

AL MASAAR DIGITAL SOLUTIONS · SOLUTION 05

LIVE-COMMERCE ERP

Run live-stream selling like a real business: orders in seconds, stock with every seller, fair weekly settlements and books that balance.

— ◆ TRUST · VALUE · EXCELLENCE



THE PROBLEM

BUSY LIVES, EMPTY BOOKS

A good live session brings dozens of orders an hour. Most businesses track them in notebooks and WhatsApp, and only find the gaps at the end of the week.



PAPER ORDERS

Orders written fast during the live, then typed again, with mistakes.



MISSING PIECES

Stock goes out to each seller. Nobody knows exactly what came back.



COD IN LIMBO

Cash on delivery and meet-up cash sit with couriers and sellers for days.



DISPUTED SHARES

Seller commissions argued every week, without numbers both sides trust.

THE WEEKLY CYCLE

FROM WAREHOUSE TO SETTLEMENT

01

Buy

By kg, bag, bale or piece, with freight

02

Issue

Stock handed to each seller for the week

03

Go live

Orders taken in seconds per session

04

Deliver

Courier file or local meet-up, COD tracked

05

Count

Pieces left checked against the system

06

Settle

Profit split and cash due, worked out

Each seller works in a weekly cycle, Monday to Sunday. Every sale, return and expense is posted to the books as it happens.

Fast live sale · Session 14

LIVE

1 · Tops

2 · Jeans

3 · Dresses

4 · Kids

Customer A · Dubai

Shipping · COD

2 × Tops

AED 70

1 × Jeans

AED 45

Total

AED 115

Save order

Rebuilt screen · illustrative data

DURING THE LIVE

AN ORDER IN SECONDS

Numbered category buttons, quick customer search and several items in one order, saved in one tap.

- ◆ Every order tied to its live session
- ◆ Stock checked and deducted on save
- ◆ Edit, cancel or return, recalculated

SELLER CYCLES

EVERY PIECE, ACCOUNTED FOR

Stock handed to a seller stays on your books until it is sold, returned or counted. The week closes only when the numbers agree.

MONDAY

STOCK ISSUED

From the oldest warehouse lots first.
The seller confirms the real piece count when bags are opened.

ALL WEEK

SALES AND RETURNS

Each live session and each order reduces the seller's stock in real time.

SUNDAY

COUNT AND CLOSE

Pieces left are counted. Shortage and surplus are shown, within a tolerance you set.

WEEKLY SETTLEMENT

A FAIR SPLIT, NO ARGUMENTS

Part of the profit is held in reserve. Returns, free shipping, shortages and markdowns come out of it first. Then the rest is shared.

- ◆ Profit share and reserve % set per seller
- ◆ Meet-up cash netted against the share
- ◆ Cash due from each seller, in one number

Seller 03 · week closing		AED
Line	Amount	
Gross profit for the week	4,000	
Reserve held (25%)	1,000	
Returns, free shipping, shortage	-360	
Reserve released	640	
Profit to share	3,640	
Seller's share (30%)	1,092	
Meet-up cash held by seller	1,500	
Cash due from seller	408	

Rebuilt screen · illustrative figures

STOCK AND COSTING

BUY BY THE BALE, **SELL BY THE PIECE**

The real cost of every piece sold, even when you bought by the kilo.

Stock lots

Every purchase line becomes its own lot, with freight added to its landed cost. Oldest lots are used first.

10 buying units

Cost per piece

Stock with sellers is costed per piece within each category, so every order shows its profit.

Learns pieces per bag

Two places

Warehouse stock and stock held by sellers, each with its kilos, pieces and value.

Also wholesale by bale

BUILT FOR CASH ON DELIVERY

6 ways to get paid

COD

Cash

Bank transfer

Card / online

Credit

Meet-up cash

COD and customer balances show as money still owed to you, until the cash actually arrives.

Courier file in one click

Ordered



Shipped



COD

Orders for the same customer are combined and exported in the courier's 29-column booking format. Meet-ups are left out automatically.

PROFITABILITY

SEE WHERE YOU REALLY EARN

Profit worked out on every order, then rolled up six ways.

BY ITEM

Which pieces carry the margin.

BY CATEGORY

Tops, jeans, kids: what sells best live.

BY STOCK LOT

Whether a bale paid back what it cost.

BY SUPPLIER

Who sends the stock that sells.

BY SELLER

Each seller’s sales, profit and share.

BY CUSTOMER

Your best buyers, and who still owes.

ACCOUNTING

THE BOOKS KEEP THEMSELVES

Every sale, return, expense and settlement posts a balanced double-entry journal. Nobody re-types anything.

- ◆ Expenses split: live, wholesale or shared
- ◆ AED, with USD purchases converted
- ◆ AI reads sales invoices from PDF or Excel

Profit & loss	Balance sheet	General ledger	Journals
This month · AED			Amount
Live selling revenue			86,400
Cost of goods sold			-41,200
Seller shares			-12,900
Operating expenses			-9,800
Net profit			22,500

Rebuilt screen · illustrative figures

ACCESS AND CONTROL

EACH SELLER SEES ONLY THEIR OWN



SELLER LOGINS

Sellers sign in to their own stock, sessions, customers and settlement, and nothing else.



STAFF PERMISSIONS

11 permissions, from purchases to accounting, given person by person, with team invites.



CUSTOMER LISTS

Each seller keeps their own buyers, and can import up to 1,000 at once from a spreadsheet.

REAL PROJECT

RUNNING A LIVE-SELLING CLOTHING BUSINESS

A TikTok live-selling clothing business in the UAE runs its stock, sellers, orders and accounts on this system.

10

modules, from purchases to
the balance sheet

6

ways to see profit

6

payment types, COD first

1

tap to save a live order

HOW TO START

NO DEVELOPMENT COST.
PAY MONTHLY TO RUN IT.

- 01** We learn your sellers, stock and splits
- 02** We set it up and load your stock, free
- 03** You run a real week, then we agree a fee



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