

THE PROPOSAL

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 by stratixalgo — a four-person product engineering studio · stratixalgo.com

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.

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.

02 · THE BUILD

Everything the store needs



Storefront website

Custom, sub-second loads



Android app

Your store in every pocket



Admin dashboard

Orders, stock & offers in one place



Delivery rider app

Android · one-tap status updates



Offers engine

BOGO & discounts in minutes



Live Zoho sync

Stock accurate everywhere



Same-day delivery

Zones, cut-offs, updates



Payments + COD

Local cards, cash on delivery



Full Arabic (RTL)

Live in production today

“Zoho stays exactly where it is. We sync with it — *live, and both ways.*”

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.

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.

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

Fair notes: 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.

AND IF YOU PREFER SHOPIFY —

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.

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.

THE SHOPIFY ROUTE — KEEPS BILLING

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

Shopify's published 2026 pricing, converted at the fixed QAR peg.

THE STRATIXALGO ROUTE

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

SHOPIFY ROUTE · THREE YEARS

QAR 23,000+

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

THIS BUILD · 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, you own it.”

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

05 · THE EXPERIENCE

From first tap to the doorstep.

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

 Discover Fast search, in English or Arabic	 Add to cart Smooth and quick, web or app	 Checkout Local cards or cash on delivery
 Order updates A notification at every step	 Delivered Same-day, at the door	 Rider app Picked up → on the way → delivered

06 · THREE WEEKS Kickoff to launch

WEEK 1 Design & storefront ✓ Brand-matched UI design ✓ Storefront & catalog from Zoho ✓ A first demo you can click	WEEK 2 Commerce & sync ✓ Cart & checkout — cards + COD ✓ Live two-way Zoho sync ✓ Offers & BOGO engine	WEEK 3 Apps & operations ✓ Android customer app ✓ Rider app + admin dashboard ✓ Testing & team training	LAUNCH Go live ✓ Website + Android released ✓ Your team runs it from day one ✓ Phase 2 iOS — +QAR 800
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Week 1 is your trial. We start work — if what you see doesn't convince you, cancel. No questions asked; feedback always welcome.

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 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.

08 · CONTINUITY

Who stands behind it.

A company commitment — and four live products as evidence.

01 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.

02 Support is a *commitment*, not a promise.

Ongoing maintenance with defined response times — the same support model already running commercially at cespro.ae.

03 Ibda is our *reference build* for Qatar.

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

09 · 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.

10 · NEXT STEPS

Let’s build it.

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

- | | | | |
|---|------------------------|---------------------------|---------------------|
| 1 | 2 | 3 | 4 |
| Approve | Share access | Build | Launch |
| Reply to this proposal — scope & investment | Zoho + payment gateway | Weekly clickable progress | 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.

“Give us *one week* to show you what your own store looks like.”

