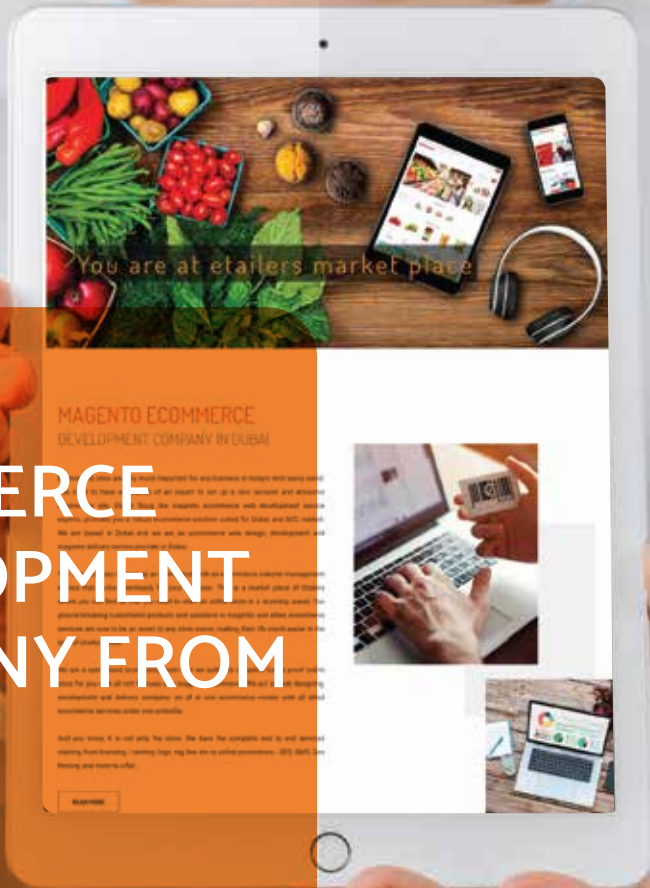


alra's LABS



# ECOMMERCE DEVELOPMENT COMPANY FROM DUBAI

  
www.etailersouq.com

# Index

## Give life to your store in few steps

We have four steps by which we give your new store a life or revamp your old store. We are experts of e-commerce industry and rest assured, you are in safe hands! We dream, live and design your store so that it conquers height that even you did not think possible! We make your dream come true and beyond.



## Branding

Branding is one of the foremost important step in building an online store. It is the base and foundation of it and we help you build this strong and tall!



## Store Development

We help build your store in a stunning speed with trending technologies and e-commerce frameworks. Now you can easily target to showcase your products in any platforms be it mobile, web or other channels. Come let us build an amazing store!!

# 2



## Digital Marketing

Digitally marketing and promoting your product and services is an art in itself. Who else does it better than the experts. We are here to digitally pick you up and help you reach the heights you never imagined!



# 3

## Integration

We build solutions that has seamless integration capability with powerful e-commerce service providers. We are a specialised e-commerce team and we build the complete future proof online store for you with all rich features of the trendy e-commerce world through powerful integration

# 4



*The*  
BRANDING



# Branding

Branding is one of the most important aspects of any starting or thriving business. For an online store to be successful it sure should have a catchy name and an interesting identity. We undertake naming, slogan / tagline, logo creation, color scheme selection etc. We also specialize in print media promotions and content writing for various platforms.

## LOGO CREATION

A logo is the face of your online store and you surely would need a decent face to show to the world, making it is no child's play. In an expert's hand it's going to be something worth the time and tide. That's why we are here – to build an image, a space and a name for your online store out there in the big, bad world!



## NAMING

Naming your brand is as crucial as naming your baby. A right name can soar your online store to heights and a wrong one can doom it to darkness. Brand naming is one of our niche and we do it the right way, the best way!



## SLOGAN / TAGLINE

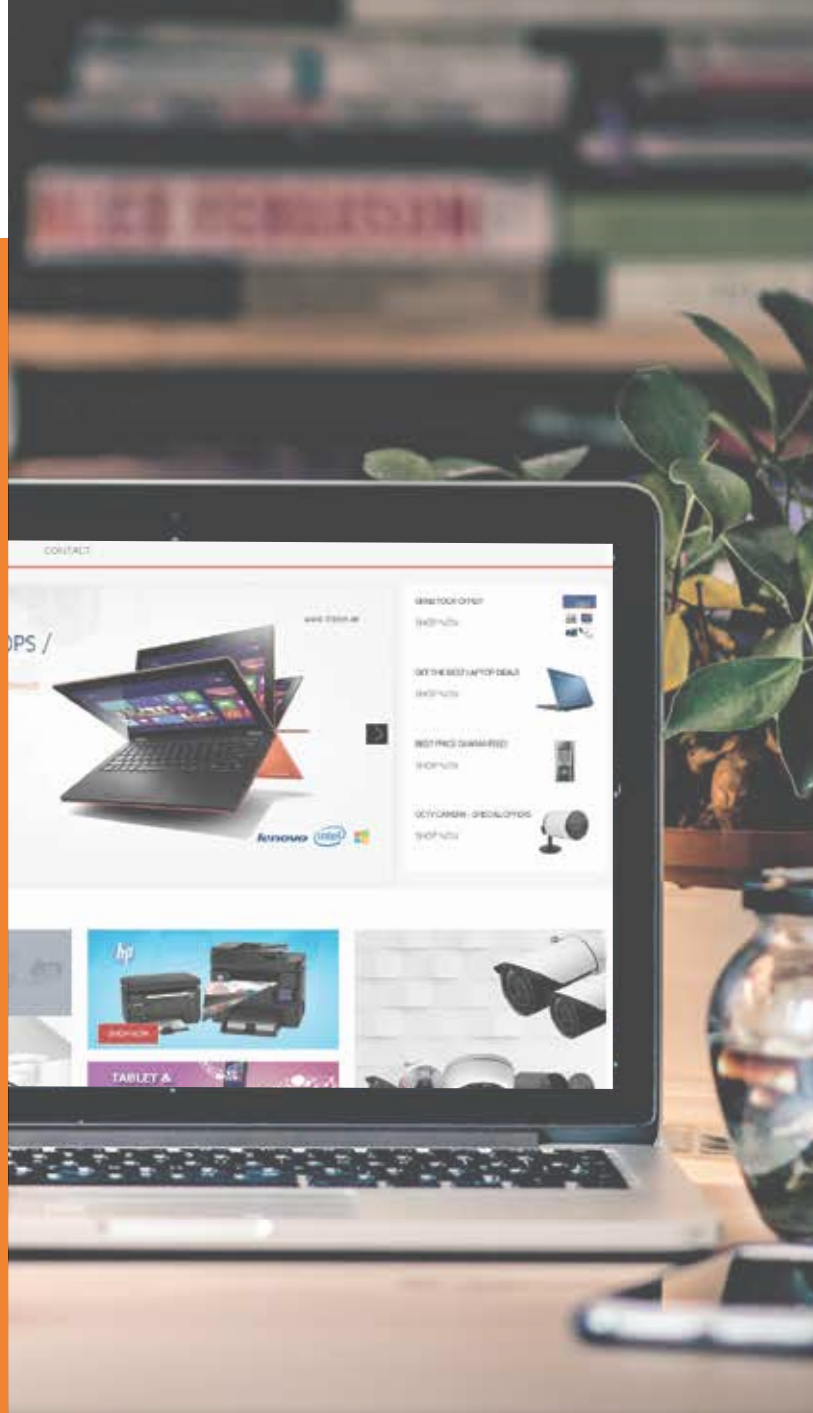
Sometimes a name and a logo aren't just enough. Creating a phrase that correlates with your brand name can take your business to unimaginable heights! We do utmost justice to your online store and come up with Taglines / Slogans that best suits you – ones that can be an instant hit with your customers!

# STORE DEVELOPMENT



# Store Development

Shopping for all necessary and trivial items is the most loved pastime. Even a look at those estores can lift the mood of a person for good! Shopping spree is our favourite splurge and how about doing it right at your home? For all those shopaholics, this must be the perfect dream come true – to shop all their heart out at the very comfort of their home! No more of traveling to shops, hopping about searching that one dress of your dreams!



Ecommerce is easily the best industry to venture in recent times. Venturing with a safe partner can prove to be the wisest decision in your business life. Booming and blooming in the coming years ecommerce is a promising minefield and we, at etailersouq help you venture safe, secured and hearty!

# E commerce MobileApp Development





As per a recent research ecommerce stores like Amazon.com, Target.com, eBay.com etc has more than half of their sales done through their ecommerce mobile application than their website. Target.com has a total traffic of 84,100,000 visitors, of which 58.81% had accessed the same from their ecommerce web app. Similarly, Amazon.com, eBay.com and Walmart.com were involved in the research and they all proved to be having more than 50% of their traffic and sales from their mobile application.



So keeping in mind all these positives, mobile applications are an integral part of an ecommerce business. It has been predicted the by the year 2018, 80% of the sales and traffic to a website will be through smartphones via mobile applications. With an application in place, all the client details can be pulled out, making the shopping through an ecommerce a breeze for the users. The client data can also be used to optimize and customize the products for a customer, doubling his purchases.

# Seamless Integration with Thirdparty Services



## Payment Gateway Integration

CC Avenue®  PayPal

PayU  PAYFORT®

کریڈیٹ ماکس  **CrediMax** 

## Courier Integration

 **aramex**  **FedEx**  
delivery unlimited Express

## ERP Integration

 **odoo**  **SAP Hybris** (Y)

 **ORACLE**®

## Social Integration

 **POSTIKO**  **FOURSIXTY**

## Mobile Integration

 **iOS**  **ANDROID**

# DIGITAL MARKETING





## SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization is very important and is basically a rat race with other companies to improve your rating in the search engine results like Google. For example if you are googling for 'Pet shops in Dubai', the first result that comes in is [www.mypetshop.com](http://www.mypetshop.com). This is due to careful search engine optimization!

## SOCIAL MEDIA OPTIMIZATION (SMO)

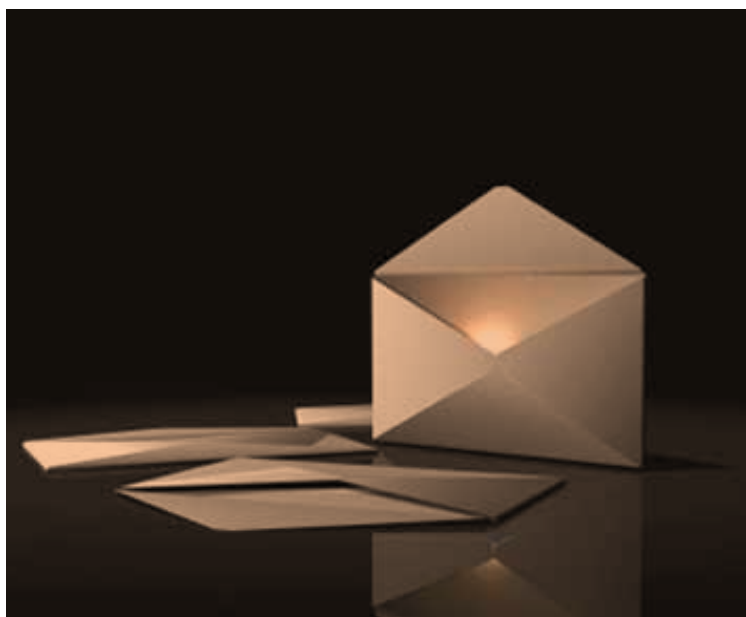
Promoting yourselves in social media websites can give you a boost in your business. They are an absolutely inexpensive way to increase your company's digital visibility. SEO & SMO goes hand-in-hand increasing the traffic in your websites and social media pages.

## EMAIL CAMPAIGNING

We do email campaigns for the ecommerce sites that we work on. For any venture to be successful, it needs strategic and continuous campaigning. We do it here in all its seriousness and fun! A campaigning done right is a success in itself!

## PROXIMITY MARKETING

People would want to see what they are looking for, making it easy for them. This is how proximity marketing works. See what you want, get more than what you desired!



# We Serve



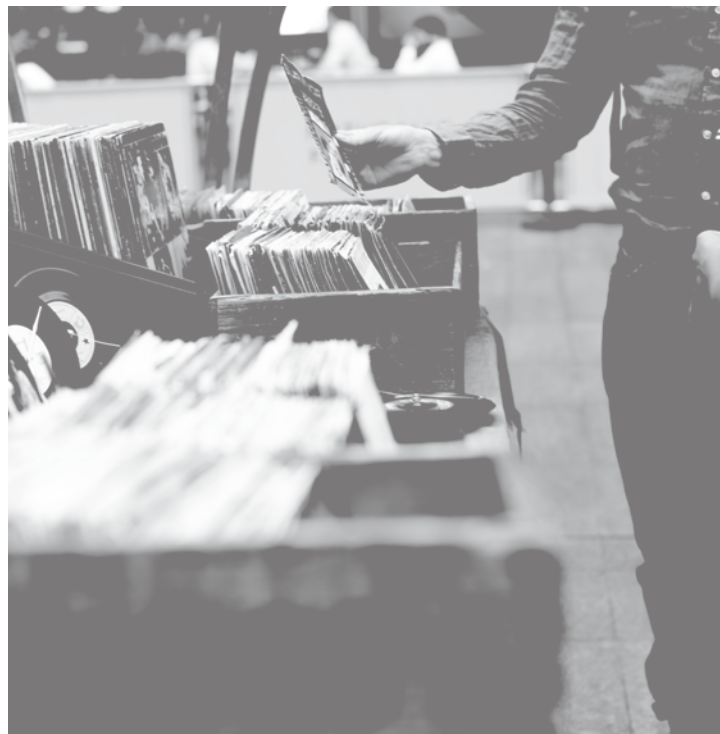
We Have an  
Awesome  
Team

## STORE ADMINISTRATION

We manages the product catalog, create the content, do content translation , handle image editing works and other ecommerce back end works.

## STORE DESIGN

We create unique themes suited for the branding needs of the online store. We customize the entire store to meet the requirement of the business.





## PHOTOGRAPHY

We are here to execute complex photo production work to provide and deliver high quality output for your project.

## WEB & APP DEVELOPMENT

we develop the store in magento ecommerce platform and integrate with ecommerce mobile application. We also integrate with variety of third party services to keep up with the latest trends.

## DIGITAL PROMOTIONS

We generate your online demand and popularity by implementing various online, digital marketing strategies like SEO, SMO etc.

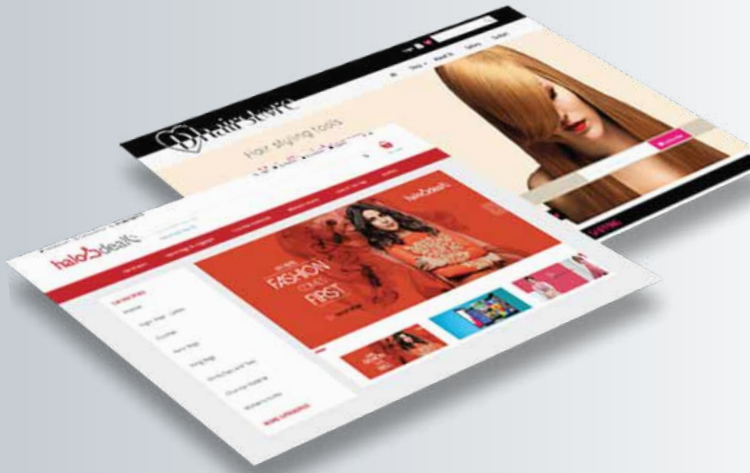
## GEO-FENCING & BEACON MARKETING

Explore the untapped channels of marketing your products by partnering with us. We will provide consultancy on Beacons and GeoFencing shall be leveraged to lure your potential customers.



Some industries we  
have worked for

# Venture Reinvent Rediscover

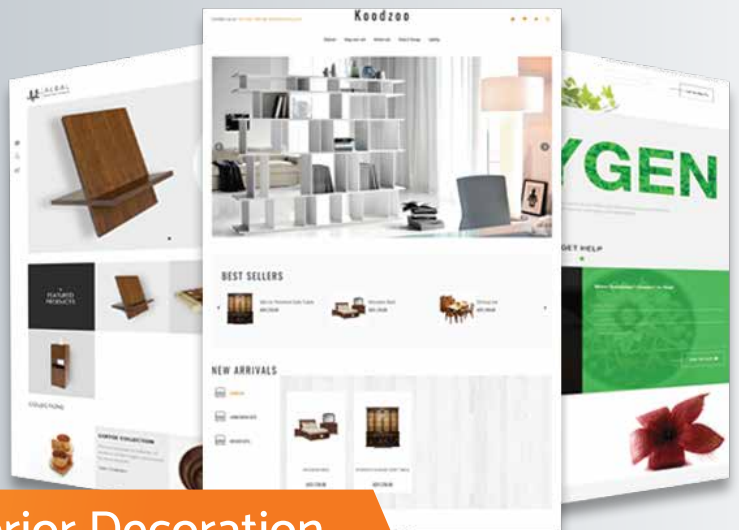


Fashions & Apparels

Automotives



Interior Decoration





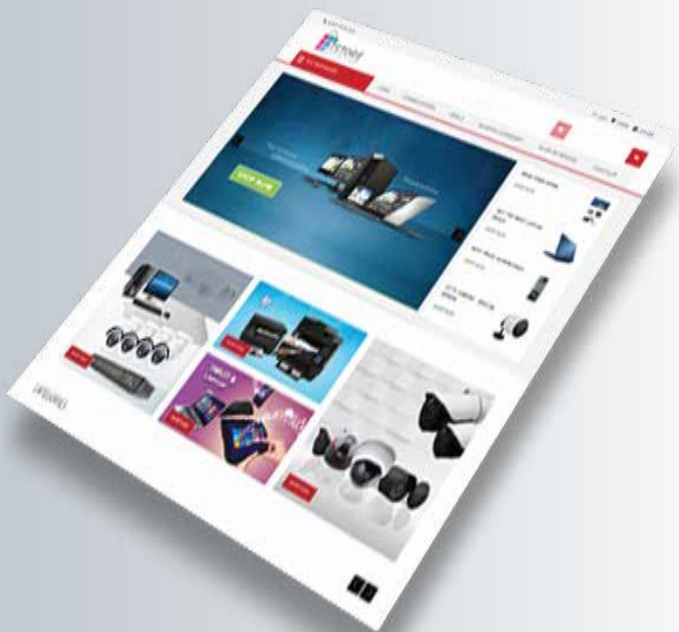
## Consumer Electronics



## Food & Beverages



## IT & Security



## Health Care



# Our Clients



We have a wide range of clients who are from different parts of the world and deals with different industries like Automotives, Food & Beverages, Ladies & Fashions, Consumer Electronics and more. We have the experience, experts and the creativity to fulfil your ecommerce dreams!

**CarStore**  
We Complete your Car!

**ITSTORE**  
clicks are enough

**SACA**  
INTERNATIONAL

**LIFEIN**

**haloDeal**.com

**RL**  
*You Demand, We Supply*

**fello fish**

**Floramex**<sup>®</sup>  
TRADING L.L.C.  
FLOWERS & PLANTS

**Dhairstore**

**KOODZOO**  
HOME

**aa sons**  
AHMED ABDULREHMAN & SONS LLC (Al Rais Group)  
أحمد عبدالرحمن وأولاده ذم م (مجموعة الرايس)

**ALBAL**  
DESIGN STUDIO

**SUPER SP PHONE**

**NEW TAIF HYPERMARKET**  
new destination for your needs...

**ftcart.com**  
Baharin

**MOVING BOUTIQUE**

**Spetex**<sup>®</sup>

**Dubai Snooker Club**

**SHOPWEL MART**



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 **Etailersouq**

An Alrais Labs Ecommerce Division



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