



- FoodleCo.com is the first online supermarket & restaurant delivery service in the Middle East.
- We partner up with leading supermarkets and provide order processing, customer service, delivery and cash collection.

## Middle East and North Africa Region



70m Internet users, 30-40% internet penetration

Our solution is to be a mediator between supermarkets and online clients, hence providing them with:

- Convenience & Time
- Money & Variety
- & Great Service

We do this through our:

- [Fully automated order management system](#)

Discounts  
Coupons

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Files

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Import/Export  
Customer Reward Points  
Customer Reward Points  
Referral Addon

**Catalog**

Categories  
Manufacturers

---

Add new product  
Products

---

Update inventory

**Settings**

General settings

---

Payment methods  
Credit card types

---

Countries  
States  
Destination zones

---

Tax system

---

Shipping options  
Shipping methods  
Shipping charges

**Administration**

Summary

---

DB backup/restore

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Modules  
Languages

**Statistics**

Orders	Total	Subtotal	Discount	Coupon Discount	Shipping Cost	Tax
7723	36,776,556.82 SP	36,223,886.96 SP	21,496.39 SP	0.00 SP	548,800.00 SP	25,366.25 SP

**Search results**

[Search again](#)

Result pages: [1](#) [2](#) [3](#) [4](#) [5](#) ... [221](#) [▶](#)

[Check all](#) / [Uncheck all](#)

	#	Tracking	Status	Customer	Date	Total	Supplier	Shift	Zone	Driver	Picked Up	SMS
<input type="checkbox"/>	#8277	P_h_kheder	Complete	وائل، ابلصيف (wael avloush)	02-12-2010 22:49:11	690.00 SP	Ultra Vista	06-09 PM	مساكن برزة	يوسف الحمصي	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8276	h_kheder	Complete	بدر عمورة (bader a)	02-12-2010 21:25:48	635.00 SP	dip n dip	06-09 PM	حديدة	يوسف الحمصي	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8274	h_kheder	Complete	بيت دياب (hamzha diab)	02-12-2010 18:51:07	775.00 SP	Mishaltit	06-09 PM	مالكي، أبو رمانة، مهاجرين	يوسف الحمصي	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8273	h_kheder	Complete	عاطف طيفور (taifour)	02-12-2010 16:38:45	1,050.00 SP	Burger and Chips	03-06 PM	مزة	يوسف الحمصي	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8272	y_jilaty	Complete	شركة مابكو / المراكمة / (mabco-co)	02-12-2010 15:51:29	640.00 SP	Ultra Vista	03-06 PM	برامكة، ميدان	يوسف الحمصي	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8271	y_jilaty	Complete	شركة مابكو / المراكمة / (mabco-co)	02-12-2010 15:48:02	1,060.00 SP	Ultra Vista	03-06 PM	برامكة، ميدان	يوسف الحمصي	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8270	y_jilaty	Complete	خالد شعيب (khaed sh3eb)	02-12-2010 15:32:29	595.00 SP	Ultra Vista	03-06 PM	برامكة، ميدان	يوسف الحمصي	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8269	y_jilaty	Complete	Madars Foriqhn (madars)	02-12-2010 15:26:50	350.00 SP	Napolitana	03-06 PM	كفرسوسة	عمر شامية	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8268	j_nahat	Complete	بيت عوش (a 2010)	02-12-2010 15:21:35	900.00 SP	Napolitana	03-06 PM	كفرسوسة	عمر شامية	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8267	j_nahat	Complete	تميم حاجة (tmim ihaja)	02-12-2010 14:13:40	575.00 SP	Napolitana	03-06 PM	كفرسوسة	عمر شامية	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8266	y_jilaty	Complete	علاء علاء (alaa 2010)	02-12-2010 13:13:13	965.00 SP	Ultra Vista	12-03 PM	برامكة، ميدان	عمر شامية	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8265	j_nahat	Complete	رهف رهف (rahaf 2010)	02-12-2010 12:24:26	800.00 SP	Mishaltit	12-03 PM	مالكي، أبو رمانة، مهاجرين	يوسف الحمصي	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8264	P_h_kheder	Backordered	رنا ناهو (Sycof)	02-12-2010 11:39:12	9,041.00 SP	Family.Co	12-03 PM	مالكي، أبو رمانة، مهاجرين	يوسف الحمصي	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8263	j_nahat	Complete	شركة لبرو وائل ليمونير (mh obed)	02-12-2010 11:16:39	2,510.00 SP	Ultra Vista	12-03 PM	صحنايا، داريا	عمر شامية	<input type="checkbox"/> Yes	
<input type="checkbox"/>	#8262	h_kheder	Complete	موفق بوبس (moufak bobes)	01-12-2010 22:24:43	350.00 SP	Napolitana	06-09 PM	كفرسوسة	يوسف الحمصي	<input type="checkbox"/> Yes	

Our solution is to be a mediator between supermarkets and online clients, hence providing them with:

- Convenience & Time
- Money & Variety
- & Great Service

We do this through our:

- Fully automated order management system
- Call Center
- Delivery Fleet



# Our business model

- Sources of income:
  - Rebates from suppliers (10% of turnover)
  - Delivery charge on each order (\$3 taken from customer)
  - Advertising Revenue
  - Data selling
  - Sampling data

# Key Strengths of our product

- First mover advantage
- Strong track record (over \$1m in turnover, 8k orders & 3k customers in under 1 yr)
- Proven value creation for similar company (Ocado IPO £1bn)

Business

HEADLINES:

Karzai 'criticised UK armed fo

Ocado valued at  
£1bn-plus in  
biggest flotation  
of the year



Nick Goodway  
06.07.10

The largest and most ambitious stock market flotation of the year got under way today as online grocer Ocado said its shares will be priced at between 200p and 275p.



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- Creative features (favorites & order history)



Special Offers



Baby Stuff



Food



Butcher - Meat



Dairy Products



Beverages



Hygiene - Body Care



Household - Detergents



Misc

Special Offers

Search

Search



[Advanced search](#)

## Search results

34 results found. Show results 1 - 25

[Search again](#)

### Products

Sort by: [Product](#) [Price](#) [Default](#) [Quantity](#)

Result pages: 1 2 ▶



50.00 SP

Dreams :: 6 Roll Toilet tissue Dreams

1

Add to Cart



110.00 SP

Duck :: 500 ml Bathroom Cleaner lemon

1

Add to Cart



15.00 SP

Figh :: 1,5 Liter Mineral Water

1

Add to Cart



55.00 SP

Fine :: 6 Roll Flavi sterile tissue

1

Add to Cart



55.00 SP

Fine :: Toilet tissue sterile 4 Roll Collection

1

Add to Cart



50.00 SP

Fine :: 2 roll kitchen roll

1

Add to Cart



195.00 SP

Garnier :: 300 ml Ultra Doux Shampoo Avocado Oil for Frizzy and Dry hair

1

Add to Cart



395.00 SP

Gipsy :: 32 Pieces Toilet Roll

1

Add to Cart



60.00 SP

Gipsy :: Dryer Kitchen Roll Gypsy 2

1

Add to Cart



265.00 SP

Herbal Essences :: 355 ml 355 ml Moisturizing shampoo coconut milk

1

Add to Cart

Cart is empty

[View cart](#)

[Checkout](#)

[Orders history](#)

Your favorite products

[Supermarket](#)

[Restaurants](#)

Profile

omar

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[Delete profile](#)

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# Key Strengths of our product

- First mover advantage
- Strong track record (over \$1m in turnover, 8k orders & 3k customers in under 1 yr)
- Proven value creation for similar company (Ocado IPO £1bn)
- Creative features (favorites & order history)
- Analytics reports based on:
  - Customer related reports
  - Products (e.g. correlation between products)
  - Suppliers (e.g. market share/zone)

- Expectations over next 3 years, based on detailed business plan

Year	2010	2011*	2012	2013
Total # of cities served	1	9	16	19
Total # of orders/day	40	550	1,090	1,430
Turnover	\$1m	\$10m	\$19.8m	\$26m
<b>Job creation</b>	<b>30</b>	<b>93</b>	<b>133</b>	<b>157</b>
Total Income from Sales	\$170k	\$2.7m	\$5.3m	\$7m
Net Cash	(250k)	\$611k	\$3.1m	\$4.7m

\*Assumes investment of \$1.9m enters 7 countries in 2011.

- **Ziad Aboujeb – CEO, Age 38.**
  - Experienced entrepreneur with a number of ventures exited successfully including the Middle East's first financial products trading platform
- **Mazen Mourtada – CAO, Age 36.**
  - Strategist, experienced in startups and Greenfield projects, being involved in over 10 successful startups which includes Damascus Securities Exchange
- **Khaled Al Saeed – CTO, Age 29.**
  - With over 8 years developing websites in the region.
- **Omar Lababedi - CBD0, Age 30.**
  - Omar has taken a leading role on business development at ALS, where he is in charge of the regional expansion of the company

# What we want

- We intend to roll out the business to 6 targeted countries simultaneously.
- Strategic Partnership
  - Partner with regional supermarkets to help with regional footprint
- Financial Partnership
  - Partner with investor looking to assist us with regional expansion of company (\$1.9m)

Syria's first online  
supermarket and  
restaurant delivery  
service



Thank you