# shops.ae

## Whatever it be,
you'll find it at Shops.ae!

**Shop** (noun [ C ])

Pronunciation:   /ʃɒp/
Plural:          Shop | s

**Definitions:**

1.  Place to buy goods
2.  A business establishment
3.  Offers for sale
4.  Find information

Example:         `a shop for shoes`

**Also, being used in combination with easy to remember subdomains:**

Example:         `*clothing*.shops.ae`
                 `*sport*.shops.ae`
                 `*electronic*.shops.ae`
                 `*cosmetic*.shops.ae`
                 `*appliance*.shops.ae`

# Index

# Whatever it be,
## you will sell it through Shops.ae

**5.659**
brands

**4.218.087**
products

**1.808**
categories

## Shops.ae.
# What's in a Name?

May I ask you a short question? What word off the top of your head do you think of when you want to purchase something online? Correct, that is totally right. Shops!

Just like people think of 'stores' for physical selling outlets, people think of Shops.ae when they have the intention to buy something online. Shops is by far the most frequent name used for an online store.

> *A question like 'do you know where I can order mobile phones online?' will sound familiar to anyone*

With such an amazing domain name, only one question remains. What is in it for you? Well... that could be a lot. Shops.ae is what we call a 'shopping engine' where consumers search online for products sold by our affiliated shops.
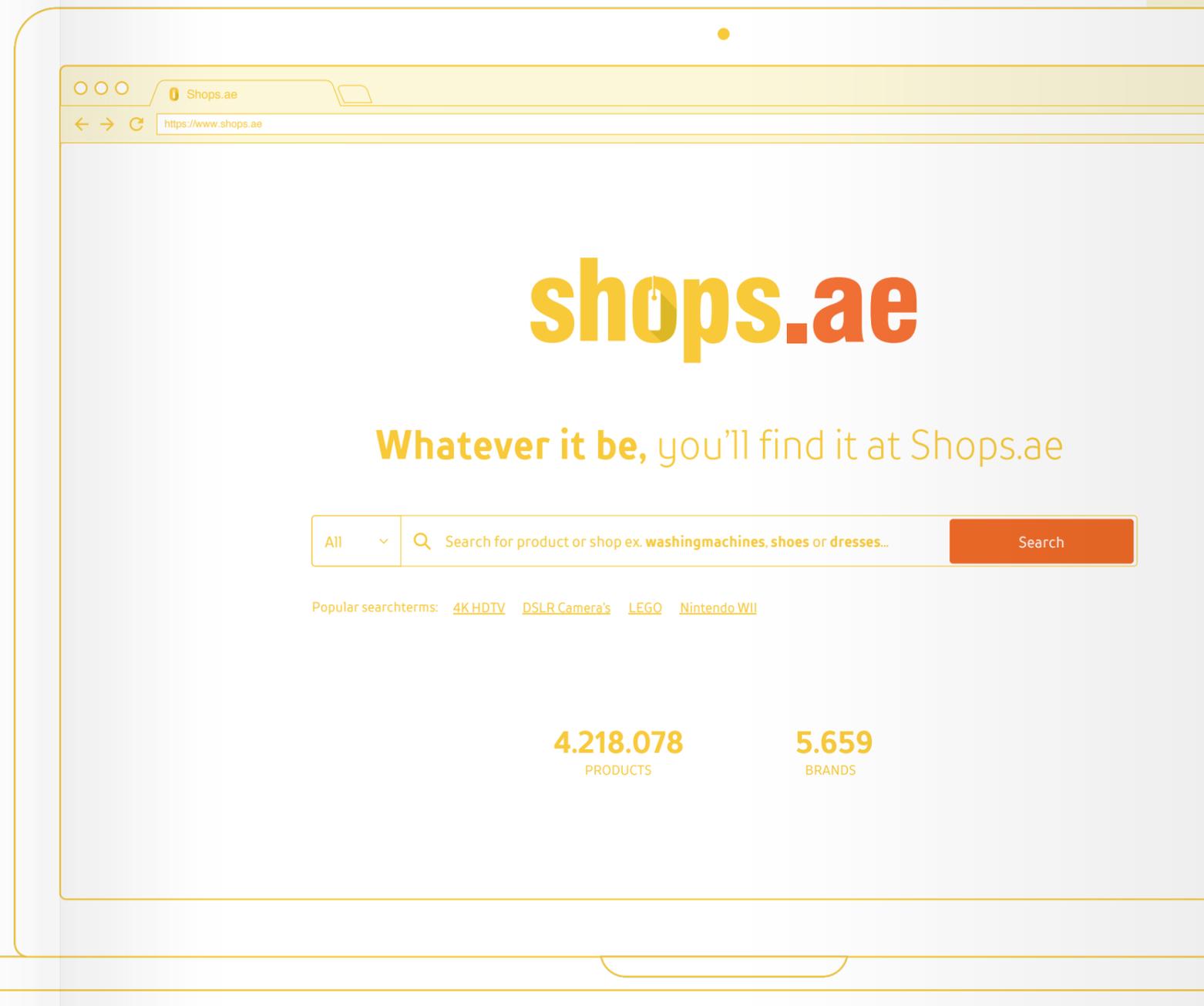
The possibilities, the opportunities and the advantages for your company as well as the consumer, will be explained further down in this document.

# Online sales are growing rapidly, the competition too

The online sales and the number of products offered is still growing every day. This makes sense because selling online is the future. The consumers as well as the entrepreneurs are finding better ways to interact with the internet. **UAE's e-commerce market has an estimated value of $ 27 billion and is expecting to become one of the regions' largest dominating markets by 2020.**

All of this is amazing for the development of the e-commerce market, but how does the consumer find your shop and how do you make sure the consumer buys from you? The competition is fierce, tens of thousands of shops are all trying to attract the consumers' attention, for who it is difficult to make an informed decision on where to purchase the best product. Often the consumer knows only a handful of shops and is not aware of the huge number of products that are offered by many of the shops in the region.

- *More than a third of UAE residents are making online purchases between one and five times per week*

- *On average UAE residents spend $332 per online purchase*

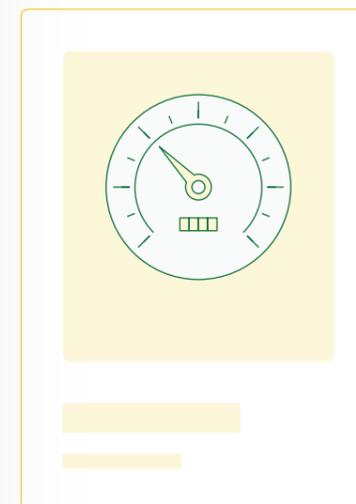- *One of the e-commerce giants in the UAE revealed to have sold 18 items per second during White Friday 2017*

## shops.ae

**Whatever it be,** you'll find it at Shops.ae

| All ⌄ | 🔍 Search for product or shop ex. **washingmachines**, **shoes** or **dresses**... | Search |

Popular searchterms:   4K HDTV   DSLR Camera's   LEGO   Nintendo WII

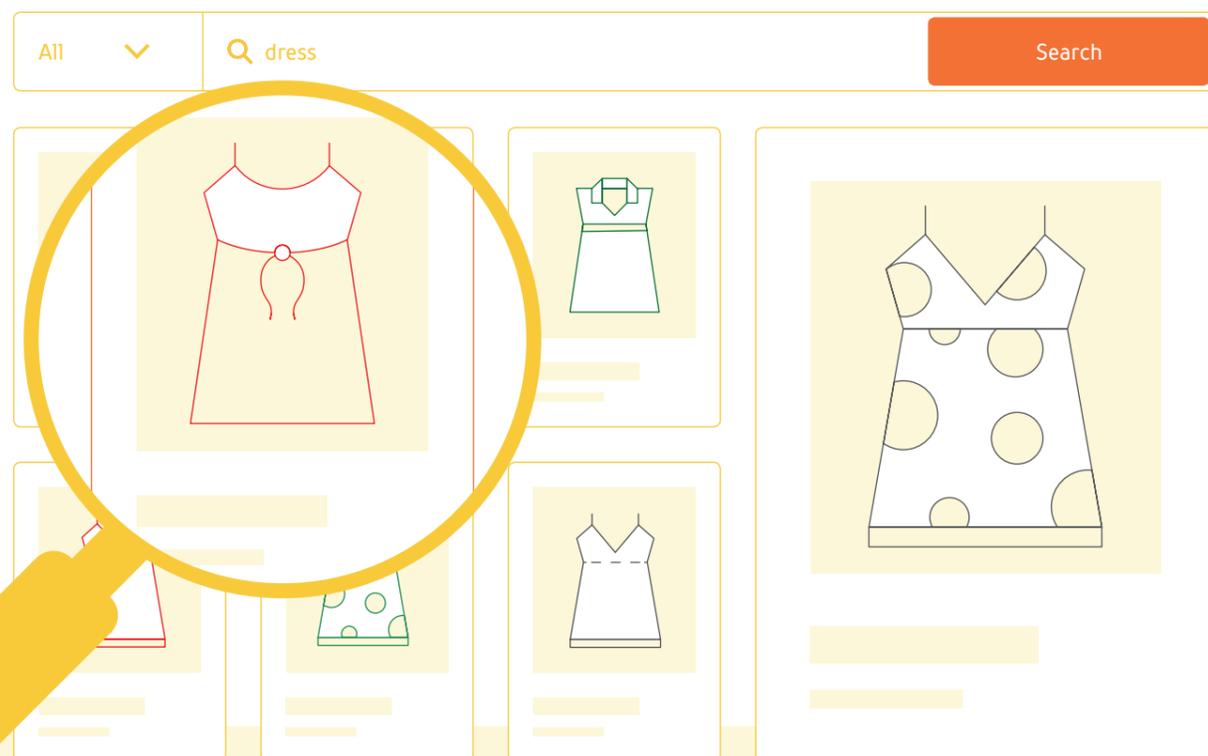**4.218.078**
PRODUCTS

**5.659**
BRANDS

# Findability
## is crucial

As an (internet) entrepreneur you are always looking for customers, and you want to sell as much as possible. But, in order to sell you need to be found first!

Online findability is required to be successful. The target group must know about your existence and products offered. And this is exactly what Shops.ae can help you with.

We will be indexing all the products in your Shop and enriching it with additional data if necessary. We take care of correct product categorisation and increase your findability to ensure all the products are shown to the right audience.

**Agile** product search engine

The platform of Shops.ae is built on cutting-edge technology, which guarantees an amazing customer journey experience. With a search speed so optimized, results of every search query are presented in only milliseconds.

**Clear** and comprehensive

The super-fast results of every search query are shown in a clear interface. The user can select certain filters such as price range, brand, shop and so on. There is also a very handy wish list for visitors to save their favourite products.

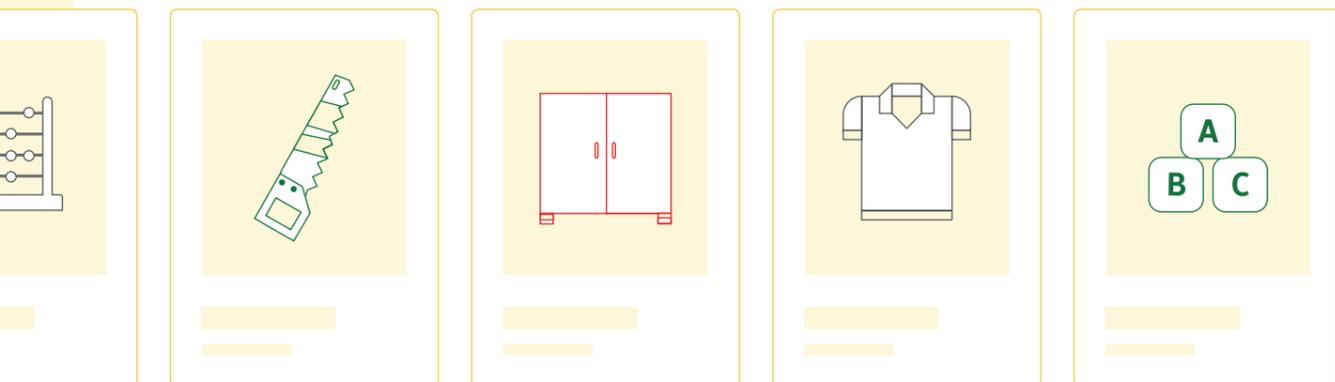**Millions** of products in the index

The index of Shops.ae contains millions of products. For every item displayed we show in (near) real-time, the price, delivery time and delivery cost. The product data, such as descriptions and images, can be enriched with additional information.

All ▼ 🔍 Shoes

**Search**

👤 Sign in     ♥ Wishlist

# How Shops.ae
## can help you

Shops.ae itself is not selling any products, it is a super-fast product search engine. The mission of Shops.ae is to offer all products and services in the market in the most relevant, transparent and agile way possible.

In other words, which product or service matches the search query the closest and where could this be ordered best. By bringing together demand and supply we help you with your products and shop. This will help you to reach your business goals much faster and easier.

✓ Reach millions of potential clients

✓ No start-up fee, fast implementation
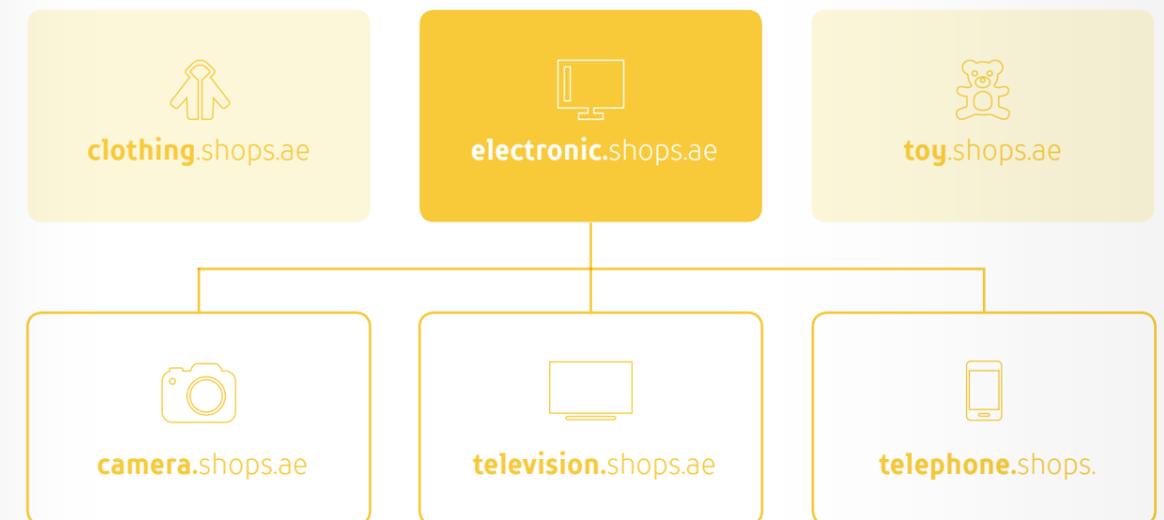
✓ Only pay for what is sold!

# How it
## works

A visitor on Shops.ae is looking for a product by entering a search query in the search box. The advanced algorithm will decide what products of the millions in the database are most relevant to be shown.

The visitor will click on one of the products shown and receive more information about the product, for example: description, price, delivery time, availability and so on. The visitor will click on the desired product/shop combination and will get redirected to their chosen shop. This is where the transaction will be completed!
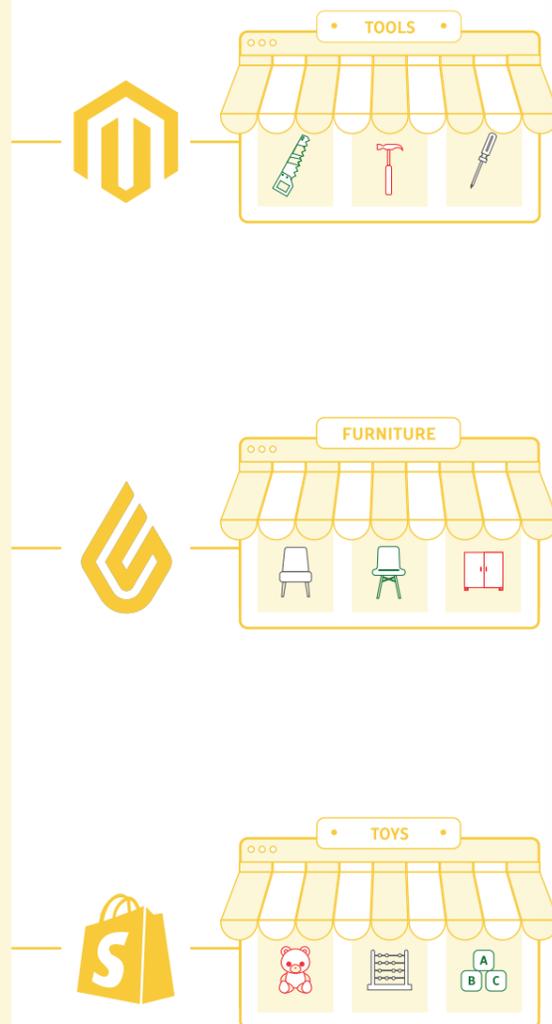
Shops.ae offers their visitors a complete and intuitive interface with a clear search box, without advertisement banners. But did you know it's also very easy to search via diverse category- and product related pages, like:

**clothing**.shops.ae     **electronic**.shops.ae     **toy**.shops.ae

**camera**.shops.ae     **television**.shops.ae     **telephone**.shops.

# Fast and
# easy setup

It is very easy to place your assortment of products on Shops.ae. For all the big e-commerce platforms we offer plugins and apps that can be installed effortlessly. Choose the plugin relevant for your platform or choose the import method if your platform is not (yet) supported by API.

With this it is very easy to create and work with your data connections in a matter of minutes. If there is no plugin or app available for your platform and you can't offer us a data feed file, we can also help you by developing a customized crawler to import your product data.

**TOOLS**

**FURNITURE**

**TOYS**

# No cure
# No pay

We think it is very important to show a complete, relevant and transparent overview of what is being sold online. We want to offer every shop the possibility to show their products to millions of potential clients through our search engine.

In comparison to other search engines and market places, the relevance of the search results are not being influenced by whoever pays the most. The size of the advertising budget does not influence the relevance of the search results.

No budget is needed and no investment has to be made to register with Shops.ae. You will only pay a commission for the product or service sold through your own shop. The commission is being paid out of the margin you have on your products. This gives you the assurance for an always positive Return on Investment (ROI). Thus, registering with Shops.ae is completely risk free!

# Your shop also on Shops.ae?

# Register

Interested to use a very effective way to increase your sales? We always like to welcome new shops.

To successfully promote and convert your products on Shops.ae, it is important to take care of a few things first. Consumers need to trust that all the information is correct, and promises are being kept.

We can only register shops that have the following things in place:

1. **Correct product information**
   There are enough products available, have an EAN or ISBN and/or are offered exclusively by you.

2. **Logistics are in order**
   You can deliver the ordered products within the presented timeframe. It needs to be clear for the consumer how and where to return the products.

3. **Customer service is reachable**
   The customer services must be reachable via e-mail as a minimum. Questions will be answered on time and in a correct manner.

4. **Obligation to disclose general conditions**
   On the policy page, the return/refund processes are described in a clear manner.

5. **Conditions**
   Your shop must meet the legal conditions and requirements of the UAE law, including the Consumer Code of Rights. You must provide us with a VAT number if you are registered with the FTA.

Are all these things been taking care of? Please contact us. You can register your shop via phone or email. We will get in touch to discuss if Shops.ae is an interesting platform for you. Upon agreement we will guide you through the registration process.