



An online Furniture
& Home Services
Marketplace in the
MENA Region.



Building the future **of home living, one step at a time.**



Competition is fierce in the Booming GCC Furniture Market

In 2023, **The GCC Furniture Market** is valued at \$14.5 billion and is growing at 7% CAGR, while the **Home Services** sector is worth \$9.5 billion and growing at 10.7% annually



7%

Compound Annual Growth Rate (2018-2029)



600+ Furniture Factories in UAE



13%

of the total industries in UAE



20%

of the UAE's GDP

3 Million in UAE by 2029

annual furniture customers / consumers

Growing demand driven by population growth, urbanization, and a strong real estate market.

7 Million in Saudi Arabia by 2029

annual furniture customers / consumers

Driven by the country's large population (over 30 million) and the growing middle class, along with increasing demand in the real estate sector.



Market Challenges for Consumers and Vendors

For Consumers



Disjointed Experiences:

Consumers are forced to use separate platforms for furniture, home services, or locate their showrooms at different streets / locations, leading to fragmented and inefficient user journeys.

Limited Inspiration and Personalization:

Finding curated furniture that fits individual tastes, budgets, and needs is difficult due to a lack of tailored recommendations or packages.

No Platform for Peer-to-Peer Interaction:

There's no central space for homeowners to share DIY tips, collaborate, or seek advice for personal home improvement projects.

Difficulty Finding Trusted Vendors:

Consumers face challenges in locating reliable service providers with clear information, such as branch locations, pricing, or customer feedback.

Limited Opportunities to Sell Used Items:

No dedicated platform that facilitates smooth, secure, and user-friendly transactions for used home items.





Market Challenges for Consumers and Vendors

For Vendors



Lack of Independence:

Platforms primarily act as middlemen, offering minimal tools for vendors to build and showcase their brand directly to customers.

Over-Reliance on Transactional Revenue:

Vendors are often restricted to earning through platform commissions, with no opportunity to generate income from events, promotions, or personalized offerings.

Minimal Customization or Visibility:

Existing platforms don't allow vendors to create tailored showcases of their products or services, limiting their ability to stand out.

Limited Customer Interaction:

Vendors have no tools to directly communicate with potential customers, missing out on opportunities to build trust and relationships.

High Platform Costs:

Transaction-based platforms charge unpredictable commissions, significantly reducing profit margins and making financial planning difficult for vendors.





Market Size (UAE) estimated projections



TAM (UAE) estimated projections
\$4 Billion

Total Addressable Market (TAM) for GCC:
\$35 billion, growing at an average CAGR
of 8.85% through 2029, encompassing
both furniture and home services markets



**Furniture
Vendors
(4,500)**



**Professional Home
Services Providers
(12,000)**

16,500 X \$1,500 regular subscription rate =
\$24,750,000



Commission + Curated Furniture



Average Tick Size \$200 X
100,000 booking/sales



Listings/year =
\$20 million



Real Estate Listers



ARPU \$250 X
120,000 RE
sale/rent



Listings/year =
\$30 million



Unique Selling Proposition

Vendor Categories: Incorporating Key Home Industry Players

Manzelna broadens its scope to cater to all segments of the home industry:

Subscription-Based Model for Vendors (Phase 1)

Vendors pay an annual subscription fee for platform visibility and access to premium features such as vendor portfolios, service showcases, direct chat, branch mapping, and customizable discounts.

Decoration Companies (Phase 2)

Dedicated sections for professional interior designers and decor specialists, making it easier for users to find expert assistance.

Construction and Contractor Companies (Phase 3)

Seamlessly connecting users with trusted service providers for large-scale projects like building homes or villas.

DIY Homeowner Community (Phase 2)

Knowledge Sharing Hub: A space for users to share DIY projects, home improvement tips, and creative ideas.

Interactive Support: Foster a collaborative community through advice exchange, feedback, and project showcases.

Emotional Connection: Builds a strong relationship with users by promoting creativity and engagement.

Free Classified Section for Users (Phase 3)

Peer-to-Peer Sales: A free, intuitive platform for users to list and sell their pre-owned home items.

Optional Upgrades: Premium services like promoted listings and logistics support to enhance user convenience.

Engagement Driver: Encourages consistent platform usage, increasing user retention and loyalty.



Comprehensive Revenue Streams for Manzelna

Manzelna's diverse and scalable revenue sources include:

1. Vendor Subscription Fees

Annual subscriptions for decorators, contractors, and service providers, offering access to premium vendor tools.

2. Curated Furniture Packages

Sales of curated furniture sets tailored to regional preferences in the GCC and MENA markets. Additional revenue from delivery, assembly, and installation services.

3. Premium Home Services Booking

Commissions on bookings for home services such as cleaning, repairs, and maintenance.

4. Future E-Commerce Expansion

Commission-based revenue from the sale of home accessories, appliances, and decor items.

5. Annual Exhibition

A large-scale vendor and customer event, generating income through:

Sponsorships.
Vendor participation fees.
On-site sales and promotions.

6. Value-Added Services for Classifieds

Premium features for classifieds users, such as:

Featured listings to boost visibility.
Delivery and logistics support for peer-to-peer transactions.

7. Branded Makeover Programs on TV

Revenue from TV shows featuring home makeovers in collaboration with furniture brands.

Income sources include sponsorships, brand partnerships, and affiliate marketing opportunities tied to the makeover content.

8. DIY Community Monetization (Future Phase)

Partnerships with brands targeting DIY enthusiasts (e.g., tools, paints, hardware).

Revenue from workshops, webinars, virtual events.

Business Model

Year 1

Subscriptions

(Furniture Co.'s /
Professional Home
Services Providers)

\$1,000/year

(early adopters)

\$1,500/year
(regular rate - after first 3
free months)

+

Year 1

Commission

25%

Of all service bookings

Curated Furniture

35%

Of all curated packages sold

+

**360° Virtual Furniture
Store Tour \$600/year**
created by Manzelna for store

+

Year 2 Real Estate Listings

\$100/month

Featured (5 different listings)

\$300/month

Premium (20 different listings)

+

360° Virtual Furniture Store Tour

\$600/year

Year 2

**Manzelna Exhibitions Total Estimated
Profit**

**\$8 million /
per show / year**

Competitors

While there are players in furniture and home services, Manzelna uniquely integrates all, offering a seamless user experience.



	MANZELNA منزلنا	homzmart	service market	mr usta	JUSTMOP
Flat Subscription Model	☐	X	X	X	X
No Ecommerce on site	☐	X	X	X	X
Random Listing System	☐	X	X	X	X
No premium listers	☐	X	X	X	X
Vendors Hidden from Users	X	☐	☐	☐	☐
No Lengthy Questionnaire	☐	X	X	X	X
Direct Access to Vendors	☐	X	X	X	X



Key Differentiators vs. Competitors

1. Comprehensive Platform Offering

While competitors focus on niche services like e-commerce or service brokerage, Manzelna integrates:

- Vendor tools.
- Furniture packages.
- A DIY community.
- Free classifieds.
- Future services such as real estate listings and branded TV programs, physical exhibition and more

2. Vendor-Centric Approach

Unlike commission-heavy competitors, Manzelna offers growth-oriented subscription tools for vendors:

- Portfolio showcases.
- Direct communication channels.
- Service mapping and customizable discount features.

3. Consumer-Focused Features

Manzelna uniquely provides:

- Free classifieds with optional premium services.
- Curated furniture packages with delivery and installation.
- A collaborative DIY homeowner community.
- Future features like real estate services and branded makeover TV programs foster long-term consumer engagement.

4. Diverse and Sustainable Revenue Streams

Manzelna's revenue model extends beyond commissions, including:

- Vendor subscriptions.
- Furniture package sales.
- E-commerce commissions.
- Sponsorships and participation fees from exhibitions.
- Revenue from TV-based branded makeover programs.

5. Scalable Vision for Long-Term Growth

Manzelna's roadmap includes expansions into real estate, premium services, and a branded TV makeover program, ensuring sustainable growth across the GCC and MENA markets.





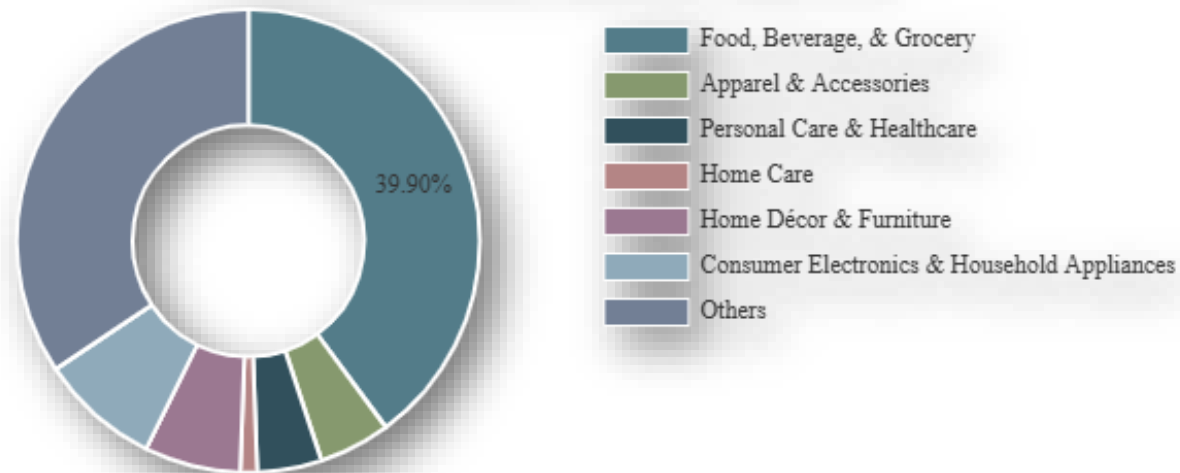
Expansion MENA

Geographic Roll Out

Year 1	Year 2	Year 3	Year 4
UAE →	Saudi Arabia →	Egypt →	Entire MENA Region



MENA Retail Market Share, By Product, 2023



www.fortunebusinessinsights.com

The retail market in the Middle East and North Africa (MENA) region has been experiencing significant growth. In 2023, the MENA retail market was valued at approximately USD 768.47 billion

Home Décor & Furniture and Household Appliances, along with Home Services represent around 19.6% of approx. value USD 150 billion for MENA region



Manzelna is the first-of-its-kind platform in the GCC and MENA regions that connects the entire home and furniture ecosystem / empowering vendors with growth tools, engaging consumers with curated selections and a DIY community, and delivering sustainable value through multi-revenue streams.

Manzelna bridges these gaps by offering an integrated platform that empowers both consumers and vendors, creating a seamless and value-driven ecosystem

Manzelna do not just facilitate transactions; But create a holistic experience that connects consumers, vendors, and professionals in meaningful ways.





Founder & CEO

Kareem ElDeeb

- Is a digital transformation leader and founder of Manzelna, an innovative platform revolutionizing the furniture and home services markets in the GCC.
- With over 20 years of experience in digital marketing, operations, and business strategy, Kareem has a proven track record of driving growth and delivering measurable results.
- Kareem's strengths include strategic marketing leadership, team growth, and leveraging digital solutions to drive business success.
- Lucky father to 3 girls, motivated for the success of Manzelna and creating a legacy the daughters could be proud off.



www.linkedin.com/in/kareemeldeeb/



Co-Founder & COO

Mohammed Al-Akrabi

- is a business professional with combined working experience over 6 years in business development, strategic planning, operations management, and stakeholder engagement.
- He combines an engineering background with hands-on entrepreneurial experience, having successfully founded and managed his own e-commerce business while leading operations, marketing, supplier relationships, and customer growth.
- Throughout his career, he has worked closely with executives, corporate partners, and international organizations, contributing to business expansion, partnership development, process improvement, and organizational growth.
- His expertise includes business strategy, market development, relationship management, and operational excellence.



www.linkedin.com/in/mohammed-akrabi/



Revenue Projections

(in US\$)	2027	2028	2029	2030	2031
Net Revenue	\$625,000	\$2,606,000	\$4,409,000	\$6,896,000	\$13,047,000
<i>SG&A (operating exp)</i>	\$781,000	\$1,340,000	\$1,517,000	\$2,003,000	\$3,448,000
Net Income	(-\$162,000)	\$1,259,000	\$2,886,000	\$4,886,000	\$9,593,000

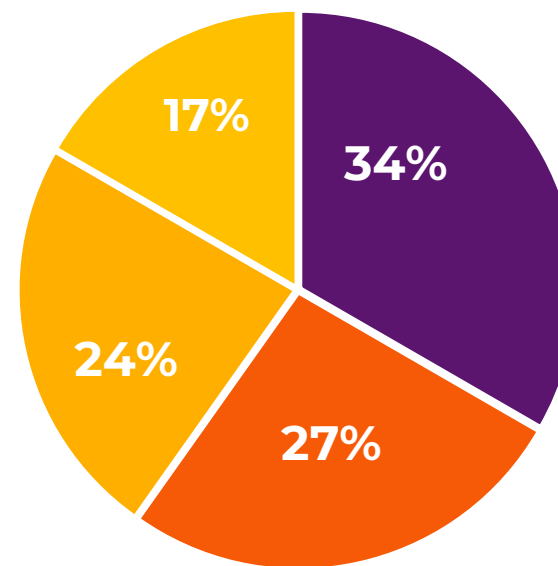


Fundraising:

Building the future of home living, one step at a time

Raising **\$750,000** in order to reach cash-flow breakeven in 12 - 18 months

Use of Funds



- Operations & Lean Team
- Sales, Marketing & Vendor Acquisition
- Product, Technology & Infrastructure
- Legal, Working Capital & Contingency

