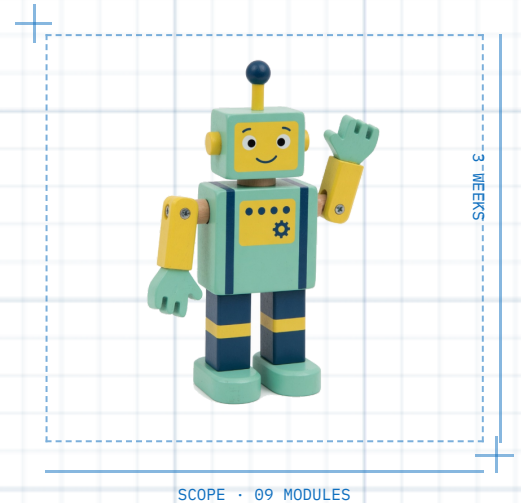


REF · IBDA-2026-08 / REV A

Ibda Toys, online — and owned.

A custom store, Android app and delivery platform, synced live with your Zoho — built by the studio behind four products running in the Gulf today.



PREPARED FOR

**The management of Ibda Toys
Trading**
Doha, Qatar

PREPARED BY

stratixalgo
stratixalgo.com · product engineering
studio

AS PRESENTED

24 August 2026
proposal valid 30 days

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Already live for you: the presentation at ibdatoys.pages.dev · six working storefront designs at ibdaclaude.pages.dev
— open on any phone.

PROJECT

Ibda Toys — owned commerce platform

CLIENT

Ibda Toys Trading, Doha

STUDIO

stratixalgo

SHEET

01 / 08

SEC 01 · THE OPPORTUNITY

Your own store means margin, customers & brand.

Marketplaces bring reach. Your own store brings the margin, the customers and the brand.



Keep your margin

Sell direct. No marketplace commission on any order — every riyal stays with Ibda.



Own your customers

The brand, the audience and the repeat buyers become yours — not a marketplace's.



Run your own offers

Launch Buy 1 Get 1 and discounts in minutes, on your terms — no waiting on anyone.

SEC 02 · SCOPE

The build — everything the store needs



Storefront website

Custom, sub-second loads

M-01



Android app

Your store in every pocket

M-02



Admin dashboard

Orders, stock & offers in one place

M-03



Delivery rider app

Android · one-tap status updates

M-04



Offers engine

BOGO & discounts in minutes

M-05



Live Zoho sync

Stock accurate everywhere

M-06



Same-day delivery

Zones, cut-offs, updates

M-07



Payments + COD

Local cards, cash on delivery

M-08



Full Arabic (RTL)

Live in production today

M-09

And nothing changes for your team — Zoho, the system already running your stock, stays exactly where it is. Our platform syncs with it live and two-way: no overselling, no re-typing, no product cap.

SEC 03 • SIDE BY SIDE

Both proposals, on one page.

Ibda Toys has two routes online. Both are summarised below from the written proposals — same rows, no spin.

PARAMETER	THE SHOPIFY PROPOSAL	STRATIXALGO
One-time price	QAR ~13,900 – 24,000	✓ QAR 4,000 • iOS +800
Website	Shopify theme, rented	✓ Custom, owned outright
Android app	✗ Not included	✓ Included
iOS app	✗ Not included	✓ +QAR 800, same codebase
Delivery rider app	✗ Not included	✓ Included — Android
Product catalog	Manual upload, capped at 100–500	✓ Live Zoho sync — no cap
Arabic EN/AR	Recommended, not in deliverables	✓ Included — live in production
Monthly cost	Shopify plan + paid apps + card surcharge	✓ Server cost only — in Ibda’s name
Timeline	35–50 working days	✓ 2–3 weeks

NOTE — the Shopify proposal includes content writing, basic SEO and CRO; its figures exclude GST/VAT and are quoted partly in AED. Our build syncs product content from your Zoho and ships SEO-ready structure as part of the platform.

ALTERNATIVE PLATFORM — ON REQUEST

That works too. We build on Shopify as well.

This comparison is about what each platform costs to run — not about our ability to build on it. If Ibda decides the store should run on Shopify, stratixalgo will build it there end to end: theme, catalog, Zoho connection, payments and team training. Ask us for the Shopify-based quote — the week-one trial applies either way. Our recommendation stays the owned platform, because it saves Ibda the rent, the app fees and the 2% card surcharge; but the choice of platform is yours, and we work happily on both.

SEC 04 • THE REAL MATH

The same store, two very different bills.

One route keeps billing every month. The other is paid once and owned forever.

OPTION A – SHOPIFY ROUTE, RECURRING

Rent adds up.

- ✗ Build fee: QAR 13,900–24,000 one-time
- ✗ Shopify Basic plan: US\$39/mo (≈ QAR 142) – every month, forever
- ✗ Paid apps for reviews, loyalty, offers – typically QAR 100–350/mo more
- ✗ Extra 2% Shopify fee on every card sale – Shopify Payments isn’t available in Qatar
- ✗ Bigger plans to remove limits: Grow US\$105/mo · Advanced US\$399/mo

SOURCE – Shopify published 2026 pricing, converted at the fixed QAR peg.

OPTION B – STRATIXALGO, ONE-TIME

Own once.

- ✓ QAR 4,000 website + Android · +QAR 800 iOS – one-time
- ✓ No platform rent – server cost only, in Ibda’s name
- ✓ Offers engine & admin built in – no app fees
- ✓ 0% commission – every riyal of every sale is yours
- ✓ Catalog unlimited, synced live from Zoho

OPTION A • 3-YEAR TOTAL

QAR 23,000+

– and still counting, before the 2% cut of every card sale

VS

OPTION B • ONE-TIME

QAR 4,800

total for web + Android + iOS, plus a small server bill

Same store. A fifth of the three-year cost. And at the end, Ibda owns the platform instead of renting it.

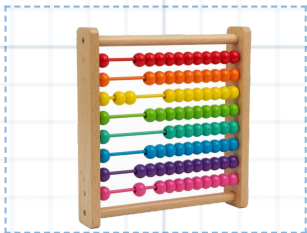
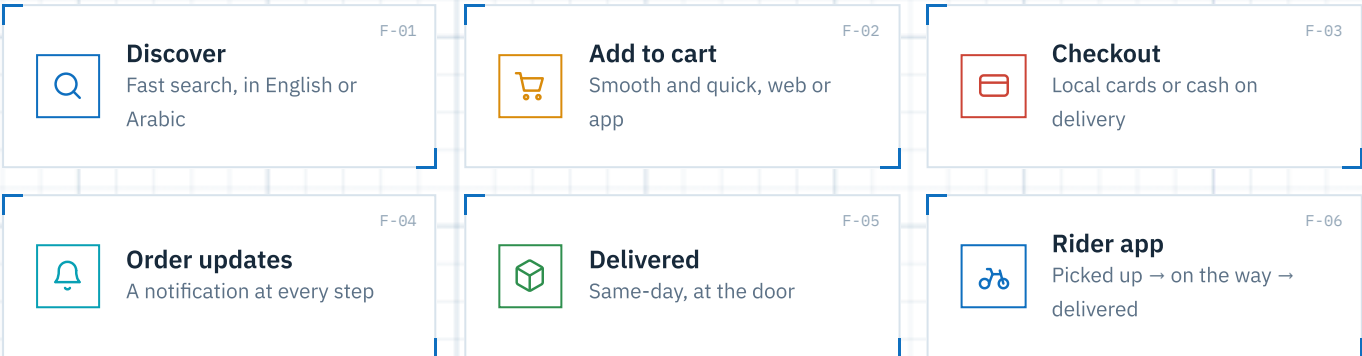


FIG. 04 – COST BASIS

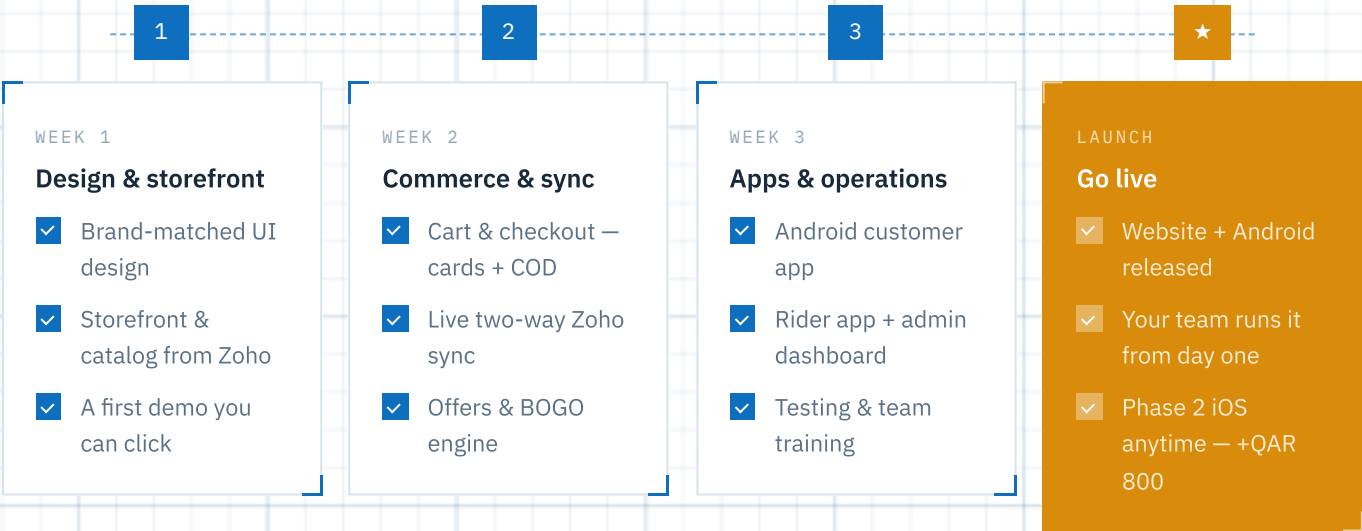
SEC 05 · THE EXPERIENCE

From first tap to the doorstep.

Every step of the shopping journey, tuned to feel instant — in English and Arabic.



SEC 06 · SCHEDULE Three weeks — kickoff to launch



Week 1 is your trial. We start work — if what you see doesn't convince you, cancel. No questions asked; feedback always welcome.

SEC 07 • INVESTMENT

Simple numbers, in Qatari Riyal.

One price for the build, one optional add-on — and a trial that removes the risk.

PHASE 1 • CORE BUILD

QAR 4,000 one-time

- ✓ Website + Android app, EN/AR
- ✓ Admin + delivery rider app (Android)
- ✓ Live Zoho sync & offers engine
- ✓ Payments + cash on delivery

PHASE 2 • IOS APP

+QAR 800 optional

- ✓ Same codebase, native feel
- ✓ App Store submission & testing
- ✓ Add whenever you're ready

OUR PROMISE

Week 1 trial

- ✓ We start — you watch the work
- ✓ Not convinced? Cancel in week one
- ✓ No questions asked — feedback welcome

No commission on sales

No monthly platform rent

One-week trial • cancel anytime

Final QAR fixed at signing

Proposal valid 30 days

Covered by Ibda Toys directly: server cost, Google Play & Apple developer accounts, payment gateway account, Zoho API access. Product data & images sync from your existing Zoho — no re-typing.

NOTE • BASIS

Why the numbers look like this

No agency overhead

You pay for engineering, not layers.
Four people, direct — every riyal goes into the build.

The platform already exists

Built, tested and live in production.
We configure and brand for Ibda — we don't start from zero.

Ibda is our reference build

Your success is our next contract in Qatar. Our incentives are exactly yours.

Support and maintenance terms are agreed together in the contract. There is no platform rent and no commission; the infrastructure runs in Ibda's name, at cost.

SEC 08 · CONTINUITY

Who stands behind it.

A company commitment — and four live products as evidence.

**The contract is with [stratixalgo](#) — not with one person.**

A four-person product engineering studio. If any one of us is unavailable, the company carries the support obligation.

**Support is a [commitment](#), not a promise.**

Ongoing maintenance with defined response times — the same support model already running commercially at [cespro.ae](#).

**Ibda is our [reference build](#) for Qatar.**

Your success is our next contract here — our incentives are exactly yours.

SEC 09 · EVIDENCE **Proof — not screenshots, running products****[lifecarepack.com](#)**

THE EXACT PLATFORM PROPOSED

A live bilingual EN/AR store on this stack — catalog, cart, COD checkout, admin, coupons and delivery flow, in production.

[cespro.ae](#)

APPS & SUPPORT, PROVEN IN THE UAE

Facility-management platform with iOS and Android apps live for download, running commercially under service contracts.

[walpio.com](#)

OUR OWN MESSAGING PRODUCT

A WhatsApp Business API gateway we built and operate — real messaging infrastructure, live with paying businesses.

[fivoya.com](#)

OUR REVIEW & REPUTATION SAAS

Bilingual review-collection platform — routes happy customers to Google Reviews, catches complaints privately first.

Made for Ibda, ready to explore: the presentation at [ibdatoys.pages.dev](#) · six working storefront design directions at [ibdaclaude.pages.dev](#) — open them on any phone.

SEC 10 · NEXT STEPS

Let's build it.

Four steps stand between today and a live store of your own.

STEP 01

Approve

Reply to this proposal —
scope & investment

STEP 02

Share access

Zoho + payment gateway

STEP 03

Build

Weekly clickable progress

STEP 04

Launch

Web + Android, live

Remember the trial: approval doesn't lock you in. Week 1 is yours to judge — cancel with no questions asked if the work doesn't convince you.



FIG. 10 — DELIVERY, SAME DAY

stratixalgo

stratixalgo.com

Thank you · شكراً