

Flowers & Gifts, *delivered with love.*

Riyadh's premium flower and gifting destination combining curated design-led arrangements, GPS-based distance delivery pricing, same-day Riyadh fulfillment with 2-hour Express, and a mobile checkout. Launching first as a pilot in Riyadh. Fully aligned with Vision 2030.

SUBMITTED TO

Incubator Panel

PURPOSE

Commercial licensing &
incubation

MARKET ALIGNMENT

Vision 2030 · SME · Digital ·
Tourism



The opportunity, the concept, the ask — *in one page.*

Tohfa is a gifting delivery platform initially starting with flower bouquet built specifically for Saudi Arabia. It combines a curated multi-collection catalog, GPS-based distance delivery pricing, same-day Riyadh fulfillment with 2-hour Express (specific zone), and a mobile checkout four pieces no Saudi flower brand has put together.

PRIMARY ASK

Commercial licensing approval + structured 12-month incubation.

Concept validated · team in place · build plan ready — formal approval unlocks legal launch and Vision 2030-aligned scaling.

SAUDI ARABIA — NUMBERS ONLY

SAR 2.16B

2025 market size

5.04%

CAGR to 2034

114%

cut flower import
growth 2023–24

© RIYADH — LAUNCH MARKET (DETAILED)

8.6 M

Riyadh population (GASTAT)

SAR 758 M

addressable flower market 2025

Sources: Saudi Ministry of Agriculture cut-flower import data 2024; GASTAT Riyadh GASTAT Riyadh Census 2022; internal market sizing 2025.

A **SAR 2.16 B** Saudi market with no modern flower brand.

Saudis give flowers for Eid, Ramadan iftars, weddings, anniversaries, graduations, new babies, and apologies yet the actual experience of ordering a beautiful bouquet is fragmented, bouquet is fragmented, slow, and impersonal. The market is large, the willingness to pay for quality is high, and the mobile infrastructure is in place. What is missing is a category-defining missing is a category-defining flower brand built specifically for the Kingdom.



No curated, design-led brand

Most flower purchases in Saudi Arabia still happen at supermarket fridges or fridges or roadside stalls limited variety, no design, no personalization. There is no There is no nationally-recognized, design-led flower brand for the moments that moments that actually matter to Saudi customers.



No reliable same-day delivery

When Saudis need flowers today an apology, a birthday, an iftar invitation they invitation they resort to WhatsApp florists with no tracking, no transparent timing, transparent timing, and inconsistent quality. Trusted same-day delivery does not does not exist at scale for flowers.



Opaque, flat delivery pricing

Existing florists charge flat delivery fees regardless of distance, which feels unfair to feels unfair to nearby customers and unsustainable for far ones. No Saudi flower Saudi flower service prices delivery transparently by actual distance, a clear clear innovation opportunity.



No mobile ordering

Saudi consumers live on their phones yet ordering flowers still means phone calls, phone calls, Instagram DMs, or desktop websites. There is rare modern mobile app mobile app built specifically for the Saudi flower-buying experience, despite clear despite clear demand.

⚡ THE WINDOW IS NOW

Mobile payments, GPS APIs, same-day couriers, and Saudi appetite for premium D2C have all matured.

SAR 758 M

Riyadh addressable market 2026

A modern flower platform, *built for Saudi Arabia.*

Tohfa is a vertically integrated flower platform combining a curated multi-collection catalog, GPS-based distance delivery pricing, same-day Riyadh fulfillment, and a mobile checkout - the four pieces no Saudi flower brand has put together.

01 · MOBILE

Mobile platform

A native-feeling mobile experience built for the phone. Customers browse curated collections, add a personalized note, choose a delivery slot, and pay with Mada, Apple Pay, or card, all in under 90 seconds. Saudi phone-based auth, no friction.

02 · GPS PRICING

GPS distance-based delivery pricing

Customers tap "Use my location" — the platform calculates the distance from the fulfillment hub using the Haversine formula, picks the right zone automatically, and shows a live visual map. Transparent, fair, and instant.

03 · TRANSPARENT FEES

Transparent fee structure

Three clear zones — under 15 km is SAR 20, 15–30 km is SAR 25, and over 30 km is SAR 35. Orders above SAR 200 unlock free delivery automatically. Customers see the calculation, not a black box.

04 · CATALOG

Curated, design-led catalog

Hand tied bouquet designs ready for the Riyadh pilot classic roses, premium arrangements, and seasonal lines. Each hand-tied by Riyadh-based florists using fresh-cut stems, photographed honestly, and priced transparently.

05 · FULFILLMENT

Same-day Riyadh delivery + 2-hour Express

Cut, arranged, and delivered same-day across Riyadh. Central Riyadh (Zone 1) will be eligible for 2-hour Express, the fastest flower delivery in the Kingdom. Real-time order tracking with Tohfa IDs (TH-XXXXXXX), live courier updates, and a beautiful delivery confirmation page.

06 · LOYALTY

Personalization & loyalty built in

Handwritten Arabic notes, vase upgrades, scheduled future deliveries, and surprise-reveal recipient gifting. Every order is built around the Saudi gifting moment it serves — Eid, Ramadan, weddings, apologies, congratulations. Plus a built-in loyalty program: 1 pt per SAR 1, 100 pts = SAR 10 redeemable at checkout.

GPS distance pricing — *the first in KSA flowers.*

flowers.

Customers grant location access once. The platform computes the precise distance from the fulfillment hub using the Haversine formula, auto-selects the right zone, and renders a live SVG map showing the hub-to-customer route. The hub's exact hub's exact coordinates stay hidden — customers see only their distance and the fair, transparent fee.

HOW IT WORKS — END TO END

- 1 Customer taps "Use my location"
Browser asks for GPS permission once. No app install required for permission grant.
- 2 Distance computed via Haversine
Great-circle distance between customer GPS and the and the Riyadh fulfillment hub's coordinates.
- 3 Auto-selects delivery zone
Under 15 km, 15–30 km, or more than 30 km — fee — fee updates instantly.
- 4 Live SVG map renders
Hub pin, customer pin, animated route, distance distance badge, fee summary. Hub coordinates coordinates never displayed.
- 5 Zone locks after detection
Customer can re-detect location but cannot manually pick a cheaper zone — prevents gaming. gaming.
- 6 Free delivery unlock ≥ SAR 200
Map and zone selector hide; celebration banner banner shows instead. AOV uplift built in.

WHY THIS IS DEFENSIBLE

- ✓ Trust signal: customers see the calculation, not a black box
- ✓ AOV uplift: SAR 200 threshold nudges basket size size upward
- ✓ Cost discipline: delivery revenue tracks actual courier cost
- ✓ Brand differentiation: no Saudi competitor offers this today

FEE MODEL

ZONE	FEE
Zone 1 Under 15 km	SAR 20
Zone 2 15–30 km	SAR 25
Zone 3 More than 30 km	SAR 35
Free delivery orders SAR 200+	FREE

LIVE DELIVERY MAP

LIVE ●



HUB



YOU

18.4 km

DISTANCE

Zone 2

ZONE

SAR 25

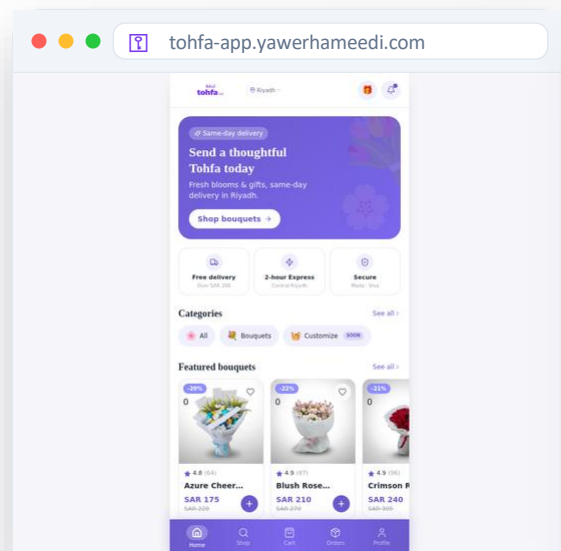
FEE

Order tracked as **TH-MRGNAE27**



The Tohfa app — *built, tested, and ready to launch.*

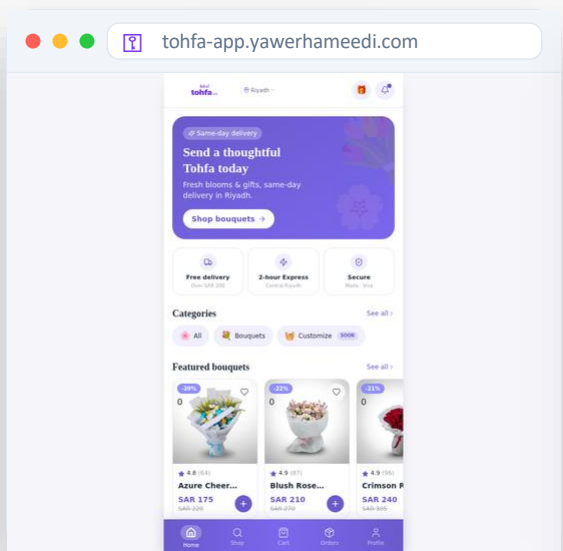
The full mobile-first customer experience is live in pilot, curated catalog, phone-based auth, GPS-aware cart, loyalty program, and order tracking. Three screens from the deployed app below.



01 · HOME

Browse curated bouquets

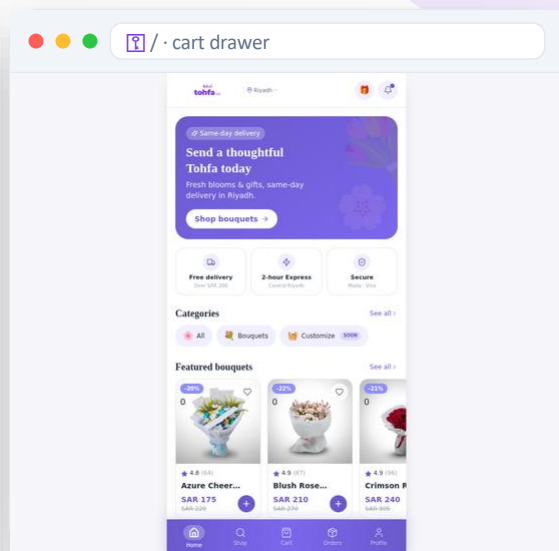
Hero banner, category filters, and featured designs — all pilot bouquets live with discounts, ratings, and reviews.



02 · PRODUCT

Tap for details, add to cart

Full bouquet photography, pricing, quantity selector, related related recommendations, and one-tap add-to-cart or buy-now.



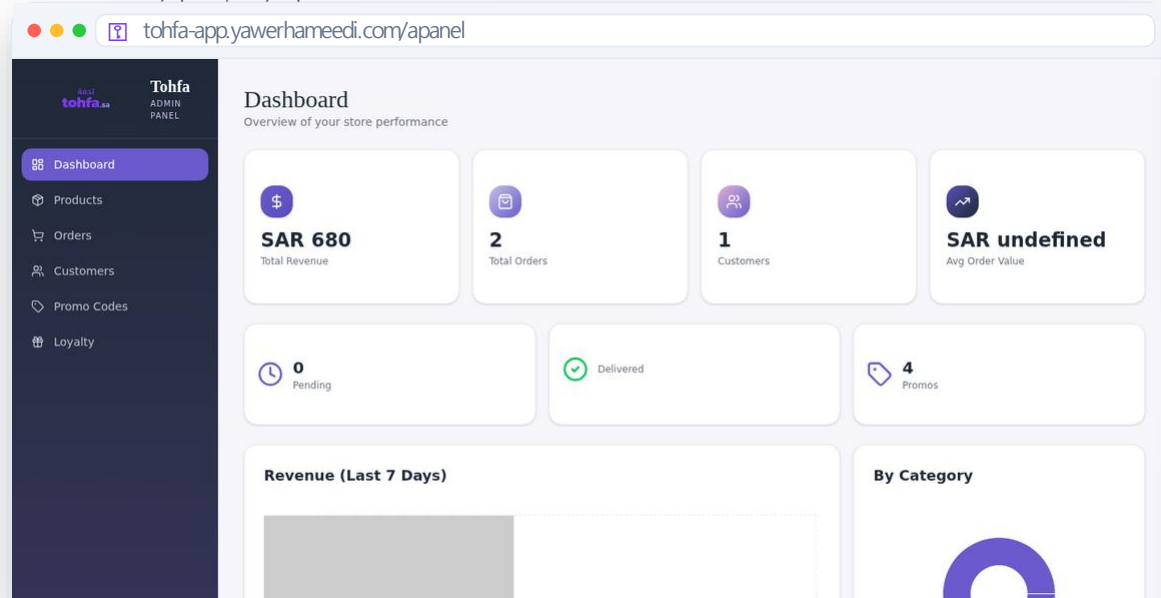
03 · CART

Review and checkout

Slide-out cart with quantity controls, remove, running total, and total, and a prominent sign-in-to-checkout CTA. GPS pricing applies at next step.

A secured admin panel for *end-to-end operations*.

The Tohfa admin panel gives the operations team full control over the catalog orders, customers, delivery zones, and Vision 2030 KPI reporting — accessed via credential authentication at /apanel, fully separated from the customer storefront.



01 · DASHBOARD

Overview — KPIs, recent orders, quick actions

Welcome screen with navigation to Products, Orders, Customers, Promo Codes, and Loyalty management.

FULL CAPABILITIES:

Catalog

Orders

Customers

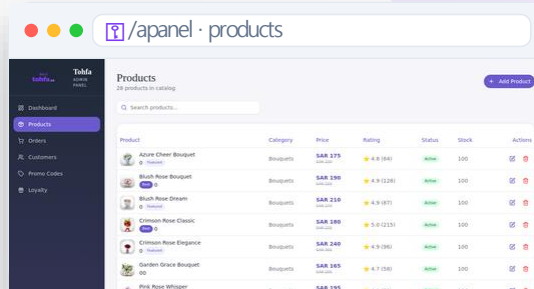
Promo Codes

Loyalty

Delivery Zones

Analytics

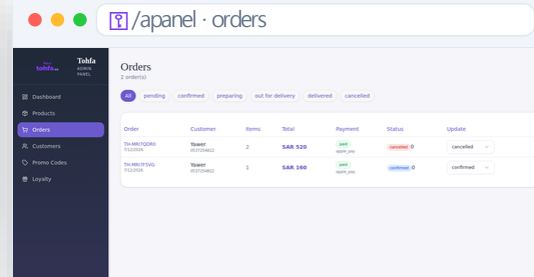
Vision 2030 KPIs



02 · PRODUCTS

Catalog management — 28 bouquet designs

Table with product, category, price, rating status, stock, and stock, and edit/delete actions.



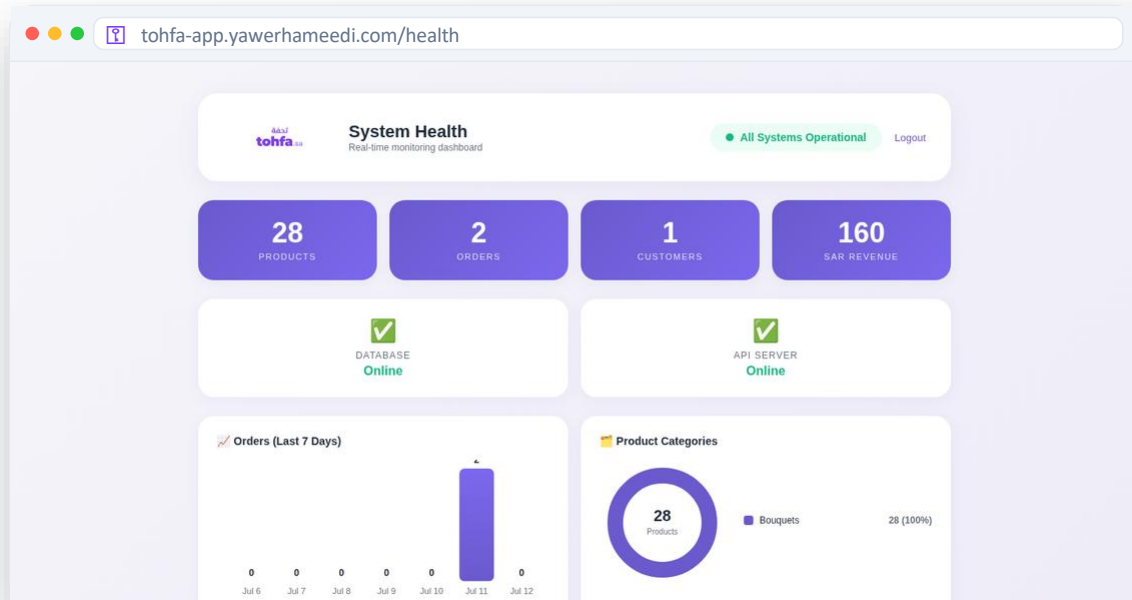
03 · ORDERS

Order pipeline with status filters

All, pending, confirmed, preparing out for delivery, delivered, cancelled.

Real-time monitoring — *production-ready infrastructure.*

A dedicated health dashboard at /health provides real-time visibility into database, API, orders, revenue, and system performance — accessible with the same admin credentials, same admin credentials, built for operational confidence during the pilot and beyond.



LIVE HEALTH DASHBOARD

System Health Dashboard — /health

Real-time monitoring with database, API, orders, revenue, categories, and system information panels.

INFRASTRUCTURE:

Vercel Turso DB Next.js Powered by Vercel + Turso · v1.0.0

28

PRODUCTS

2

ORDERS

1

CUSTOMERS

160

SAR REVENUE

SYSTEM STATUS



Database
✓ ONLINE



API Server
✓ ONLINE

SYSTEM INFORMATION

Environment	production
Version	1.0.0
Response Time	286ms
Last Checked	7/12/2026

Six curated collections. *One defensible flower brand.*

The **Tohfa** product strategy is built around six interlocking collections, each serving a distinct customer moment and revenue profile. Together they cover everyday gifting, premium occasions, recurring B2B demand, and the seasonal Saudi cultural calendar — creating a catalog that compounds across the year.

ENTRY TIER



Classic Bouquets

Hand-tied everyday flowers spontaneous gestures, quick gifting, and accessible price points. Single-variety roses, mixed seasonal stems, compact sizes for desks and hospital visits.

Delivered with Love

HERO MARGIN



Premium Arrangements

Larger statement designs for anniversaries, Eid, apologies, and major milestones. Multi-variety designer arrangements with premium stems and limited-edition seasonal lines. Higher AOV, brand-defining photography.

hero AOV brand

REPEAT TIER



Vase Arrangements

Ready-to-display vase designs no arranging needed, just unwrap and gift. Higher perceived value, repeat-purchase friendly. Welcome-home, new-baby, and get-well designs in glass and ceramic vases.

repeat-purchase SKU

DEMAND SPIKE



Seasonal & Occasion Lines

Curated drops timed to the Saudi cultural calendar — the demand spikes no Saudi florist currently plans around. Eid Al-Fitr and Eid Al-Adha signature collections, Ramadan iftar arrangements, wedding season, graduation, National Day.

Q4 + Eid peaks

ANCHOR REVENUE



Corporate & Events (B2B)

Recurring flower contracts for hotels, banks, NEOM-partner offices, and wedding/event planners. Weekly lobby arrangements, event bulk orders, Vision 2030 mega-project hospitality partnerships. High-margin, predictable.

recurring contracts - Q4 2027

PHASE 2



Weekly Fresh Subscription

Coming in phase two — a weekly fresh-flowers subscription for homes and offices. Recurring revenue, predictable demand, optimized stem purchasing. Home and office tiers in small, medium, and large formats.

launching Phase 2

A SAR 2.16 B Saudi market, Riyadh-first launch.

Market data is structured in two tiers: Saudi Arabia (numbers only) on this page, and Riyadh region (detailed) on the next. The Kingdom's flower and gifting market is large, growing, and underserved by modern mobile-first brands — a clear opening for a category-defining category-defining player.

SAR 2.16 B

2025 market size

IMARC Group, Saudi Arabia Flower Market Report, 2025

SAR 3.37 B

by 2034

IMARC Group forecast, 1 USD ≈ 3.75 SAR pegged

5.04%

CAGR 2025–2034

IMARC Group, Saudi Arabia Flower Market Report, 2025

114.2%

Cut flower import growth 2023–24

6Wresearch, Saudi Arabia Cut Flowers Market, 2025

" Cut flower imports alone grew **114.2%** from 2023 to 2024 — confirming surging demand and a widening supply gap that no Saudi flower brand has yet captured.

Riyadh: the launch market, in detail.

Riyadh is **Tohfa's** launch market, the densest, highest-spend, most event-rich city in the Kingdom. The detailed data below establishes the bottom-up addressable market and the rationale for a Riyadh-first rollout.

8.6 M

Riyadh population (2022 census, GASTAT) — largest in KSA, ~25% of national

SAR 54.8 B

KSA entertainment & events, 2026 — Riyadh Season, LEAP. 12.8% CAGR

SAR 1.41 T

KSA consumer retail spend, 2024 — Riyadh holds the largest share (Knight Frank)

TAM

SAR 2.16 B

Saudi Arabia flower market, 2025 (IIMARC)

SAM

SAR 758 M

Riyadh addressable flower market, 2025 (~35% of KSA)

SOM

SAR 3.5 M

Year-1 target GMV (0.5% capture of Riyadh SAM)

WHY RIYADH IS THE LAUNCH MARKET

- ✓ **Population: 8.6M** — densest consumer base, efficient same-day routing
- ✓ **Events capital:** Riyadh Season (15M+ visitors 2024), LEAP, Saudi Games
- ✓ **Premium base:** highest concentration of high-income households, households, expats, corporate HQs
- ✓ **Logistics ready:** mature courier infrastructure, dense road network, compact zones

🚩 0.5% capture delivers the **SAR 3.5M** Year-1 GMV target — a conservative, defensible entry point.

Four revenue streams. One defensible flower brand.

Tohfa is structured as a vertically-integrated flower company. D2C bouquet sales, multiple designs ready for the Riyadh pilot, establish the brand, distance-based delivery fees cover logistics, B2B corporate contracts anchor predictable revenue, and a weekly subscription layer locks in repeat demand. The mix is designed to compound.



D2C bouquet sales

D2C bouquet sales

Multiple hand-tied bouquet designs ready for the Riyadh pilot, expanding to 50+ as seasonal collections drop. Margin sourced from wholesale stem margin and Riyadh-based florist labor. Primary revenue driver, every order flows through Mada, Apple Pay, or card.



SAR 20 / 25 / 35

Distance-based delivery fees

Three transparent delivery zones priced by GPS distance from the Riyadh hub. Orders over SAR 200 ship free. Fees cover courier cost; the margin comes from efficient routing and same-day batching across Riyadh.



SAR 5K–200K / contract

B2B corporate & events

Coming in phase two: Recurring flower contracts for hotels, banks, NEOM-partner offices, and wedding/event planners. High-margin, predictable revenue, and anchors brand credibility with the Vision 2030 mega-project ecosystem.



SAR 240 / month

Weekly fresh subscription

Coming in phase two: a weekly fresh-flowers subscription for homes and offices. Locks in repeat revenue, smooths demand forecasting, and gives florists predictable weekly volume to optimize stem purchasing.

UNIT ECONOMICS — YEAR 1 TARGET (CONSERVATIVE CASE)

Source: Tohfa pilot economics, 2025

SAR 210

Average order value
Pilot pricing across multiple designs

48%

Bouquet gross margin
After stems & labor

SAR 8

Delivery contribution / order
After courier cost

3.4 months

CAC payback
Year-1 target

3-year projections — *Riyadh-first, gated expansion.*

Illustrative targets tied to the roadmap: Riyadh pilot (Y1) → Riyadh deep-scale + B2B (Y2) → Riyadh maturity + city-2 prep (Y3). All figures are pre-revenue estimates pending revenue estimates pending incubator validation.

Metric	Year 1 — Riyadh Pilot	Year 2 — Riyadh Scale	Year 3 — Maturity
GMV / Gross Revenue	SAR 3.5M	SAR 12M	SAR 24M
Paying customers	12,000+	30,000+	55,000+
Start-up costs	SAR 1.2M (seed)	—	—
Ongoing operating costs	SAR 2.4M	SAR 6.5M	SAR 11M
Net position	(SAR 0.1M)	SAR 1.8M	SAR 5.5M

BREAK-EVEN

Year 2 · Riyadh

Contribution-margin breakeven once B2B contracts and 42% repeat-purchase rate scale alongside 3.4-mo CAC payback.

48%
GROSS MARGIN

3.4 mo
CAC PAYBACK

SAR 210
AVG ORDER VALUE

What's in it for the *Saudi gifting customer.*

The **Tohfa** experience turns a stressful, opaque errand into a fast, trustworthy, personal gifting moment — five pain points replaced by five concrete benefits.

✗ BEFORE — TODAY Slow, opaque, impersonal

- ✗ Calls, DMs, and WhatsApp back-and-forth just to place an order
- ✗ No idea what fee you'll be charged for delivery until asked
- ✗ "Where are my flowers?" — no tracking, no updates
- ✗ Stock photos that rarely match what actually arrives
- ✗ Every order starts from zero — no loyalty, no recognition

✓ WITH TOHFA Fast, transparent, premium

- ✓ Browse, personalize, and checkout in under 90 seconds
- ✓ See your exact distance-based fee before you pay — no surprises
- ✓ Real-time Tohfa ID tracking from hub to doorstep
- ✓ Honest, in-house photography — what you see is what arrives
- ✓ 1 pt per SAR 1 loyalty rewards on every single order

↘ Before: Slow · Opaque · Impersonal



↗ After: Fast · Transparent · Premium

Direct and indirect competitors — and where Tohfa wins.

The Saudi flower market today is split between informal supermarket florists, WhatsApp-based local florists, and a handful of regional e-commerce florists with generic catalogs. with generic catalogs. None combine curated design, GPS-transparent pricing, same-day Express, and a mobile-first Arabic-aware experience.

Attribute	Supermarket Florists	WhatsApp Florists	Regional E-commerce	تحتفة tohfa.sa FLOWERS & GIFTS - KSA
Curated, design-led catalog	×	—	—	✓
GPS distance-based pricing	×	×	×	✓
Same-day Riyadh + 2-hr Express	—	—	×	✓
Mobile-first Arabic-aware app	×	×	—	✓
Transparent fee structure	×	×	—	✓
Loyalty program + personalization	×	×	—	✓

✓ Capability offered — Partial / inconsistent ✗ Not offered

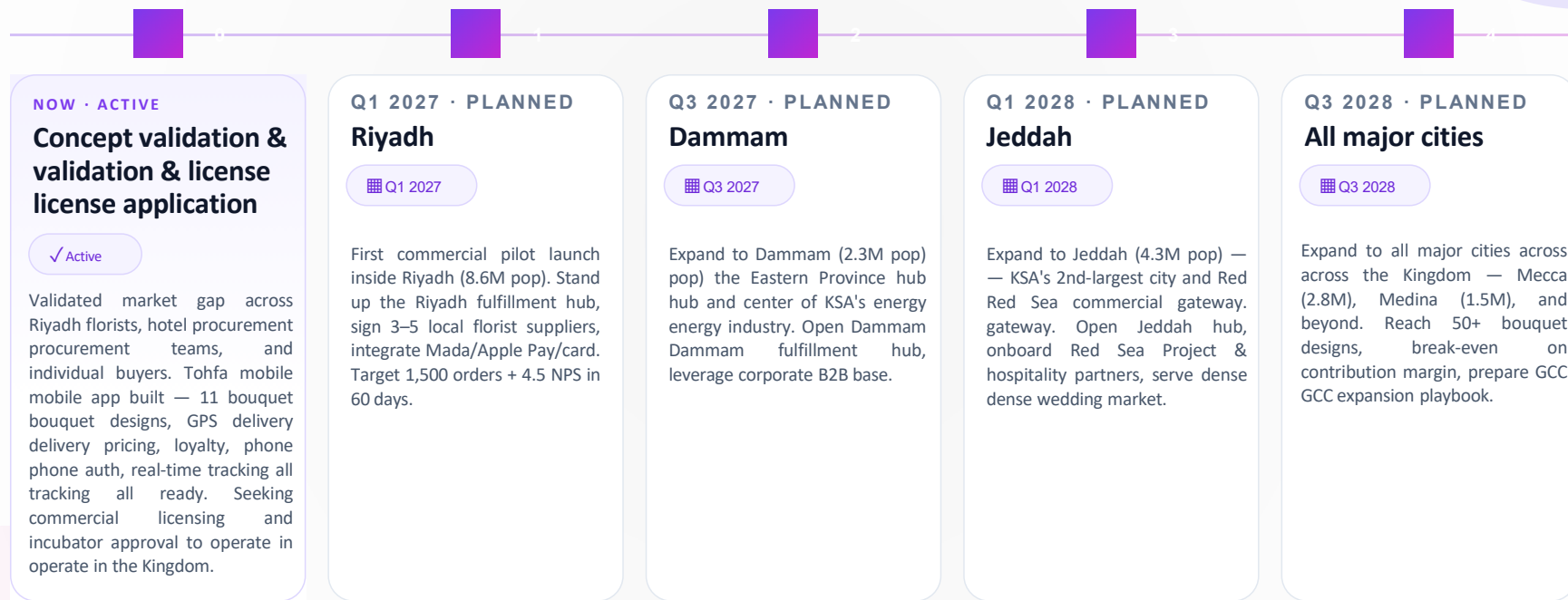
★ No competitor combines all four signature pieces.

© GPS pricing is a Saudi-first — no incumbent offers it.

⚡ First-mover advantage is real and time-boxed.

From Riyadh soft launch to national coverage.

The roadmap below sequences Tohfa's rollout from commercial license approval through a Riyadh soft launch, then progressive expansion to Dammam, Jeddah, and finally all major Jeddah, and finally all major cities across the Kingdom of Saudi Arabia.



① Population sources: Worldometer 2025; World Population Review 2026.

A Saudi flower brand on *every meaningful gifting moment.*

COMPANY VISION

//

"To become Saudi Arabia's most loved flower and flower and gifting brand — the one Saudis reach reach for first when something matters enough to enough to send flowers."

A vertically-integrated, mobile-first, Vision 2030-aligned platform — built in the Kingdom, for the Kingdom.

✓ VERTICALLY-INTEGRATED · MOBILE-FIRST · VISION 2030

COMPANY 3-YEAR GOALS · MEASURABLE & DATED

- ✓ Launch in 4 KSA cities (Riyadh, Dammam, Jeddah, +1) **Q3 2028**
- ✓ Reach **SAR 50M** annual GMV **END Y3**
- ✓ **50+** bouquet designs across **6** collections **Q3 2028**
- ✓ **40%** of stems sourced from Saudi greenhouses **YEAR 2**
- ✓ Break-even on contribution margin **END Y3**

Goals are measurable, dated, and aligned with Vision 2030's SME, digital economy, and tourism pillars.

PILLAR COMMITMENTS — VISION 2030

SME EMPOWERMENT

40% Saudi-greenhouse inventory by Y2.
100% Saudi customer-ops ops staff in Y1.

DIGITAL ECONOMY

Cashless-first checkout, quarterly MCIT-aligned KPI reporting.

TOURISM & QUALITY OF LIFE

Mega-project hospitality partnerships (NEOM, Red Sea, Diriyah) from day one.

License approval, incubation & *partnership*.

→ NEXT STEPS — THE ASK

1 PRIMARY

Commercial licensing approval

Formal approval to operate, strengthened by incubator endorsement through Monsha'at and MCIT.

2 Structured incubation & mentorship

12-month program: commercial strategy, e-commerce compliance, phytosanitary certification.

3 B2B pilot introductions

Warm intros to NEOM-partner offices, Saudi banks, hotel groups for anchor contracts.

4 Seed co-funding — SAR 1.2M

Co-investment for MVP build-out, supplier onboarding, hub setup, 60-day soft-launch.

⚠ ROADBLOCKS & MITIGATIONS

🌸 Stem supply volatility

Multi-supplier strategy + 40% Saudi greenhouse target by Y2.

📅 Courier cost inflation

Distance-based pricing passes cost through transparently.

🕒 Regulatory delays

Incubator partnership accelerates Monsha'at & MCIT pathways.

👤 Competitor entry

First-mover on GPS pricing + curated brand equity.

📅 Seasonal demand spikes

Curated Eid/Ramadan collections + B2B demand smoothing.

Beyond the pilot: *the long-term Tohfa opportunity.*

Once the Riyadh model is proven, Tohfa's playbook is built to travel — across categories, cities, and the GCC — while staying anchored to Vision 2030's SME, digital-economy, and SME, digital-economy, and tourism pillars.



National coverage

50+ bouquet designs and hubs in Mecca, Mecca, Medina, and every major Saudi Saudi city by 2028.

HORIZON · Y3+



Weekly subscription

Phase-two recurring revenue layer for for homes and offices — SAR 240/month, predictable stem demand.

HORIZON · Y2+



Mega-project hospitality

Deep NEOM, Red Sea, and Diriyah partnerships as Vision 2030 tourism scales into the 2030s.

HORIZON · Y2+



GCC expansion

UAE and Bahrain regulatory research underway — a cross-border delivery playbook built on the proven Riyadh model.

HORIZON · Y4+

Tohfa is not just an e-commerce store; it is a cultural infrastructure platform for gifting.

Let's build Saudi Arabia's first *modern flower brand* — together.

Tohfa closes a real, validated gap: no curated brand, no reliable same-day delivery, and no transparent pricing exist together in the Saudi flower market today. Our solution GPS distance pricing, a mobile aware checkout, and same-day Riyadh fulfillment is built, working, and ready to launch. The window is now, the market is SAR 2.16B and growing, and the opportunity to define this category is substantial.

- | | | |
|---|-----------------|--|
| 1 | PROBLEM | SAR 2.16B market, no modern flower brand — fragmented, slow, opaque ordering. |
| 2 | SOLUTION | GPS pricing + mobile + same-day, in one platform — built and live in pilot. |
| 3 | WHY NOW | Payments, GPS, and courier infra finally mature together. Vision 2030 pushes SME digitization. |
| 4 | THE ASK | Commercial license, 12-month incubation, SAR 1.2M seed co-funding. |

THE OPPORTUNITY

0.5% capture of SAR 758M Riyadh SAM = SAR 3.5M Year-1 GMV → SAR 24M by Year 3.

LET'S BUILD TOHFA TOGETHER

Let's build Saudi Arabia's first modern flower flower brand — *together.*

We welcome the opportunity to present this pitch in person to the incubator panel, share detailed financial models and the full MVP build plan under NDA, and discuss how **Tohfa** can become a flagship Vision 2030-aligned venture in your portfolio.



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MARKET

Riyadh, KSA