

# PITCH DECK

Project:

## Nutty Delights UAE E-Commerce Launch

E-commerce market entry planning and rollout strategy for the UAE.

April 2026 | Presented by: Scalify UAE

**Scalify**  
Dream. Build. Scale.

X

*Nutty  
Delights*



# ABOUT SCALIFY

Scalify is a Dubai based creative studio specializing in strategic video and social content for premium brands. We operate where storytelling meets performance, creating cinematic, platform-native content designed to reflect brand sophistication while driving real engagement across social platforms.

Every project is strategy led and produced in-house, with each asset crafted to perform not just exist. Backed by professional grade production equipment and an agile creative team, we deliver consistently high end content without compromise.

# OUR TEAM

**Jovine** | *Founder & CEO*

**Amol** | *Co-Founder*

**Vishal** | *Digital Marketing*

**Chryselle** | *Head of Marketing*

**.Gillian** | *Head of Design*

**Clint** | *Business Analyst*

**.Ganesh** | *Cinematographer*

**Lena** | *E-Commerce Executive*

**Sukanya** | *Copywriter*

**Imane** | *Content & Production*

Scalify X Nutty Delights



## 01. UAE E-commerce Launch Strategy

Amazon.ae · Noon · Talabat Mart

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## 02. Market Opportunity

UAE nuts market size, Amazon.ae & Noon channel breakdown, flavoured gap analysis

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## 03. Competitive Landscape

Bayara, Halabi, Mawa benchmarking; pricing gaps; keyword dominance map

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## 04. Nutty Delights SKU Strategy

9-SKU catalogue mapping, pack-size recommendations, hero vs. support SKUs

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## 05. Amazon.ae – Full Scope

Listing setup, A+ Content, Sponsored Ads (SP, SB, SD), Store buildout

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## 06. Noon.com – Full Scope

Seller hub onboarding, listing, gifting strategy, Noon Ads launch

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## 07. Talabat Mart – Full Scope

Quick commerce setup, inventory, dark store integration, impulse strategy

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## 08. Launch Roadmap & Investment

90-day action plan, monthly retainer scope, KPIs and success metrics

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## 09. Pricing

Our Pricing Structure

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## 10. Why Scalify?

From concept to conversion, seamlessly executed

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01.

# UAE E-COMMERCE LAUNCH STRATEGY

## UAE E-Commerce Launch Strategy



Amazon.ae



Noon.com



Talabat Mart



Full Listing Setup  
& Optimisation



A+ / Enhanced  
Brand Content



Sponsored Ads  
Strategy & Launch



Platform-Specific  
GTM Roadmap

02.

**MARKET**

**OPPORTUNITY**

## UAE Nuts & Dry Fruits – Channel & Sizing Analysis

**AED 680M**

UAE Total Nuts  
Market 2025

*+4.1% CAGR*

**AED 85–150M**

Combined Online  
Nuts Channel

*Amazon.ae +  
Noon.com*

**AED 8–15M**

Flavoured / Exotic  
Nuts Segment

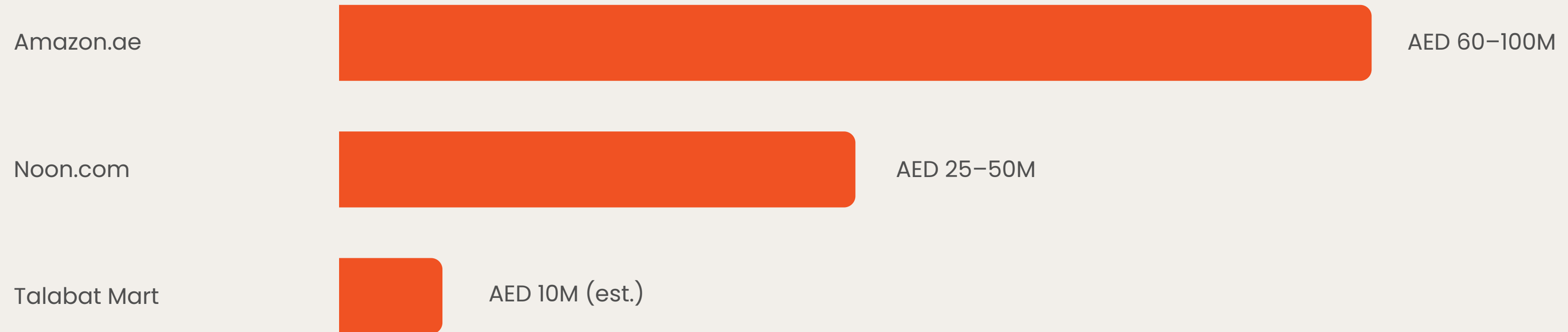
*Early-stage –  
LOW competition*

**54%**

MEA Online Shoppers  
Bought Dry Fruits

*Virtue Market  
Research 2025*

## Channel Breakdown — Online Nuts Market (AED, Estimated 2025)



Sources: Statista · IMARC Group · Virtue Market Research · EZDubai/WAM · Industry analyst estimates · April 2026

03.

**COMPETITIVE**

**LANDSCAPE**

## Amazon.ae & Noon — Who Dominates & Where The Gaps Are

Brand	Top SKU	Price (AED)	Pack Size	Flavored	Est. Monthly Sales
Bayara	Cashew Jumbo 400g	31.19	400g	✗ Classic Only	1,000+ units/mo
Bayara	Almonds Jumbo 400g	31.19	400g	✗ Classic Only	900+ units/mo
Halabi	Mix Kernels 300g	28–40	300g	✗ Classic Only	500–800/mo
Mawa Royal	Raw Walnuts 500g	36.5	500g	✗ Classic Only	Top Ad Spender
Natures Choice	Mixed Nuts 400g	22–30	400g	✗ Classic Only	Moderate
Nutty Delights	Peri Peri Almonds	19.3	200g	✓ Unique	NEW ENTRANT

## White Space — Flavoured Nuts Gap on Amazon.ae

**Peri Peri Almonds**

*Zero Competition*

**Mango Almonds**

*Zero Competition*

**Orange Cashew**

*Zero Competition*

**Chocolate Almonds**

*No Match Found*

## Top Amazon.ae Keywords — Nuts Category (Helium 10 Cerebro, April 2026)

Keyword	Monthly Search Vol	Cerebro IQ Score	Competing Products
cashew nuts	1513	1770	855
almond	1621	405	4000
walnut	1213	5439	223
nuts	1236	124	10000
fruits	2692	16217	166

04.

**NUTTY DELIGHTS**

**SKU STRATEGY**

## SKU Strategy & Product Architecture

### 9-SKU Catalogue – Hero, Mid, and Support Tier Classification

SKU Name	Tier	Category	Our Price	Competition	Launch Strategy
Peri Peri Infused Almonds	HERO	Almonds	AED 19.30	NONE	Lead SKU – Drive with SP + SB Ads; A+ mandatory
Pure California Almonds	HERO	Almonds	AED 9.50	HIGH	Volume driver – competitive pricing essential; add 200g bundle
Walnut Without Shell	HERO	Walnuts	AED 20.20	HIGH	High search volume keyword – prioritise for walnut + protein mix terms
Healthy Nut Mix (Protein)	MID	Mixed Nuts	AED 12.50	HIGH	Fitness angle = brand differentiator; target health-conscious expats
Pistachio Without Shell	MID	Pistachios	AED 29.20	HIGH	Premium positioning – shelled convenience justifies price premium

## SKU Strategy & Product Architecture

### 9-SKU Catalogue – Hero, Mid, and Support Tier Classification

SKU Name	Tier	Category	Our Price	Competition	Launch Strategy
Mango Almonds	MID	Almonds	AED 15.00	NONE	Indian diaspora segment – gifting + Noon Ramadan/Diwali bundles
Orange Cashew	SUPPORT	Cashews	AED 30.10	NONE	Premium flavoured – test with low ad spend; let organic build first
Chocolate Almonds	SUPPORT	Almonds	AED 14.15	LOW	First-mover advantage – dessert gifting angle; Noon gifting tab
Pistachio Nuts (In Shell)	SUPPORT	Pistachios	AED 17.60	HIGH	Organic baseline – minimal ad needed; low priority for Q1 spend

Pack Size Recommendation: All Amazon.ae / Noon listings should lead with 300g or 500g packs. Current 200g packs should be positioned as “trial size” with per-100g pricing clearly shown in bullets. Bundle 2×200g as a separate ASIN at a discount.

05.

**AMAZON**

**FULL SCOPE**

## Amazon.ae — Listing Optimisation

### Title Formula (200-char limit)

Brand + SKU name + key flavour adjective + quantity + primary keyword

*Ex. "Nutty Delights Peri Peri Infused Almonds 200g | Spicy Roasted Almonds | Premium India-Origin Nuts UAE"*

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### 5 Bullet Points — Structure

1. FLAVOUR HOOK — Lead with unique flavour; sensory language
2. QUALITY SIGNAL — India-origin; natural; no artificial preservatives
3. PACK SIZE & VALUE — Per-100g cost vs competitor
4. USE CASE — Snacking / gifting / protein boost / gym bag
5. REKART-SPECIFIC — Freshness seal; shelf life; storage

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### Backend Keywords (Hidden)

Include: peri peri nuts, flavoured almonds UAE, masala almonds, spicy nuts, Indian snacks UAE, roasted almonds, gift nuts, healthy snacks, protein nuts, buy nuts online Dubai

## Image Stack (7 images required)

Image 1 (Main): White BG, product centred, 2000×2000px

Image 2: Lifestyle — nuts in a bowl / snack moment

Image 3: Infographic — ingredients, origin, flavour profile

Image 4: Comparison table vs generic plain nuts

Image 5: Serving suggestion / recipe

Image 6: Pack size / value callout (per-100g)

Image 7: Gift angle — hamper, Ramadan/Eid styling

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## A+ Content — Module Layout

Module 1: Brand story — Nutty Delights origin, India-sourced quality

Module 2: Comparison chart — ND flavoured range vs plain competitors

Module 3: Lifestyle image + fitness / protein messaging

Module 4: FAQ — shelf life, sourcing, flavour intensity

Module 5: Cross-sell carousel — all 9 SKUs displayed

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Brand Registry required to unlock A+ Content, Brand Store, Sponsored Brand Ads, and Video Ads.  
Scalify will guide Nutty Delights through the Brand Registry process as part of onboarding.

## Amazon.ae — Sponsored Ads Strategy Tier 1-Core | Sponsored Products (SP)

AED 1,500–2,500/mo | 25–35% target ACoS

Exact match: peri peri almonds, mango almonds, flavoured nuts UAE

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Broad match: almonds UAE, healthy nuts, protein nuts buy online

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Competitor targeting: Bayara ASIN B07Z31RTVN, Halabi, Mawa ASINs

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Category targeting: Grocery › Nuts, Seeds & Dried Fruits

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Auto campaigns for keyword discovery (first 30 days)

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Harvest search terms weekly; negate waste terms

## Amazon.ae — Sponsored Ads Strategy Tier 2- Brand | Sponsored Brands (SB)

AED 800–1,200/mo | Brand awareness focus

Custom headline: "UAE's First Flavoured Nuts Range — Peri Peri · Mango · Orange"

Brand logo + top 3 hero SKUs in carousel format

Target: nuts gifting, healthy snack, Indian snacks UAE keywords

SB Video: 30-sec product demo — flavour reveal + India quality story

Landing page: Amazon Brand Store (custom storefront)

Retarget past view/cart abandoners with video ad format

## Amazon.ae — Sponsored Ads Strategy Tier 3- Brand | Sponsored Display (SD)

AED 500–800/mo | Retargeting & awareness

Product page retargeting — appear on Bayara/Halabi detail pages

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Audience: "Shoppers who viewed nuts in last 30 days"

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Off-Amazon display: reach UAE grocery shoppers on news/social sites

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Lifestyle creative: use A+ content assets repurposed for banners

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Seasonal boosts: Ramadan, Eid, Diwali — increase SD budget 3×

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Cross-sell SD from almonds pages to mixed nuts and vice versa

**Total Amazon.ae Ad Budget Recommendation:**  
**AED 2,800–4,500/month**  
**Expected blended ACoS at 90 days: 28–38%**  
**Target ROAS: 2.6–3.5×**

06.

**NOON**

**FULL SCOPE**

## Noon.com — Seller Strategy

### Noon Seller Hub Onboarding

- Register as Noon Fulfilled (NF) seller — faster delivery badge
- Upload catalogue via Noon Seller Lab template (.xlsx)
- Ensure all 9 SKUs have Arabic + English titles
- EAN barcode mandatory — Nutty Delights to confirm barcodes
- Set warehouse address in Dubai/Sharjah for fastest NF onboarding

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### Noon Listing Optimisation

- Title: Arabic first, then English (Noon search favours Arabic)
- Hero images: same stack as Amazon but add one Arabic text overlay
- Pricing: match or undercut Amazon.ae by AED 1–2 (Noon price-checks)
- Offer "Noon Express" badge through NF fulfilment — key trust signal
- Noon gifting tab: list gift hamper SKUs under Noon's Gifts category

## Noon Ads — Promoted Products

- Noon Promoted Products = CPC model (similar to Amazon SP)
  - Budget: AED 600–1,000/mo for launch phase
  - Target: nuts, almonds, cashews, healthy snacks, gift nuts
  - Gifting season uplift: 3× budget during Ramadan, Eid al-Adha, Diwali
  - Noon flash deals: join Yellow Friday (Nov) & seasonal promotions
  - Banner ads on Noon homepage during festive seasons
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## Noon Gifting Strategy — Indian Diaspora Focus

UAE has 3.5M Indian expats — the #1 nationality. Noon has a strong Diwali gifting vertical. Nutty Delights's flavour range (Mango, Peri Peri, Orange) maps perfectly to Indian taste preferences.

- List "Nutty Delights Gift Box" as a bundle ASIN (4–6 SKUs)
  - Include branded packaging + ribbon — photograph for Noon gifting tab
  - Target keywords: Indian sweet box alternative, healthy gift hamper UAE, Diwali gift nuts online
  - Create Noon Seller coupon: 10% off gift orders above AED 100
-

## Noon Seasonal Activation Calendar

Ramadan	Mar–Apr	3× ad budget; gift hamper ASIN; date + nuts bundle cross-sell
Eid al-Fitr	Apr	Flash deals; priority on gifting tab listing; Noon coupon 15% off
Diwali	Oct–Nov	Indian diaspora gifting push; Mango + Chocolate almond bundles
Yellow Friday	Nov	Noon equivalent of Black Friday — must join; 20%+ discount required
New Year	Dec–Jan	Healthy resolution angle — Protein Mix as January wellness SKU

07.

**TALABAT MART**

**FULL SCOPE**

### Why Talabat Mart for Nuts?

Talabat Mart serves 30-min delivery across UAE. "Late night snack" and "party nuts" are high-intent, impulse-purchase moments. No other branded flavoured nut is available on Talabat Mart today.

## Talabat Mart — Quick Commerce Strategy

### Talabat Mart Onboarding

- Apply via Talabat Partner Hub ([partners.talabat.com](https://partners.talabat.com))
- Product must be available in UAE; VAT registered seller required
- Provide: product images, barcodes, expiry policy, min. order qty
- Talabat takes 15–25% commission on GMV — price accordingly
- Assign a UAE warehouse or 3PL to handle sub-24h replenishment
- Aim for "Talabat Mart Express" badge — requires <15min dispatch SLA

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### SKU Selection for Talabat

- List only 3–4 hero SKUs for Talabat — avoid catalogue bloat
- Priority: Peri Peri Almonds, Pure Almonds, Protein Nut Mix, Pistachio
- Pack size: 200g ideal for impulse (price point AED 9–20)
- Bundle: "Party Mix Pack" (3×200g) as Talabat exclusive at AED 45
- Add "under AED 50" promotion tag for gifting impulse category

## Talabat In-App Promotion

- Talabat Ads: banner ads inside Mart category (Snacks section)
- "Sponsored" placement in Nuts & Dried Fruits category listing
- Promo codes: "NUTTYMART" — 10% off first order from Talabat Mart
- Collaborate with Talabat for curation in "Healthy Snacks" editorial
- Budget: AED 300–600/mo in-app ad spend
- Flash offers: appear in Talabat's daily "Today's Deals" section

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## Operational Considerations

- Freshness: nuts must have min. 6-month shelf life at listing date
- Inventory: maintain 200–300 units per active SKU in dark store
- Replenishment trigger: reorder at 50 units remaining
- Photography: Talabat requires landscape product images (800×500px)
- Arabic translation: product name + description mandatory on Talabat
- Customer rating: maintain 4.5★+ to retain "top seller" badge

08.

# LAUNCH ROADMAP & INVESTMENT

## 90-Day Launch Roadmap | Month by Month

### Month 1 — Foundation

Amazon Brand Registry application submitted

All 9 SKUs listed on Amazon.ae (title + bullets + backend kw)

7-image stack shot & uploaded for 3 hero SKUs

Noon Seller Hub registered + NF fulfilment agreement signed

Talabat Mart Partner Hub application submitted

A+ Content modules designed & submitted (Amazon)

Competitor ASIN matrix finalised (Bayara, Halabi, Mawa)

Auto SP campaigns launched for all 9 ASINs (AED 30/day)

Inventory: 200–300 units per SKU in FBA / NF warehouse

Google Analytics + Amazon Brand Analytics tracking live

## 90-Day Launch Roadmap | Month by Month

### Month 2 — Launch

SP campaigns refined — harvest converting search terms

Sponsored Brand (SB) headline + video ads launched

Brand Store live on Amazon.ae — 5-page storefront

Noon listings go live — 6 SKUs with Arabic + English titles

Noon Promoted Products campaigns started (AED 40/day)

Talabat Mart live — 4 hero SKUs with in-app promotions

A+ Content: all 9 ASINs have enhanced brand content

First review generation: 5-email follow-up sequence via Seller Central

Pricing audit: ensure price competitiveness vs Bayara/Halabi

Pack size tests: 200g vs 300g bundle ASIN comparison

## 90-Day Launch Roadmap | Month by Month

### Month 3 — Scale

ACoS review: pause under-performers; scale top converters

Sponsored Display retargeting campaigns launched

Amazon Vine programme: submit 3 hero SKUs for early reviews

Noon gifting bundle ASIN launched (4-SKU gift box)

SD campaigns: target Bayara, Mawa, Halabi product pages directly

SB Video final cut ready — 30-sec flavour reveal ad live

First performance report: ROAS, ACoS, unit session %, conv. rate

Keyword rank tracking: top 20 target terms; optimise titles

Explore Amazon Launchpad programme for Indian-origin brands

Plan Q4 Ramadan campaign — brief creative, set budgets

## KPIs & Success Metrics

### What We Measure, How We Report, And What Success Looks Like at 90 Days

KPI / Metric	Month 1 Target	Month 3 Target
Monthly Revenue (all platforms)	AED 3,000–6,000	AED 12,000–25,000
Amazon.ae Units Sold / Month	100–250 units	500–1,200 units
ACoS — Sponsored Products	45–60% (honeymoon)	25–35% (optimised)
ROAS — All Ad Spend Combined	1.5–2.0×	2.6–3.5×
Organic Keyword Rank (peri peri almonds) Organic Keyword Rank (peri peri almonds)	Not ranked	Top 10 page 1
Amazon Seller Rating	New (no rating)	4.5★+ (min. 20 reviews)
Noon.com Units Sold / Month	50–100 units	200–500 units
Talabat Mart Orders / Month	20–50 orders	150–300 orders
Listing Conversion Rate (CVR)	5–8% (new listing)	10–15% (optimised)
A+ Content Click-through Lift	Baseline TBD	+5–10% vs no A+

**Reporting Cadence:**  
Scalify provides a weekly performance snapshot (revenue, ad spend, ACoS, keyword ranks) and a detailed monthly strategy report with recommendations. All data via Amazon Seller Central, Brand Analytics, Noon Seller Lab, and Helium 10.

09.

# PRICING

**AED 3,500/  
MONTH**

**Starter**  
*Amazon.ae Only*

9 SKU listings (title + bullets + backend)

A+ Content: 3 hero SKUs

SP campaigns setup + management

Monthly performance report

Brand Registry support

Image stack brief + guidance

Ideal for: Launch phase, test-and-learn

**AED 5,500/  
MONTH**

**Growth**

*Amazon.ae + Noon.com*

Everything in Starter, plus:

Seasonal campaign calendar activation

Noon Seller Hub onboarding

Gifting bundle ASIN creation

Noon full catalogue listing (Arabic + English)

Weekly ad performance call

Noon Promoted Products management

SB + SD campaigns (Amazon.ae)

Brand Store buildout (Amazon)

★ Most Popular — Best Value for UAE launch

**AED 8,000/  
MONTH**

**Full Scale**  
*All 3 Platforms*

Everything in Growth, plus:

Competitor monitoring (Bayara/Halabi)

Talabat Mart full onboarding + management

Dedicated account manager (UAE-based)

Talabat in-app ad campaigns

Quarterly brand growth strategy review

Cross-platform pricing strategy

SB Video ad script + production brief

Amazon Vine enrollment support

Best for: Brands serious about market leadership

**Add-ons (one-time):**  
**Product photography brief AED 500**  
**Amazon Brand Store design AED 1,500**  
**Arabic translation & listing AED 200/SKU**  
**All prices excl. 5% UAE VAT**  
**Ad budget is separate & paid directly to platforms**

10.

**WHY SCALIFY?**

## UAE E-Commerce Experts. Built for Brands Like Nutty Delights.

### UAE-Native Expertise

We operate exclusively in the UAE market. We understand Bayara's dominance, Noon's gifting culture, and Talabat Mart's impulse dynamics — not generic e-commerce theory.

### Full-Funnel Coverage

From ASIN creation to A+ Content to Sponsored Brands Video — we handle the complete e-commerce stack so you focus on production and supply.

### Data-Driven, Not Guesswork

Every listing, ad group, and keyword is built on Helium 10 Cerebro data and platform analytics. Your budget goes to what actually converts in UAE.

### Flavour Gap Strategy

We identified the zero-competition opportunity in flavoured/exotic nuts before this call. Peri Peri Almonds on Amazon.ae is your golden ticket — and we'll capture it.

### FMCG + Grocery Focus

We specialise in food, snacks, and grocery brands — not electronics or fashion. Your category is our expertise. We know nuts margin economics and shelf-life constraints.

### Dedicated UAE Account Team

Your account manager is UAE-based, Arabic-speaking, and available on WhatsApp. No offshore call centres, no time zone lag.

## The Performance Marketing Funnel



## Channel Strategy & Objectives

### META Ads

Brand reach, retargeting, catalog sales  
CPM < AED 12 | ROAS 5x

*Funnel: All Stages*

### Google Search

Capture high-intent nut/snack searches  
CPC < AED 3 | Conv Rate 4%

*Funnel: Conversion*

### TikTok Ads

Viral short-form content, Gen Z & Millennials  
CPM < AED 10 | CTR 2%

*Funnel: Awareness*

### Snapchat Ads

UAE-heavy user base, Story & Spotlight  
CPM < AED 9 | Reach 500K

*Funnel: Awareness*

### Performance Max

Google AI-optimized across all placements  
ROAS 5x target

*Funnel: All Stages*

### Google Display

Retarget website visitors, contextual ads  
CTR > 0.35% | CPC < AED 2

*Funnel: Consideration*

### Google Shopping

Product listings for direct purchase intent  
RROAS 6x | CTR 2.5%

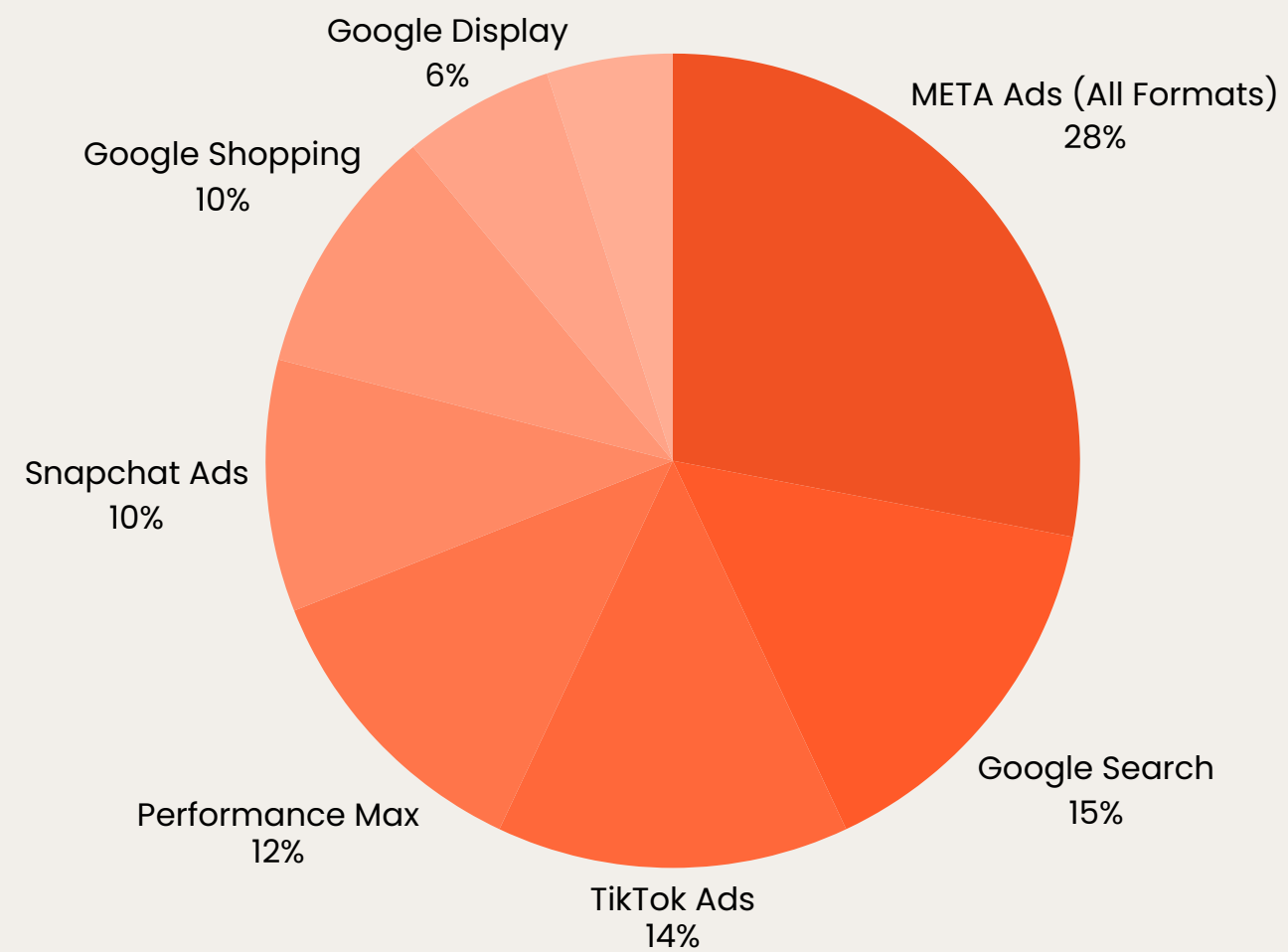
*Funnel: Conversion*

### Youtube Ads

Pre-roll brand story, recipe/snacking content  
CPV < AED 0.5 | VTR 30%

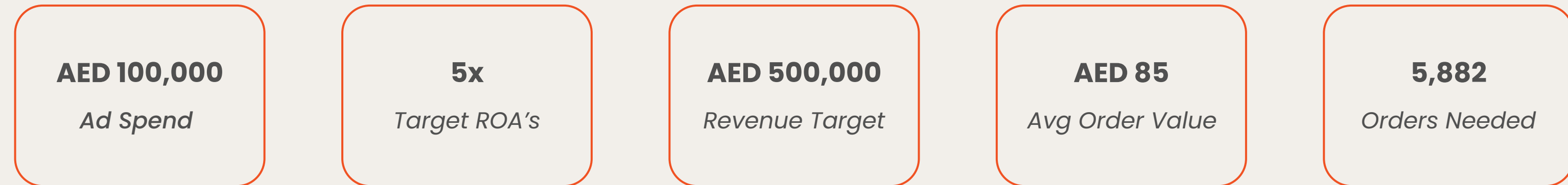
*Funnel: Awareness*

## Budget Allocation — AED 100,000



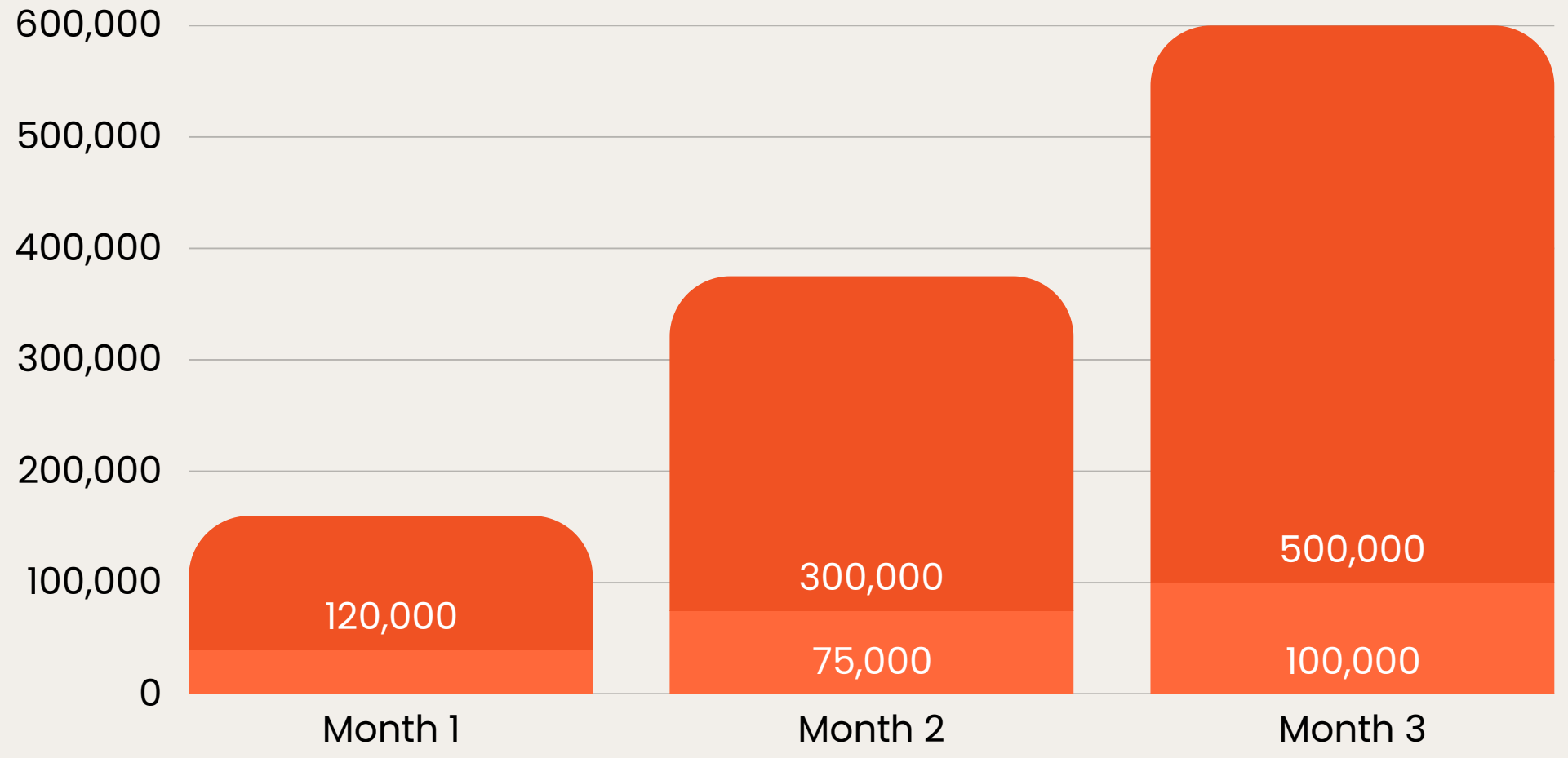
Channel	Budget (AED)	% Share	Funnel Stage
META Ads (All Formats)	28000	0.28	Awareness + Conversion
Google Search	15000	0.15	Conversion
TikTok Ads	14000	0.14	Awareness
Performance Max	12000	0.12	All Stages
Snapchat Ads	10000	0.1	Awareness
Google Shopping	10000	0.1	Conversion
Google Display	6000	0.06	Consideration
YouTube Ads	5000	0.05	Awareness
<b>TOTAL</b>	<b>100000</b>	<b>1</b>	<b>Full Funnel</b>

## ROA's 5x — Revenue Projection



Channel	Spend (AED)	Est. ROAS	Est. Revenue
Google Search	15000	7x	105000
Google Shopping	10000	6x	60000
Performance Max	12000	5.5x	66000
META Ads	28000	5x	140000
TikTok / Snap / YT	29000	2.5x*	72500
Google Display	6000	2x*	12000
<b>BLENDED ROAS</b>	<b>100000</b>	<b>5.0x</b>	<b>500000</b>

## ROA's 5x — Revenue Projection



Awareness channels seed conversion; ROAS measured last-click + view-through attribution

## 90 – Day Launch Roadmap

PHASE 1 Foundation	PHASE 2 Optimization	PHASE 3 Scale
<ul style="list-style-type: none"> <li>• Set up ad accounts &amp; pixels on all 5 channels</li> <li>• Launch awareness campaigns (TikTok, META, YouTube, Snapchat)</li> <li>• Deploy Performance Max with full product feed</li> <li>• Creative production: 5 video ads + 10 static assets</li> </ul>	<ul style="list-style-type: none"> <li>• Launch Google Search &amp; Shopping campaigns</li> <li>• Retargeting audiences from Phase 1 traffic</li> <li>• A/B test ad creatives – identify top performers</li> <li>• Scale top-performing ad sets by 20%</li> <li>• Influencer seeding: 5 UAE micro-influencers (CPO or CPS model)</li> </ul>	<ul style="list-style-type: none"> <li>• Full-funnel optimization with all channels live</li> <li>• Introduce Meta Dynamic Product Ads (catalog)</li> <li>• Loyalty / repeat purchase email + WhatsApp retargeting</li> <li>• Full ROAS audit – optimize toward 5x+ consistently</li> </ul>
Spend: AED 40,000	Spend: AED 75,000	Spend: AED 100,000

## Creative Strategy By Stage

Awareness	Consideration	Conversion
<p><b>Ad Formats</b></p> <p>5s/30s video on TikTok &amp; YouTube            Snapchat Story Ads            Facebook/Instagram Reels            Google Display Banners</p>	<p><b>Ad Formats</b></p> <p>Carousel Ads on META            Google Shopping Product Images            TikTok Product Demos            YouTube Mid-roll</p>	<p><b>Ad Formats</b></p> <p>Carousel Ads on META            Google Shopping Product Images            TikTok Product Demos            YouTube Mid-roll</p>
<p><b>Creative Ang</b></p> <p>Brand story            Healthy snacking in UAE lifestyle            Arabic-English bilingual creatives            Ramadan &amp; Eid gifting moments</p>	<p><b>Creative Angles</b></p> <p>SKU feature spotlights            Taste test / unboxing content            Health benefits infographics            Comparison ads</p>	<p><b>Creative Angles</b></p> <p>SKU feature spotlights            Taste test / unboxing content            Health benefits infographics            Comparison ads</p>

## KPI's & Success Metrics

Revenue & ROAS	
Blended ROAS	≥ 5.0x
Monthly Spend	AED 1,00,000+
Total 3-Mo Revenue	AED 5,00,000
Avg Order Value	AED 85+

Traffic & Reach	
Website Sessions	50,000+ / month
Unique Reach	1M+ impressions/mo
CTR (Search)	≥ 4%
CTR (Display/Social)	≥ 0.8%

Conversion	
Conversion Rate	≥ 2.5%
CPA (Cost/Order)	≤ AED 17
Cart Abandonment	< 65%
Repeat Purchase Rate	≥ 20% by Mo 3

Brand Growth	
Brand Search Volume	+50% by Mo 3
Social Followers	2,000+ in 90 days
Customer Reviews	100+ ≥ 4.5
Email/WhatsApp List	1,000+ subscribers

## Social Media Design

*Every post, reel, and story is built around one goal — driving the audience closer to purchase. No filler. No fluff.*

20/mo

### Feed Posts

*Static + carousel. Every design built to convert, not just to look good. On-brand, platform-optimised.*

8/mo

### Reels

*Short-form video scripts + creative direction. Performance-first. Hook in 2 seconds or it doesn't ship.*

Ongoing

### Stories & Polls

*Interactive formats — swipe-ups, product tags, polls. Keeps the audience warm between purchase moments.*

4/mo

### Ad Creatives

*4 fresh Meta creatives per month. A/B tested. Each variant targets a different funnel stage.*

## Product Shoot

*Visuals that sell before the copy does.*

*Studio / Flat Lay*

*Clean. Product-led. Conversion-ready.*

*Lifestyle / Campaign*

*Aspirational. Scroll-stopping. Story-driven.*

*White and textured backgrounds for Amazon + Noon main images*

*Multiple angles — hero, lifestyle context, close-up detail*

*Designed specifically for thumbnail click-through on marketplace listings*

*Compliant with Amazon.ae image requirements (pure white bg, 85% frame fill)*

*In-context usage shots — snacking, gifting, fitness, home settings*

*Optimised for Meta Ads and Instagram feed / stories*

*Targeting UAE lifestyle aesthetics — modern, warm, multicultural*

*Reels-compatible short video captures available as optional add-on*

## Packaging Design

*Visuals that sell before the copy does.*

	01 <i>Label &amp; Pack Design</i>	02 <i>Dieline &amp; Print Files</i>	03 <i>Digital Pack Assets</i>
<p><b>Your pack is your silent salesperson.</b></p> <p>In a 200g pack competing against 400g shelf norms, your packaging design needs to earn its place twice as hard. We make it do that.</p>	<p><i>Primary pack redesign or refresh. Flavour-coded colour system across all SKUs. Print-ready files.</i></p>	<p><i>Technical dielines for all pack formats. Press-ready artwork. Supplier liaison support on request.</i></p>	<p>Pack visuals optimised for Amazon + Noon listings, Meta Ads, and social. Cutouts, shadows, hero renders.</p>

## E-Commerce Scope of Work

AMAZON + NOON + TALABAT · MARKET LEADER

Everything in Growth, plus Talabat Mart + strategic growth layer

### Talabat Mart — Quick Commerce

- Talabat Partner Hub onboarding — VAT registration, product upload, Arabic translation
- Dark store integration + 3PL coordination for sub-24h replenishment
- SKU selection for impulse: 3–4 hero SKUs at 200g pack size, AED 9–20 price point
- "Party Mix Pack" Talabat-exclusive bundle (3×200g at AED 45)

### Talabat In-App Advertising

- Talabat Ads — sponsored banners in Mart › Snacks category
- Category listing sponsored placement (Nuts & Dried Fruits)
- Flash offers + "Today's Deals" section positioning
- Promo code setup (NUTTYMART — 10% off first order)

### Amazon Vine + SB Video

- Amazon Vine programme enrolment for top 3 hero SKUs — early review acceleration
- SB Video ad script + production brief (30-sec flavour reveal + India quality story)
- Amazon Launchpad programme application (Indian-origin brands)

### Strategic Growth Layer

- Cross-platform pricing strategy across Amazon, Noon, Talabat
- Competitor monitoring (Bayara, Halabi, Mawa, Natures Choice) — monthly intel report
- Quarterly brand growth strategy review with founder-level input
- Dedicated UAE-based account manager (Arabic speaker, WhatsApp 9–9 UAE)

### Deliverables

- Everything in Growth
- Talabat Mart live — 4 hero SKUs.
- Talabat in-app ad campaigns
- SB Video script + production brief
- Amazon Vine enrolment (3 SKUs)
- Monthly competitor intel report
- Quarterly strategy review

### Notes

- Talabat charges 15–25% commission on GMV — pricing must account for this
- Total ad budget (all 3 platforms): AED 3,700–6,100/mo, paid to platforms directly
- Dedicated account manager included — no offshore call centre
- Best for brands targeting market leadership in the flavoured nuts category

### Team Involved

- CEO Along with an account manager
- 2 E-commerce strategist
- Amazon + Noon + Talabat ads specialists
- Listing copywriter (EN + AR)
- Brand Store + creative designer

**AED 15000**

# Performance Marketing Scope of Work

## Campaign Strategy

Full-funnel setup across META, Google (Search, Shopping, Display, Performance Max), TikTok, Snapchat & YouTube

Pixel + conversion tracking setup on all 5 channels before launch

Audience segmentation: UAE expats, Indian diaspora, health-conscious consumers, gifting shoppers

Creative brief: 5 video ads + 10 static assets for Phase 1 launch

A/B testing framework — identify top-performing creatives by Month 2

Influencer seeding: 5 UAE micro-influencers on CPO or CPS model (Month 2)

Meta Dynamic Product Ads (catalog) introduced Month 3 for retargeting

WhatsApp + email retargeting for repeat purchase — loyalty loop activation

## Channel Allocation (AED 100K)

META Ads (All Formats) AED 28,000 28%

Google Search AED 15,000 15%

TikTok Ads AED 14,000 14%

Performance Max AED 12,000 12%

Snapchat Ads AED 10,000 10%

Google Shopping AED 10,000 10%

Google Display AED 6,000 6%

YouTube Ads AED 5,000 5%

## Ad Scope by Channel

### META Ads

Deliverables

Brand reach, retargeting, catalogue sales. CPM < AED 12. All funnel stages.

✓ Full pixel + tracking setup (all channels)

### Google Search

✓ 5 video ad creatives + 10 static assets

High-intent nut/snack searches. CPC < AED 3. Conversion focus.

### TikTok Ads

✓ META + TikTok + Google campaigns live

Short-form content, Gen Z & Millennials. CPM < AED 10. Awareness.

✓ Performance Max full product feed

### Performance Max

✓ Weekly performance report (ROAS, CPA)

Google AI-optimised

across all placements. ROAS 5x target.

✓ Monthly full-funnel strategy report

### Snapchat Ads

UAE-heavy user base. Story & Spotlight. CPM < AED 9.

✓ Influencer seeding brief (5 creators)

### Google Shopping

✓ 90-day roadmap + Q4 Ramadan plan

Direct product listings. ROAS 6x target. CTR 2.5%.

### Google Display

Retargeting visitors. CTR > 0.35%. CPC < AED 2.

### YouTube Ads

Pre-roll brand story & recipe content. CPV < AED 0.5.

### 90-Day Launch Phases

Phase 1 — Foundation (AED 40K)

Launch awareness (TikTok, META, YouTube, Snapchat).

Deploy Performance Max. 5 video + 10 static creatives. Set up pixels & tracking.

Phase 2 — Optimisation (AED 75K)

Refine with retargeting from Phase 1 traffic. A/B test creatives. Scale top ad sets by 20%. Seed 5

micro-influencers.

Phase 3 — Scale (AED 100K)

Full-funnel live. Meta Dynamic Product Ads. Loyalty / repeat-purchase retargeting via WhatsApp + email. Full ROAS audit toward 5x.

KPIs — 90-Day Targets

Blended ROAS 5.0x

Monthly Revenue AED 500K

Avg Order Value AED 85+

Conversion Rate ≥ 2.5%

CPA (Cost/Order) ≤ AED 17

Website Sessions 50,000+/mo

Brand Search Vol +50% by M3

Social Followers 2,000+ in 90 days

Customer Reviews 100+ at ≥ 4.5★

AED 5000

# Social Media & Branding scope of work

## Monthly Content — Social Media

### 20 Feed Posts/mo

Static + carousel. On-brand, platform-optimised. Conversion-first design. Every post built to drive discovery or purchase.

### 8 Reels/mo

Short-form video scripts + creative direction. Hook in 2 seconds or it doesn't ship. Performance-first.

Ongoing Stories & Polls

Interactive formats — swipe-ups, product tags, polls. Keeps audience warm between purchase moments.

### 4 Ad Creatives/mo

4 fresh Meta creatives per month. A/B tested. Each variant targets a different funnel stage.

### Arabic Content

Bilingual captions and stories. Arabic-first for Ramadan, Eid, and Diwali seasonal campaigns.

### Community Management

Inbox replies, comment moderation, DM handling.

Response SLA: 4 hours during UAE business hours.

### Content Strategy & Calendar

30-day content calendar built monthly — approved 5 days before go-live

Brand voice: bold, flavour-forward, multicultural UAE tone

Content pillars: flavour stories, health/protein, gifting moments, behind-the-scenes, community

Seasonal activations: Ramadan, Eid, Diwali, Yellow

Friday, New Year wellness angle

Hashtag strategy + SEO-optimised captions for organic reach

Platform: Instagram primary; TikTok secondary; cross-post formats where applicable

### Product Photography

#### Studio / Flat Lay

White and textured backgrounds for Amazon + Noon main images

Multiple angles — hero, lifestyle context, close-up detail  
Compliant with Amazon.ae image requirements (pure white bg, 85% frame fill)

Designed for thumbnail click-through on marketplace listings

#### Lifestyle / Campaign

In-context usage shots — snacking, gifting, fitness, home settings

Optimised for Meta Ads and Instagram feed / stories  
Targeting UAE lifestyle aesthetics — modern, warm, multicultural

Reels-compatible short video captures available as optional add-on

#### Packaging Design

Label & Pack Design

Primary pack redesign or refresh. Flavour-coded colour system across all SKUs. Print-ready files.

Dieline & Print Files

Technical dielines for all pack formats. Press-ready artwork.

Supplier liaison support on request.

#### Digital Pack Assets

Pack visuals optimised for Amazon + Noon listings, Meta Ads, and social. Cutouts, shadows, hero renders.

#### Brand Identity

Brand guidelines document — colours, typography, tone of voice

Logo usage rules for marketplace, social, and packaging

Flavour-coded SKU system — consistent visual

language across all 9 SKUs

Arabic brand identity — culturally adapted typography

### Team Involved

Founder

Head of Marketing

Head of Design

Cinematographer

Video Editor

Copywriter - English & Arabic

**AED 6000**

LET'S SHARE THE CRUNCH AND  
BUILD SOMETHING TOGETHER.

With Scalify's creative strategy and production expertise, we turn every bite into content that converts.

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