

AL MASAAR GENERAL TRADING L.L.C · UAE

DIGITAL SOLUTIONS

Custom business systems that run real companies:
ERP, AI assistants, WhatsApp automation and
field operations.

— ♦ TRUST · VALUE · EXCELLENCE



WHO WE ARE

BUILT BY OPERATORS, FOR OPERATORS

Al Masaar is a UAE trading company. We first built software to run our own wholesale, retail, logistics and accounting. Today we build the same kind of systems for other businesses, so every screen is designed by people who know how the work is really done.

30+

business systems built and
in use

6

solution areas, from ERP to AI

4

regions: UAE, Saudi Arabia,
Pakistan, East & Central Africa

5+

languages, including Arabic,
Urdu and French

THE PROBLEM

SOUND FAMILIAR?

STOCK YOU CAN'T SEE

Containers, bales and shops tracked in spreadsheets that never agree.

CUSTOMERS LEFT WAITING

Hundreds of WhatsApp chats, slow replies, and leads lost overnight.

ACCOUNTS THAT CLOSE LATE

Sales, expenses and branches reconciled by hand at every month end.

HOURS OF MANUAL WORK

Photographing, pricing and posting every product, one at a time.

THE AI ADVANTAGE

WORK AI CAN ALREADY DO FOR YOU

Task	Done by people today	With AI
Replying to customers	Office hours only, chats missed	Instant replies 24/7, any language
Entering invoices & notes	Hours of typing, typing errors	AI reads invoices and handwriting
Writing product listings	One item at a time, by hand	Photos, copy and price from one shot
Translating chats	Copy and paste into translators	Translated live inside the chat
Checking stock & balances	Ask a colleague, dig in sheets	Ask in plain words, answer in seconds
Following up promises	Forgotten after the call	Spotted by AI, turned into tasks

ACCURACY

Fewer manual errors

SPEED

Seconds instead of hours

CAPACITY

More work, same team

TAILOR-MADE

BUILT YOUR WAY, NOT OURS

Every business sees its work differently. We start from how you work and build the system around it, not the other way round.

YOUR PROCESS

We learn your workflow first, then design the screens around it.

YOUR LANGUAGE

Your terms, units and reports, in English, Arabic or both.

YOUR RULES

Your approvals, roles, prices and currencies, built in.

YOUR PACE

Start small and add features as your business grows.

HOW WE BUILD

MODERN TOOLS, **PROVEN LOGIC**



AI-ACCELERATED DEVELOPMENT

Built with Base44, Google AI Studio, Cursor, Gemini and Claude. Working screens early, changes made fast.



CONNECTED TO YOUR TOOLS

WhatsApp Business, Shopify, Facebook, Instagram, TikTok, Search Console, OneDrive, Gmail and Excel.



MADE FOR THE REGION

Arabic and English, right-to-left screens, multi-currency, phone-friendly, roles and audit logs.

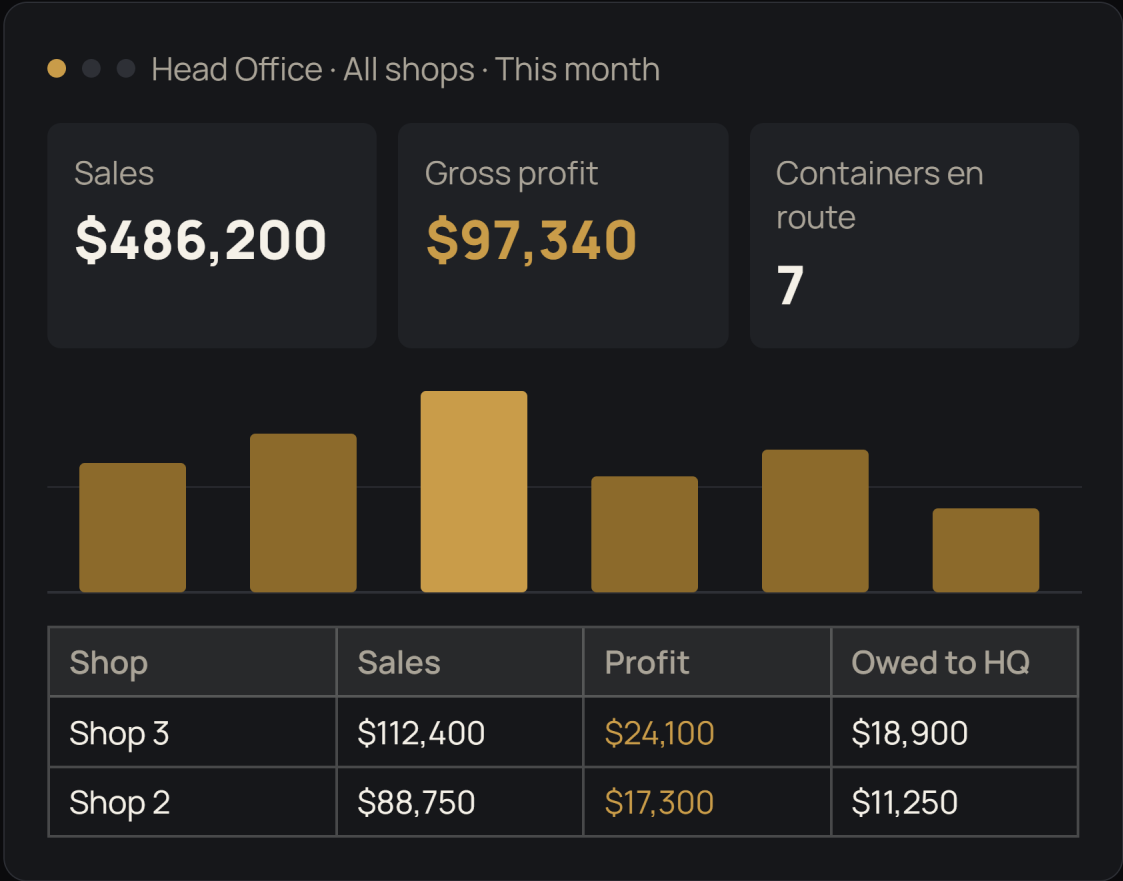
SOLUTION 01

RETAIL & DISTRIBUTION ERP

One system for head office, every shop and every container, in every currency.

- ◆ Live view of every shop's sales and cash
- ◆ Double-entry accounting, period closing
- ◆ Containers, landed cost, AI load planning
- ◆ Local currencies, one-click USD view

REAL PROJECT · Retail chain across East & Central Africa



Illustrative data · not a real client

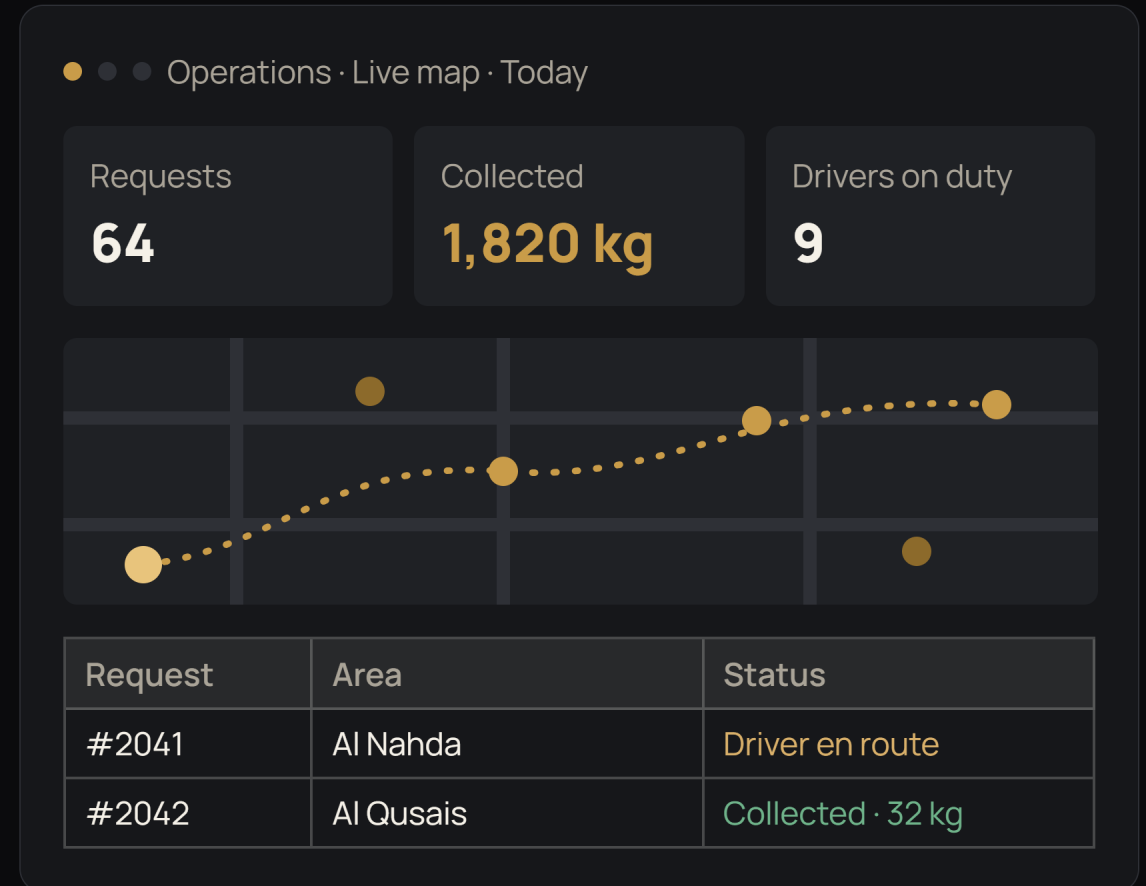
SOLUTION 02

FIELD COLLECTION & PICKUP OPERATIONS

Requests arrive on WhatsApp, drivers are tracked live, every pickup is proven.

- ◆ WhatsApp chatbot books pickups, AR & EN
- ◆ Driver app with live GPS and photo proof
- ◆ Live map, request queue and daily KPIs
- ◆ Broadcasts, roles, audit log, Android app

REAL PROJECTS · Charity collection, Saudi Arabia ·
Cash-for-clothes service, UAE



Illustrative data · not a real client

SOLUTION 03

AI WHATSAPP SALES ASSISTANT & CRM

Answers buyers day and night, qualifies them, and hands over to your team.

- ◆ Replies in English, Arabic, Urdu, French
- ◆ Searches your live catalogue and prices
- ◆ Staff take over any chat in one click
- ◆ Follow-ups and promises become tasks

REAL PROJECTS · B2B garment wholesaler, UAE · Fashion retailer, UAE

 WhatsApp · AI Sales Assistant ● Live

Salam! Do you have kids summer mix? Two containers to Kenya.

Yes. Kids summer mix, Grade A, 45 kg bales. For 2 × 40 ft to Mombasa I'll prepare a quote. Which grades do you need?

Grade A and Cream, please.

Hot lead Kenya · 2 × 40 ft Task: send quote today

Illustrative conversation · not a real customer

SOLUTION 04

AI PRODUCT CONTENT FACTORY

Photograph a product once. Get studio images, a price, the copy and a live listing.

- ◆ AI reads type, fabric, colour, condition
- ◆ Studio and on-model images generated
- ◆ Market price research, suggested price
- ◆ One click to Shopify, Instagram, TikTok

REAL PROJECT · Thrift fashion e-commerce, UAE



Illustrative product and prices

SOLUTION 05

LIVE-COMMERCE ERP

Run live-stream selling like a real business: stock, orders, sellers and payouts.

- ◆ Fast order entry during live sessions
- ◆ Stock by kg, piece or lot, costed FIFO
- ◆ Seller commissions and settlements
- ◆ AI reads invoices and handwritten notes

REAL PROJECTS · TikTok live-selling clothing business, UAE

● ● ● Live session · Seller 03

LIVE NOW

Orders
46

Sales
AED 9,380

Commission
AED 1,120

Order	Item	Amount	Status
1041	Women tops mix	AED 210	COD pending
1042	Kids summer set	AED 140	Ready to ship
1043	Denim jeans	AED 95	Needs address
1044	Abaya, black	AED 180	Ready to ship

Seller payout after reserves

AED 1,008

Illustrative data · not a real client

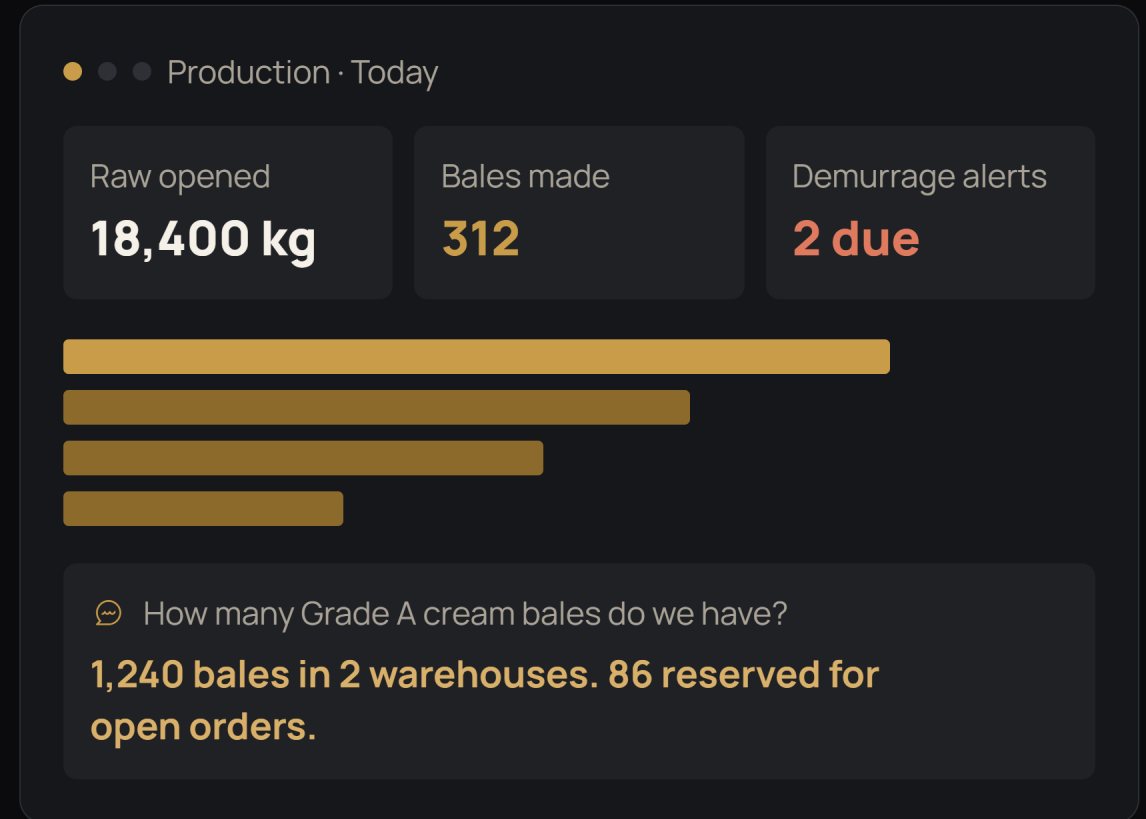
SOLUTION 06

FACTORY, LOGISTICS & MANUFACTURING ERP

From raw material to graded bales to invoices, with books that balance.

- ◆ Purchases, sorting and bale production
- ◆ Containers, demurrage alerts, QR labels
- ◆ Double-entry books, payroll, 28 reports
- ◆ AI assistant answers stock and balances

REAL PROJECTS · Used-clothing sorting factory, UAE
· **Garment manufacturer**



Illustrative data · bars: tops, trousers, kids, shoes

ALSO BUILT

MORE TOOLS, SAME STANDARD

INSTANT AI DASHBOARDS

Upload any Excel or CSV and get charts, KPIs and insights.

GIVEAWAY CAMPAIGNS

Social-gated sign-ups, live prize draws and Shopify sync.

RESALE MARKETPLACE

Peer-to-peer fashion app with offers, chat and reviews.

SEO WEBSITES WITH CMS

Multilingual company sites with blog, SEO editor and lead forms.

MARKETPLACE EXPORT

From Shopify to Noon, Amazon and Trendyol upload files in one click.

VIRTUAL TRY-ON

Shoppers upload a photo to see the fit and get their size.

HOW WE CHARGE

NO DEVELOPMENT COST. **PAY ONLY TO RUN IT.**

01

WE BUILD FIRST

No upfront payment. We start on your system straight away.

02

YOU SEE IT WORK

Try it with your own team and your own data before you pay.

03

A MONTHLY FEE

You tell us what it's worth to you, and we agree a fair monthly fee together.

Zero development cost ♦ No lump-sum payment ♦ Monthly running fee only

HOW WE WORK

FROM FIRST MEETING TO GO-LIVE

01

DISCOVER

We sit with your team and map how work really flows.

02

DESIGN

Screens, data and reports agreed before we build.

03

BUILD

Regular demos, so you see progress and steer it.

04

LAUNCH

Data import, staff training and go-live support.

05

IMPROVE

Ongoing support and new features as you grow.



YOUR BUSINESS HAS ITS OWN WAY OF
WORKING. YOUR SOFTWARE SHOULD
TOO.



LET'S TALK

LET'S BUILD YOURS

Tell us how your business runs. We'll show you what we would build.

👤 Junaid · Al Masaar General Trading L.L.C

✉ Junaid@almasaarco.com

📞 +971 50 881 3571 · WhatsApp

🌐 almasaarco.com