

# REDNAKS

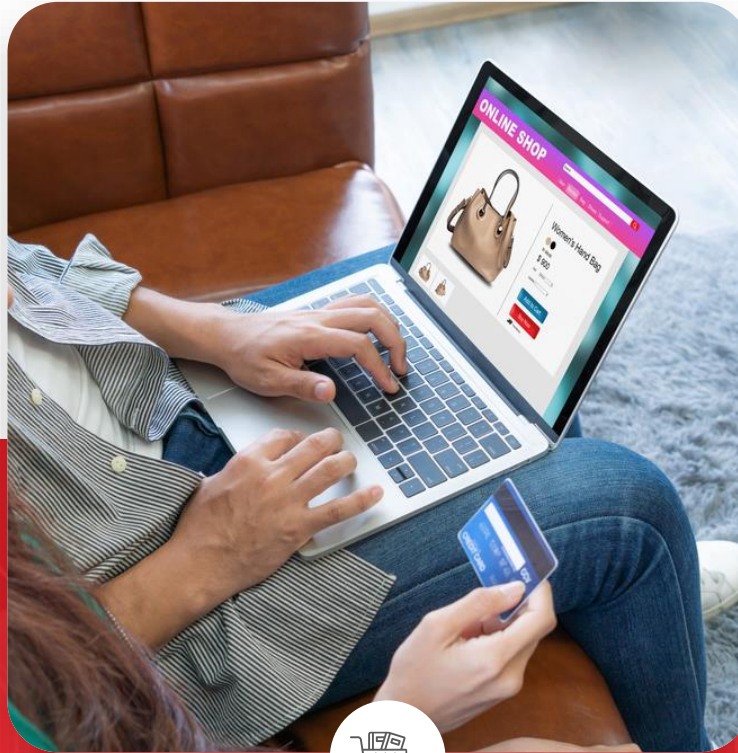
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# The Problem – Retail Sector

Annually, Retailers lose \$1.75 trillion due to overstocks, out-of-stocks, and preventable returns



Consumers cannot find their desired product in their shop.



Retailers don't want to allocate their stock for the physical shops only.



Shops don't have dedicated tools to manage their multiple sales channels.





# The Solution

We provide an inventory and ordering tracking application to help Retailers sell online and offline at the same time, while giving them more visibility with our marketplace.



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# Our Product

Create a bridge between Online and Offline commerce channels

SHIFTYARD

WILDYARD



Inventory and ordering Tracking System  
B2B

Marketplace  
B2C

# One Application

Responsive and fast web application

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## Marketplace Access

Retailers can sell on our marketplace which is connected to our ordering and tracking application.

## Centralized Inventory

Shifkard connect the sales channels, merge the inventory from different stores and optimize and streamline the inventory operations

## Order Tracking

Once consumers order a product in the store, they can track the delivery to the store and pick it up,



# Traction

More than 2600 fulfilled orders

SHIFTHARD

B2B

Since October 2018



10% Growth  
Client Sales



>2600  
Orders

WILDHARD

B2C

Since October 2020



105 K TND  
Total Sales



>700  
Products sold



>600  
Clients

# Market Size

Ecommerce industry in Africa is expected to reach **\$29 billion** by 2022



**\$95 M**

Tunisia



**\$21.6 B**

Mena



**\$16.5 B**

Africa

Fashion and sports retailers that want to sell online



# REDNAKS Business Plan

SHIFTKARD

Subscription Model

Light

**Free**

SHIFTKARD

Subscription Model

Medium

**\$70/Month**

SHIFTKARD

Subscription Model

Large

**\$100/Month**

WILDKARD

Commission Model

Marketplace







**15% to 20%**  
Commission



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# Competitor Analysis

Complete Integration from **Supplier to Client** through API

						
Order online and Store Pickup	✓					
Order in Store and Home Delivery	✓					
Network of Pickup Stores	✓					
Multichannel Retail	✓	✓	✓	✓	✓	✓
Inventory Management	✓	✓		✓	✓	✓
Consumer Access	✓					
Marketplace	✓					

# Roadmap

WILDKARD

- » Marketplace Wildkard

- » Recruit exceptional talents
- » 5K Consumers for the Marketplace
- » 10K Orders for Shiftkard

2020

2022

2021

2023



- » 4K Orders on Shiftkard
- » 2K Orders on Wildkard and 500 K TND Dinars

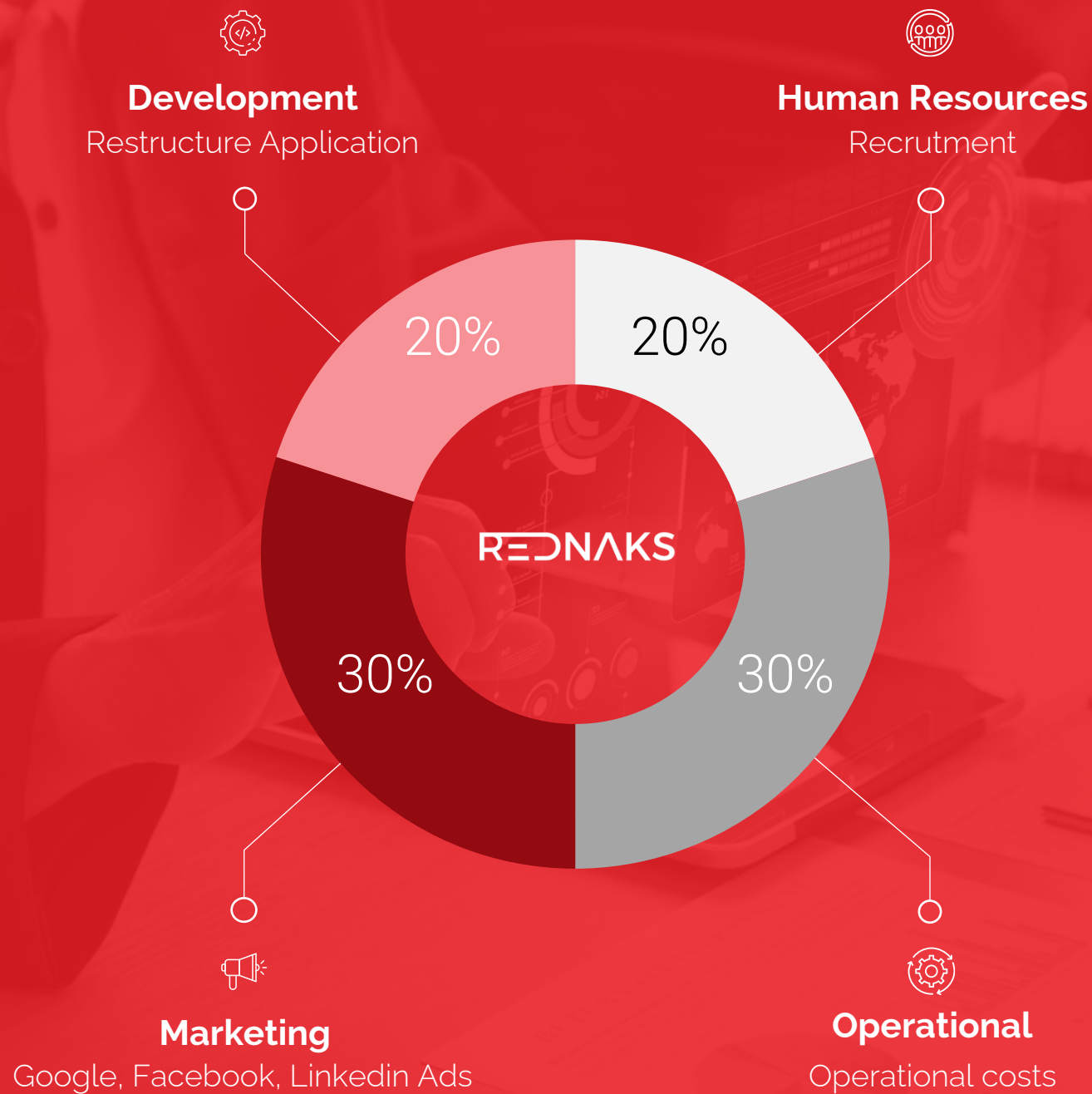


- » Expand to other regions GCC and North Africa



# Funding

Asking for  
600 000 TND  
for the next 3 years



# Our Team

With great experience, come great projects



**Skander Chouka**  
CEO & Founder



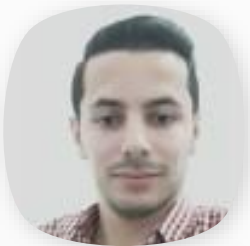
**Marwen Guettat**  
Sales & Marketing Officer



**Kawther Torchi**  
Logistics Manager



**Jamil Edhib**  
Web Developer



**Belhassan Bougamha**  
Web Development  
Intern



**Emir Them**  
Business Intelligence  
Intern



**Khadija Ben Youssef**  
E-Commerce  
Assistant



**Ghazi Ben Romdhane**  
Community  
Manager



**Saiida Jerbi**  
Administrative &  
Accounting Assistant



**Khouloud Chihaoui**  
Commercial  
Assistant



# REDNAKS

# Thank You



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