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SAFQAAH.com launch brings omnichannel e-commerce to Saudi Arabia

New joint venture delivers exceptional online shopping experience for consumers

RIYADH, SAUDI ARABIA – E-commerce site SAFQAAH.com is making omnichannel shopping a reality in Saudi Arabia, blending online and physical retail channels to create a compelling consumer experience. SAFQAAH.com, which launched recently, is a joint venture between Mohamed Ahmed Al Zahrani, Chairman & Founder at Sahel Areeej, and Dubai-based consumer technology distributor Headlinks.

Atheeq Ahmed, General Manager at Headlinks, commented: “SAFQAAH.com represents a huge step forwards for e-commerce in the Middle East. We are delighted to be working with such a strong and innovative partner within Saudi Arabia.”

“We will utilise Sahel Areej’s network of showrooms and retail presence in Saudi Arabia to provide a true omnichannel experience for consumers, allowing them to purchase online and either have the product delivered, or collect in-store if they prefer,” he added.

SAFQAAH.com offers a wide portfolio of products spanning consumer technology, home appliances and health and beauty products. The site features daily deals, a user-friendly website and is committed to providing a high-quality service to consumers.

Ahmed added: “SAFQAAH.com represents a controlled e-commerce ecosystem, allowing us to maintain both the quality of the products sold on the site, as well as related services such as delivery and post-sales support for customers.”

SAFQAAH.com is currently utilising the resources available from both Sahel Areej and Headlinks, which is the master distributor for CTRONIQ products in the Middle East. The site is currently selling products stocked by either Sahel Areej or Headlinks, but there is a clear strategy in place to expand the number of products and suppliers.

“The transition to a marketplace that will allow third parties to sell through SAFQAAH.com forms part of our business plan,” added Ahmed. “We believe that ethical vendor

management is the key to SAFQAAH.com's success and that this is as important as the quality of the consumer experience."

SAFQAAH.com will carefully evaluate all third-party suppliers wishing to sell through its platform as part of an in-depth approval process, designed to maintain the quality of the consumer experience. SAFQAAH.com has regional expansion goals and plans to become the e-commerce platform of choice for CTRONIQ's channel ecosystem in the Middle East.

Ahmed explained: "The CTRONIQ ecosystem combines manufacturers, service providers, logistics partners, distributors and B2B partners. SAFQAAH.com will offer a readymade and reliable e-commerce platform for this entire ecosystem to leverage within their markets."

SAFQAAH.com has quickly established a strong social media presence, with close to 14000 followers for the company's Facebook page, plus dedicated accounts on Twitter, Instagram and Google Plus.

About SAFQAAH.com:

SAFQAAH.com is 100% committed to delivering high-quality e-commerce experiences for discerning online shoppers. With a clear emphasis on product and service quality, coupled with innovative marketing and strong local partners, SAFQAAH.com will play a pivotal role in driving online channels and the development of true omnichannel models for forward-thinking vendors, distributors and retailers across multiple product categories.

About CTRONIQ:

CTRONIQ is a UK-based entity and the brand was established in 2012. CTRONIQ is a leader in providing innovative digital solutions and mobile devices that meet consumers' evolving needs. Built with digital lifestyle in mind, CTRONIQ products are created by a team of industry experts with a wealth of design experience. All CTRONIQ products aim to provide the ultimate user experience. CTRONIQ's product portfolio continues to evolve and now spans TVs, tablets, wearables, smartphones and accessories. With a strong commitment to channel partners, CTRONIQ continues to expand its availability and consumer reach worldwide. www.ctroniq.co.uk

Contact:

If you require additional information, wish to arrange interviews with company executives, or have follow-up questions, please contact stuart@waggle-global.com or call +44 (0)20 8133 7934

Supporting Images:



Mohamed Ahmed Al Zahrani, Chairman & Founder at Sahel Areej (above left)



Atheeq Ahmed, General Manager at Headlinks (above right)