on delivery and couriers connected.

BEST FOR

Brands selling direct to customers

02 TIER

Designed at scale

Stores and templates built to a Zenith& design system, so every storefront stays on brand.

BEST FOR

Groups and brands with several stores or ranges

03 TIER

B2B and enterprise

Ordering portals and replatforming, integrated with your ERP, stock and pricing.

BEST FOR

Manufacturers, distributors and wholesalers

- Every store is opened in your name: the code, the data and the admin accounts are yours from day one.

08 CASE 01 · UAE

A storefront built on published standards

URBNTROV Graded refurbished hardware · UAE · Milestone 1, 2026

160

products in the catalogue

369

graded units, each one a single machine

6

condition grades, each a published standard

103 kB

shared first-load JavaScript, against a 180 kB budget

In build · URBNTROV Milestone 1, November 2026

BRAND BY ZENITH&

The complete brand: the logo, a calm “inspection bench” look, Archivo for language and Martian Mono for every measured fact.

MILESTONE 1: A HEADLESS SHOPIFY STOREFRONT, BUILT ON SAMPLE DATA

- A catalogue rendered on the server, so prices and grades are in the page for buyers and search engines: 157 product pages, 33 category pages and 12 collections built ahead.
- One commerce boundary: moving from sample data to Shopify is a change in one file, and the build fails if any component reaches past it.
- A cart that works with JavaScript switched off.
- A bundle offer that shows the minimum saving, never the best case, so checkout can only give more.
- A sold-out rescue: the nearest equivalent that is actually in stock.

Next, in Milestone 2: Shopify products and imagery, the remaining photography and the launch checks. Nothing is live yet.

09 CASE 01 · UAE

Six grades, one published standard

On URBNTROV a grade is a standard with its own battery floor, warranty and discount band, not a tag on a product.

GRADE	LABEL	BATTERY FLOOR	WARRANTY	DISCOUNT BAND
N	**New / Sealed**	100%	12 months	0%
OB	**Open Box**	98%	12 months	5 to 12%
A	**Excellent**	90%	12 months	15 to 30%
B	**Good**	85%	12 months	30 to 45%
C	**Fair**	80%	6 months	45 to 60%
D	**Functional / Trade**	75%	3 months	60 to 75%

In build · URBNTROV Milestone 1, November 2026

URBNTROV

Cosmetics, never faults

A grade describes how a machine looks. A unit that fails a functional test goes to parts, and no copy may suggest otherwise.

No borrowed photographs

Grade C and below are never shown on stock imagery. The page says the photography is pending instead.

Own-brand is separate

Manufactured products carry a sourcing standard, not a condition grade.

10 CASE 02 · CATALOGUE

206 designs, 14 houses, one index

Maha & Lina · Pakistani designer wear · In development, 2026

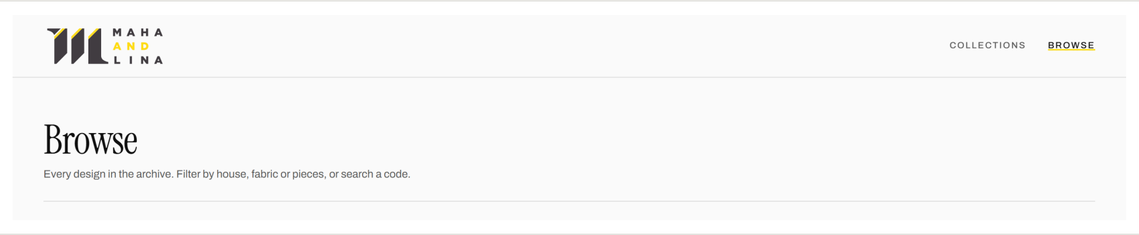
206
designs

14
houses

18
collections

In build · Maha & Lina, November 2026

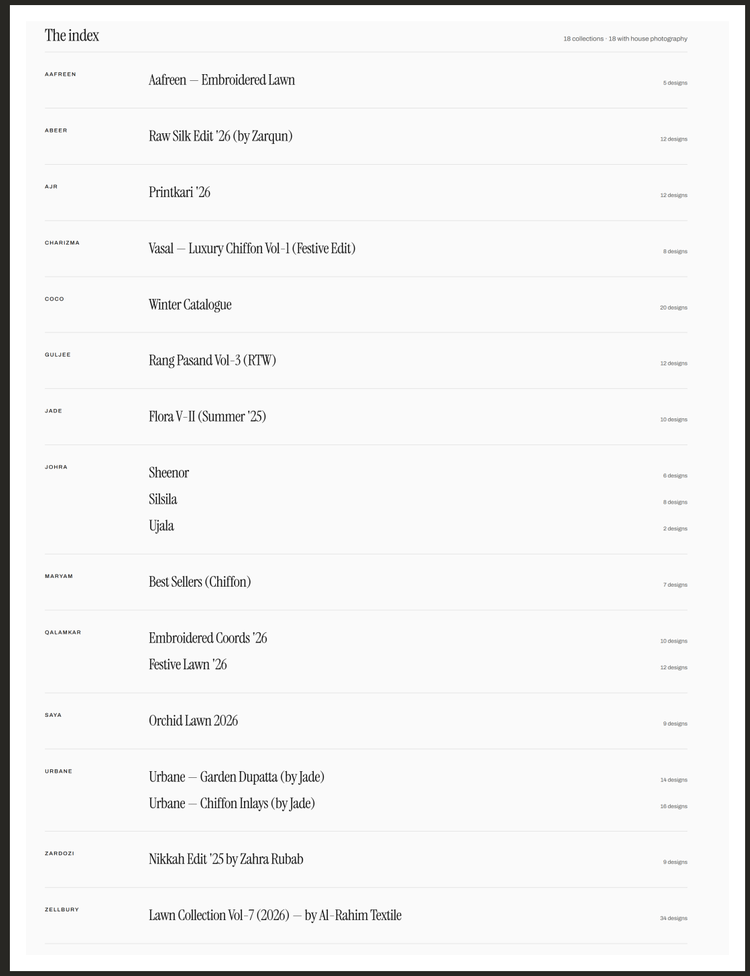
- The season’s lawn, chiffon, khaddar and embroidered edits, catalogued article by article, each design with its own code.
- Browse every design and filter by house, fabric or pieces, or search a code.



Interface only. Product photography belongs to the respective houses and is not reproduced here.

MAHA AND LINA

FOR ALAINZ FASHION HOUSE



11 CASE 03 · SUBSCRIPTION TOOLS

Five tool brands, one private toolkit

VOLTOOLZ Everyday file tools · UAE and KSA · Founder-led build, 2026

15

tools planned under five sub-brands

30

automated tests passing, including the check that nothing is uploaded

In build · Voltoolz, November 2026

- Every tool runs in the browser, so the file is never uploaded.
- A strict content security policy blocks sending data to other servers; tests fail if any request carries a file.
- Free tools first; monthly and yearly subscriptions once traffic proves demand.

Built so far: English and Arabic pages, security headers, the tool template and on-device workers. No tool is live yet; launch follows a security check.

PAGEVOLT	6	PDF: compress, merge, split, convert, redact
PIXVOLT	3	Images: compress, resize, ID photos
LENSVOLT	1	Image to text, Arabic and English
BILLVOLT	4	QR codes, dates, gratuity, VAT
SIGNVOLT	1	Sign a PDF yourself

Tools per sub-brand. Each logo is the wordmark with its own coloured bolt.

BRAND BY ZENITH&

The complete brand: a master palette, the Crossroads gradient for master-brand moments, and one colour per sub-brand.

12 METHOD · RECOMMERCE

From one shop to every address in the UAE

Recommerce is an operations business with a marketing layer.

STAGE 01 / 04

Intake engine

Every item graded, photographed, binned and listed, with a ledger for each pallet.

GATE

One pallet processed end to end

STAGE 02 / 04

Launch storefront

A Shopify store selling to consumers and trade buyers, with buy now, pay later, cash on delivery and 3PL delivery.

GATE

Live orders tested: checkout, BNPL, COD and returns

STAGE 03 / 04

Growth engine

Each pallet becomes a dated drop: an unboxing film, a WhatsApp alert and an email to subscribers.

GATE

Sell-through and recovery tracked every week

STAGE 04 / 04

Scale platform

A headless storefront, specified from live trading data, on the same Shopify catalogue and checkout.

GATE

Live on the existing catalogue, with no change to checkout

- Zenith& method · recommerce programme design, October 2026

USD 1.75B

Saudi recommerce, 2025 estimate

- Third-party estimate · ResearchAndMarkets via Business Wire

USD 1.19B

GCC online second-hand electronics, 2025 estimate

- Third-party estimate · Ken Research

13 METHOD · PLATFORM CHOICE

Standard Shopify launches. Headless scales

Five platforms assessed for a GCC launch.

PLATFORM	STRENGTH	TRADE-OFF
Shopify SELECTED	Hosting and security managed; Tabby and Tamara publish their own Shopify apps; B2B features on standard plans	A fee on each sale when a non-Shopify payment gateway is used, lower on higher plans
WooCommerce	No platform fee on sales; full control of the code	Self-hosted: security, updates and performance tuning fall on the store owner; slower to launch
Medusa	Open source and fully controllable; no fee on sales	No maintained Tabby or Tamara integration for the current version; checkout and cash-on-delivery rules built from scratch
BigCommerce	More features built in without apps	Plans move up automatically as annual sales pass set thresholds
Salla and Zid	Built for Saudi merchants; mada, Tabby and Tamara included	Saudi-first; kept in view for a Saudi consumer store

Zenith& platform assessment, October 2026

BUILD HEADLESS WHEN ANY TWO ARE TRUE

01

More than about 20 filter types needed to search the live catalogue

02

Core collections above 5,000 live items, where standard filters switch off

03

Drop-day traffic measured slowing the store

04

A Saudi consumer storefront approved on trade evidence

Staff list stock in the same Shopify admin either way, and checkout stays on Shopify.

14 METHOD · MEASURED

Eight measures, reviewed weekly

Baselines are set at kick-off and targets confirmed against them. Each measure is reviewed weekly from soft launch.

01

Pallet recovery rate

Revenue recovered for each dirham of landed stock cost, per pallet.

02

Orders beyond the shop

Share of orders delivered to other emirates, by emirate.

03

Time to list

Hours from unpacking to an item live online.

04

Days to cash

Average days from receiving stock to cash collected for it.

05

30-day sell-through

Share of a pallet’s listed items sold within 30 days.

06

High-value capture

Share of flagged premium items listed and sold at full grade price.

07

Return rate by grade

Returns divided by orders, split by condition grade.

08

Trade share

B2B revenue as a share of total.

15 BEFORE WE BUILD

What to have ready

A store launches faster when these are in hand. If something is missing, we plan around it in the first phase.

01 Product list with prices and stock levels

02 Product photos and descriptions

03 Logo, brand colours and fonts

04 Delivery, returns and privacy policies

05 Trade licence and VAT registration

06 Marketplace seller accounts, if you have them

07 Payment provider and courier accounts, if you have them

- No product photography or content yet? Zenith& Creatives produces it in the same brand system.

Start with a discovery call.

A 30 to 45 minute call to understand your objectives, market and priorities. A tailored proposal follows. Approved engagements typically begin within 7 days.

BOOK A DISCOVERY CALL

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