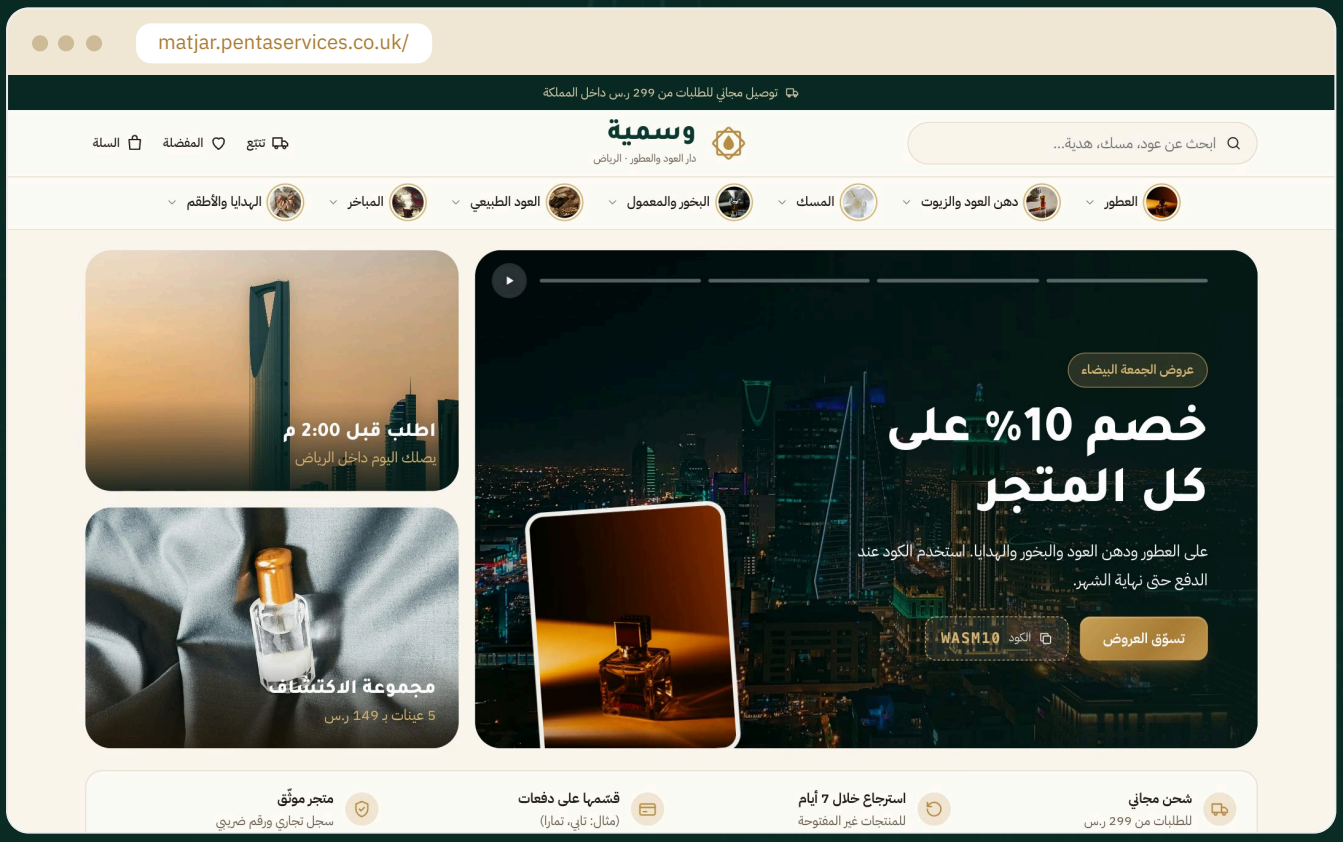
penta SERVICES

November 2026

WEBSITE GUIDE FOR ONLINE STORES IN SAUDI ARABIA

An Arabic online store that sells like the best Saudi brands

Right-to-left from the first pixel, prices in riyals with 15% VAT shown correctly, a cart drawer, a checkout with Hijri and Gregorian delivery dates, gift wrapping, order tracking and WhatsApp ordering. Delivered on Salla, on Zid or as a custom store.



Ready Site · E-commerce Store package

Live demo: matjar.pentaservices.co.uk

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TRY THE LIVE DEMO

matjar.pentaservices.co.uk

Dar Wasmiya is a fictional oud and perfume house in Riyadh. The store is in Arabic, right to left. Every name, price, rating, review and registration number in the demo is a sample, and no payment is ever taken.

1 · AT A GLANCE

Built for the way Saudi customers shop online

Saudi shoppers buy on their phones, expect Arabic that reads naturally, and compare stores on delivery speed, payment options and trust. They want the real price with VAT, to know when the order arrives, and to send gifts with a card. A store that feels translated, hides fees or makes checkout long loses them to the next store.

What shoppers check first

- Is the price final, with VAT included?
- When will it arrive, and can I choose the day?
- Can I pay with mada, Apple Pay or in instalments?
- Can I send it as a gift with a card?
- Is the store registered and can I return the product?

What the website gives them

- Arabic RTL design with a mega category rail and an offers slider
- Cart drawer with VAT shown separately, a coupon and a free-shipping bar
- Checkout with Hijri and Gregorian delivery dates, gift wrap and card message
- Payment options shown as labelled examples: mada, Apple Pay, STC Bank, cards, Tabby, Tamara, cash on delivery
- Business details in the footer, a simplified tax invoice, order tracking and WhatsApp ordering

38
Ready pages, including 14 product pages and 7 category pages

7
Interactive tools, from quick view to order tracking

4
Checkout steps: address, delivery, gift, payment

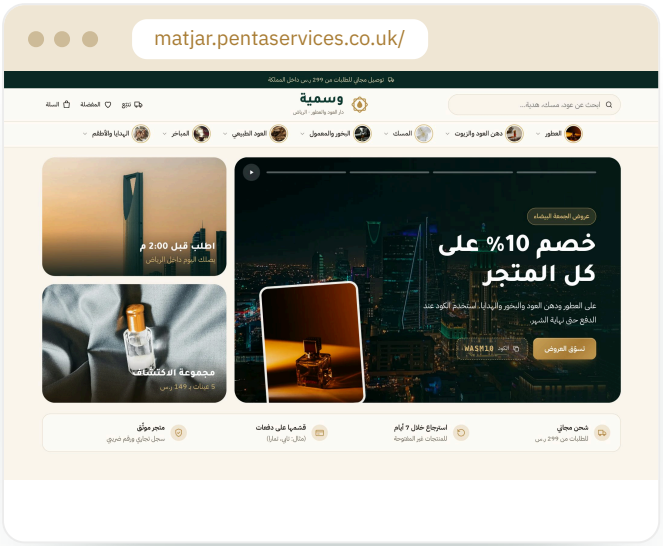
1 tap
To add to cart, order on WhatsApp or track an order

Who this website is for

Perfume and oud houses · Modest fashion and abaya brands · Dates, sweets and gift shops · Beauty and skincare brands · Home fragrance and incense · Coffee and specialty food · Jewellery and accessories · GCC brands selling into Saudi Arabia

The homepage, section by section

Saudi luxury retail in ivory, sand gold and deep emerald, with Tajawal headings and IBM Plex Sans Arabic text.









1 **Announcement bar and header**
Rotating messages (free shipping, same-day Riyadh, gift wrapping), a centred logo, search with live product suggestions, and track, wishlist and cart with counts.

2 **Mega category rail**
Seven categories with round photos. Each opens a mega panel with sub-categories, scent families, two products and a banner.

3 **Offers slider**
Four full-bleed offer banners with story-style progress bars, Ken Burns motion, a floating product, a copyable discount code, pause, swipe and keyboard control. Two promo tiles sit beside it.

4 **Trust ribbon and picks**
Free shipping, 7-day returns, instalments and a registered store, then best sellers, new arrivals and gifts in tabs.

5 **Weekend offer**
An emerald band with a live countdown and three discounted products.

6 **Story, scent families and gifts**
The brand story, scent-family chips that filter a product row, and a gift band with a live card preview.

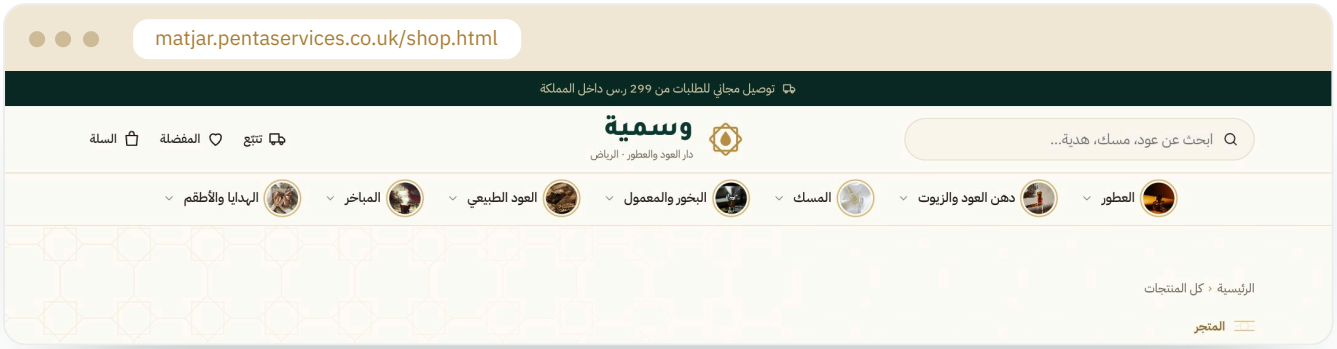
7 **Reviews, tools and FAQ**
Customer reviews, scent finder, order tracking and WhatsApp ordering, the top questions and a newsletter with a code.

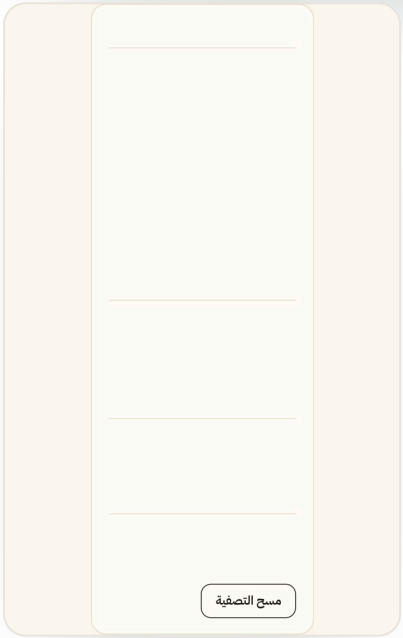
WHY IT WORKS

The first screen answers the three questions that decide a sale: what is on offer, is it trustworthy, and how fast will it arrive. Offers, categories and delivery promises are all visible before the first scroll.

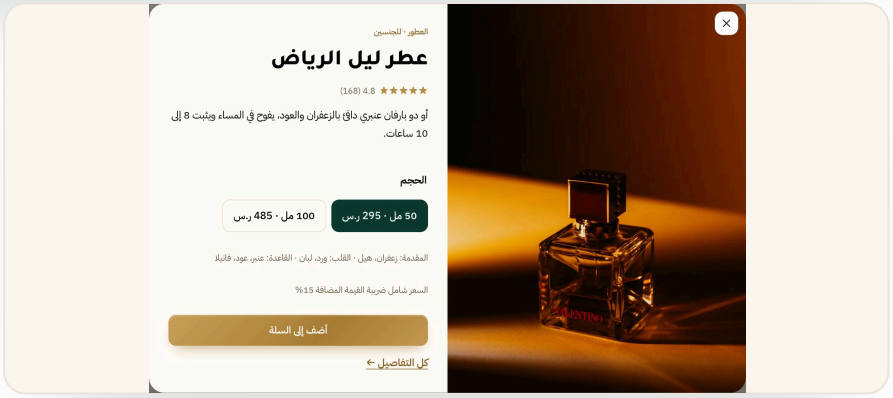
Find the right product in seconds

A catalogue with filters that match how people shop for scent and gifts, plus a product page that answers every question before the cart.

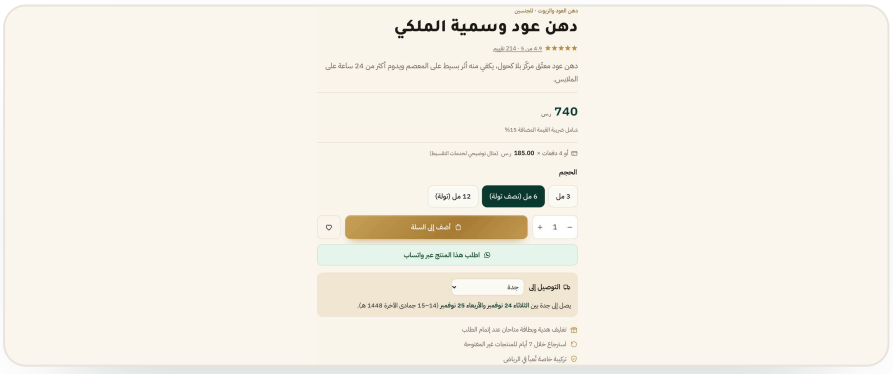




Filters: category, scent family, price with VAT, rating



Quick view with sizes and add to cart



Product page: price per size, instalment example, delivery estimate

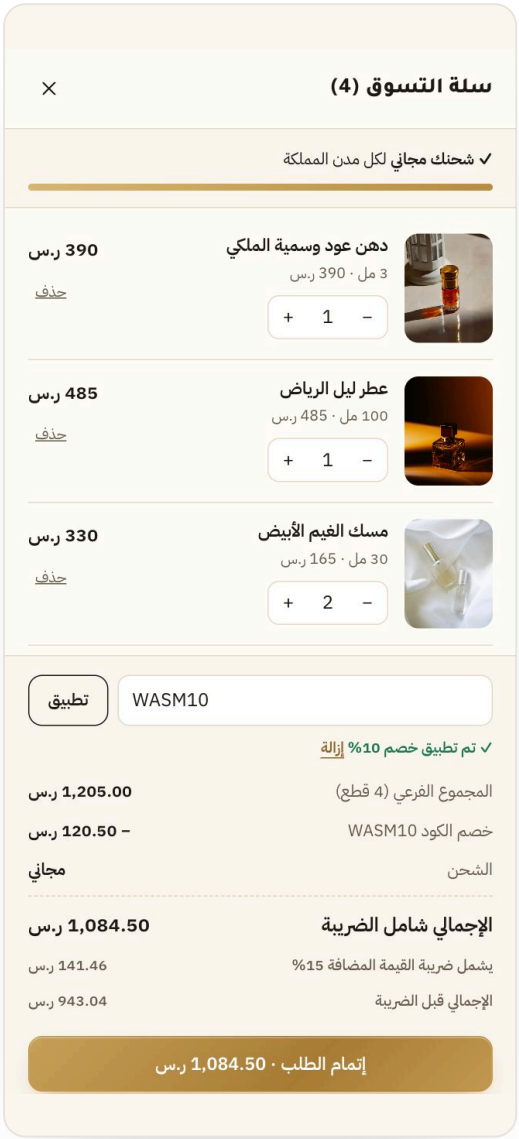
1 Filters and sorting
Category, scent family, price and rating, with active-filter chips, a count, sorting, and links such as ?cat= and ?fam= from the menu.

2 Quick view and wishlist
Every card has a second photo on hover, a quick view window and a heart that saves to the wishlist page.

3 Product pages
Gallery with zoom, sizes with their own prices, quantity, a 4-instalment example, a delivery estimate by city with Hijri dates, notes pyramid, longevity and sillage.

A cart drawer that shows the real total

Saudi rules require prices shown to customers to include VAT. The cart keeps every amount VAT-inclusive and shows the VAT contained in the total, calculated exactly to the halala.



Cart drawer: lines, quantities, free-shipping bar, coupon

1 VAT shown correctly

The VAT in a VAT-inclusive total is total × 15 ÷ 115, not 15% of the total. Shipping, gift wrap and cash-on-delivery fees are included and the VAT updates with them.

2 Free-shipping bar

Shows how much more to add for free shipping, and confirms when the order qualifies.

3 Coupon and quantities

Discount codes apply instantly, quantities change in place, and the total in the header updates.

4 Order on WhatsApp

One tap sends the cart, sizes, quantities and total to the store's WhatsApp, a habit many Saudi shoppers prefer.



Summary: total with VAT, VAT 15% and the amount before VAT

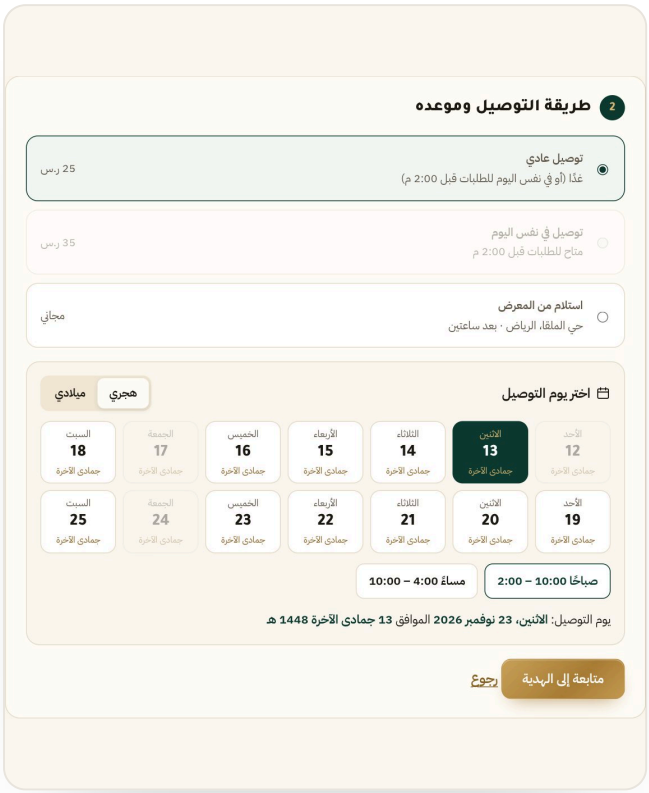
WHY IT MATTERS

A total that changes at the last step, or a VAT line that does not add up, is one of the main reasons people abandon a cart. Showing the final price from the start builds trust.

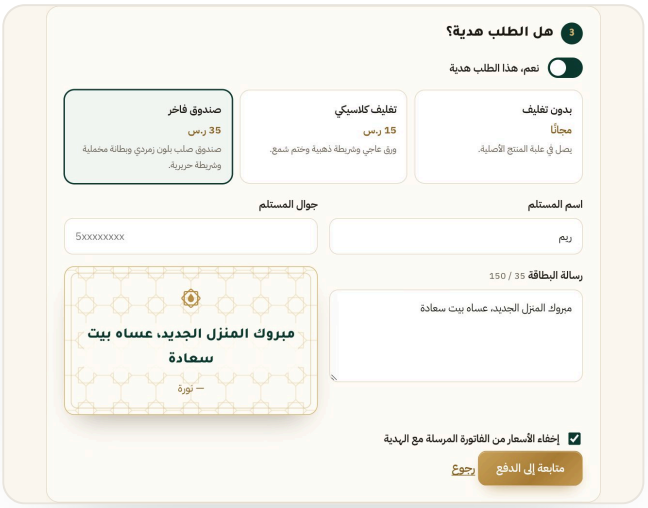
5 · CHECKOUT

A four-step checkout made for Saudi Arabia

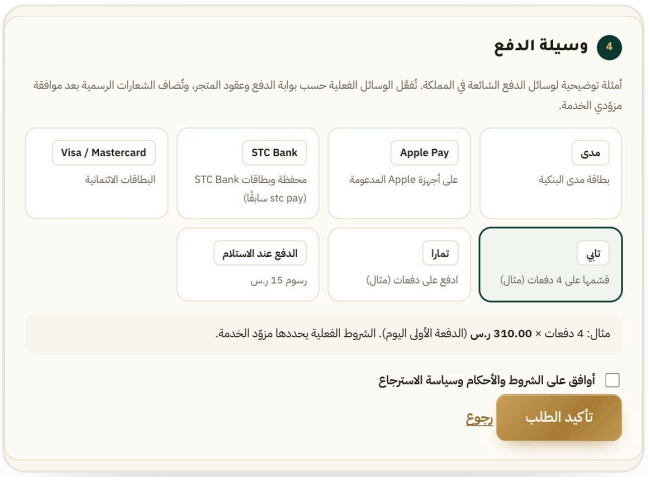
Address, delivery, gift and payment, on one page with a live order summary.



Delivery options and the Hijri / Gregorian day picker



Gift wrap, recipient and a live card preview



Payment options shown as labelled examples

1 **Address that couriers can use**
Mobile number in the +966 5 format, city and district, and the optional short National Address (4 letters + 4 digits), all validated.

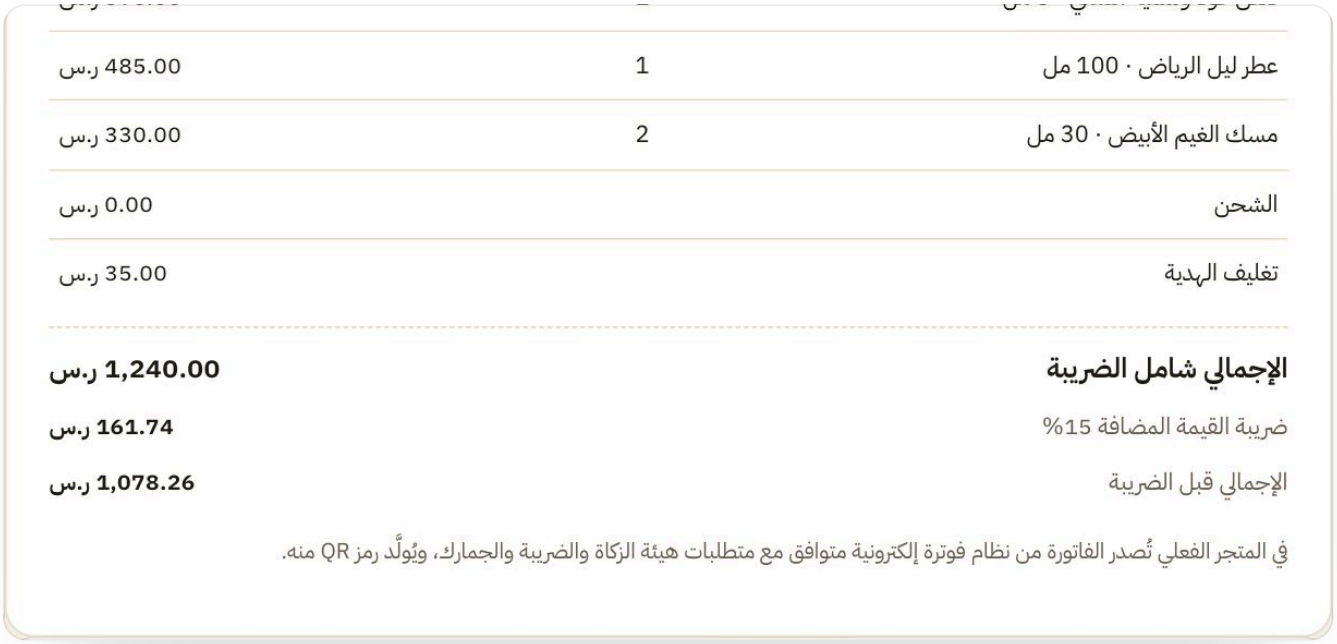
2 **Choose the delivery day**
A 14-day calendar shows each day in the Umm al-Qura Hijri calendar or the Gregorian one, with morning or evening slots. Same-day delivery appears only in Riyadh before 2 pm.

3 **Gift options**
Classic wrap or a luxury box, recipient name and number, a 150-character card message with live preview, and prices hidden from the gift invoice.

4 **Payment examples**
mada, Apple Pay, STC Bank, cards, Tabby and Tamara instalment examples and cash on delivery (+15 SAR). The demo takes no payment and asks for no card details.

Ready for the rules Saudi stores follow

The design leaves a clear place for the details Saudi online stores are expected to show, so the real store only has to fill them in.



Order confirmation with a simplified tax invoice (sample)

1 Business details
Trade name, commercial registration number and VAT registration number in the footer and on the terms page, as the E-Commerce Law's implementing regulations expect.

2 Store verification
A place for the e-store verification certificate from the Saudi Business Center's Business Platform (business.sa), which replaced Maroof for verifying online stores in 2023.

3 Simplified tax invoice
The confirmation shows a simplified tax invoice with the seller's VAT number, date and time, VAT amount and a QR code area. In production it comes from a ZATCA-compliant e-invoicing system.

4 Returns and privacy
A 7-day return policy for unopened products in line with the E-Commerce Law, and a privacy notice written for the Personal Data Protection Law.

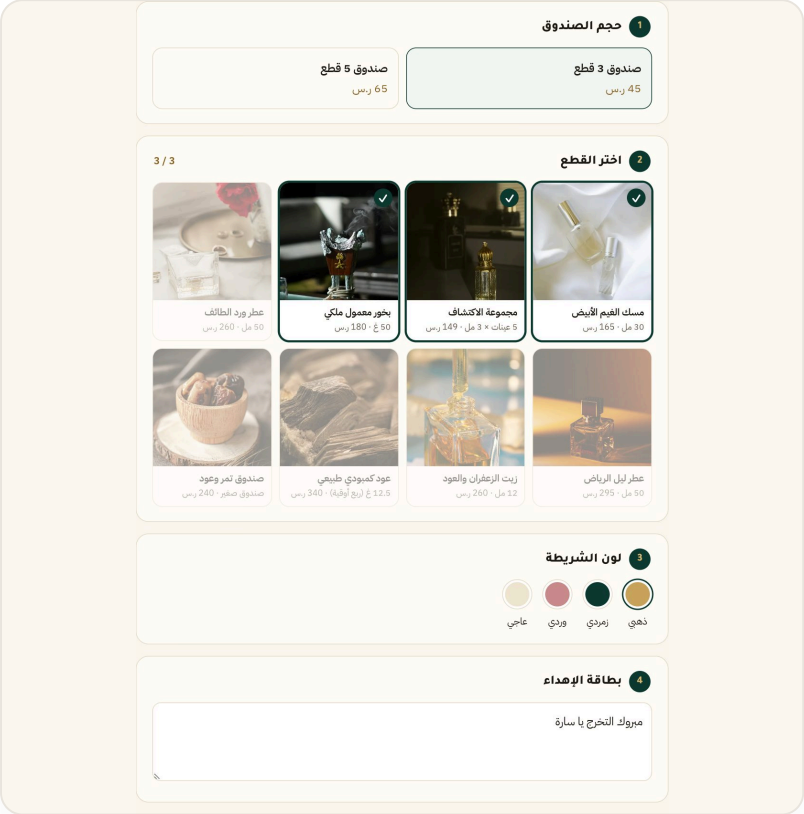


Footer: trade name, commercial registration, VAT number, e-store verification, payment examples

! All registration numbers in the demo are marked as samples. Legal texts are templates: the store and its legal adviser approve them before launch, and we update them to the store's own policies.

Gifts that arrive on the right day

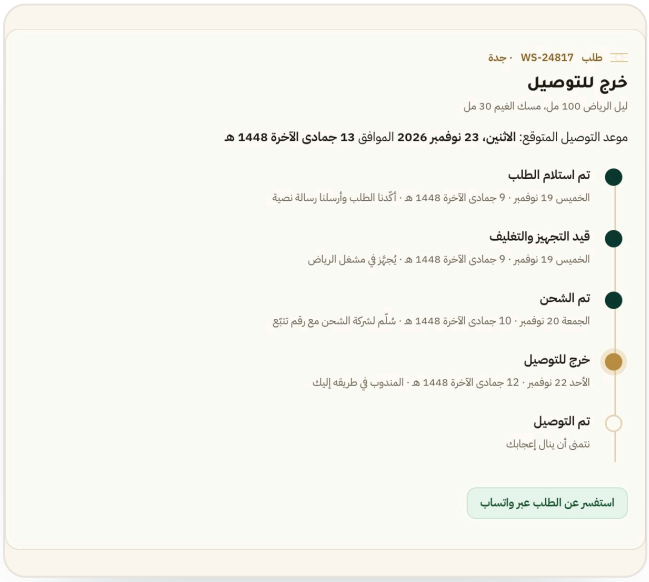
Gifting drives a large share of online orders in Saudi Arabia, especially around Eid, weddings and graduations.



Gift box builder: box size, items, ribbon, card



Live box preview and price with the 10% box discount



Order tracking with stages and Hijri dates

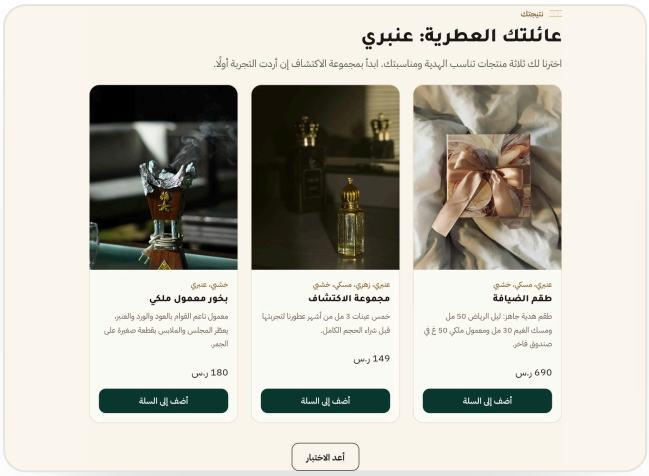
1 **Build a gift box**
Choose a 3- or 5-piece box, pick the items, choose the ribbon colour and write the card. The box shows the items as they are added and the price applies a 10% bundle discount.

2 **Track an order**
Order number and the last 4 digits of the mobile show the stage (received, preparing, shipped, out for delivery, delivered) with Gregorian and Hijri dates and a WhatsApp button.

3 **Orders placed in the demo**
Any order completed in the demo checkout can be tracked straight away, so you can try the full journey yourself.

Pages that answer before they are asked

A guided tool for undecided shoppers and clear service pages written answer-first.



Scent finder: 4 questions, 3 suggestions



Shipping: times and fees for every city



Oud guide: an article built for search and AI answers

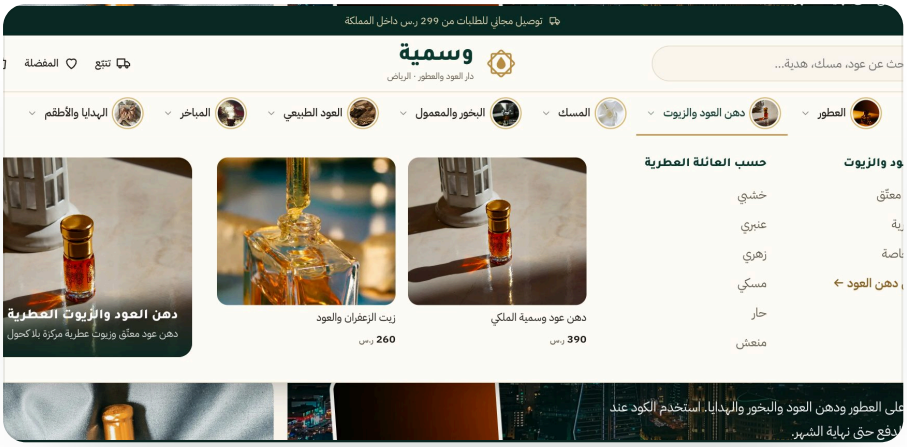
1 **Scent finder**
Who it is for, the occasion, the favourite scent family and the strength. The result explains the family and suggests three products with add to cart.

2 **About and contact**
The brand story, workshop steps and promises, and a contact page with WhatsApp, phone, hours and a message form.

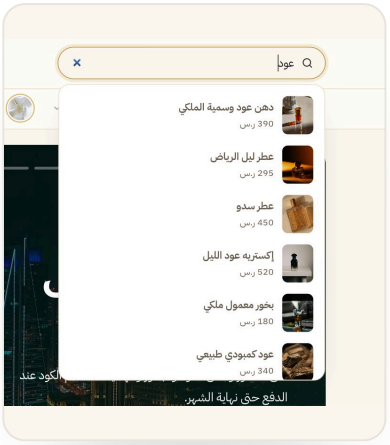
3 **Shipping, returns, FAQ**
A city table with times and fees, the return policy with exceptions, and 12 searchable questions.

4 **Terms and privacy**
Business details, VAT, ordering and delivery terms, and data rights under Saudi law.

Details that make people buy



Mega category rail and panel



Live search suggestions

Live search suggestions

Results with photo and price as you type, Arabic-aware (alef and taa marbuta variants match), with keyboard support.

Wishlist

Hearts on every card and product page, a counter in the header and a wishlist page.

Copy and apply a code

The code on an offer banner copies and applies to the cart in one tap.

Weekend countdown

A countdown to the end of the Saudi weekend for limited offers.

Delivery estimate

Every product page estimates the delivery day for the chosen city, with Hijri dates.

Fast and accessible

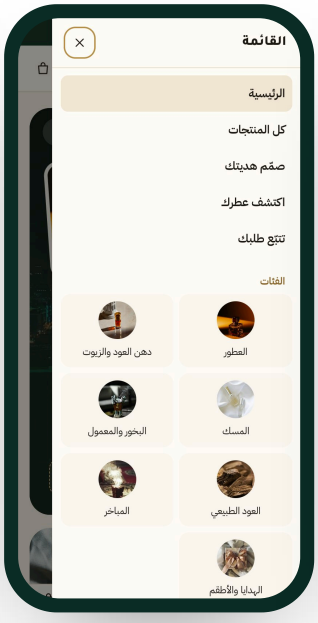
Self-hosted Arabic fonts, WebP photos, a keyboard-friendly slider, reduced-motion support and correct RTL focus order.

Designed for the phone first

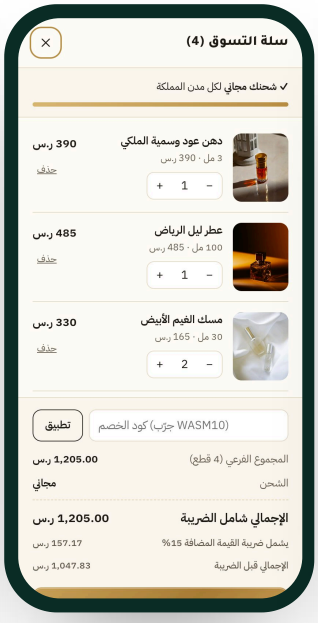
Most orders in Saudi Arabia are placed on a phone. The store has an app-style bottom bar (home, categories, search, wishlist, cart), a full-screen menu with category tiles, a cart drawer and a date picker sized for thumbs.



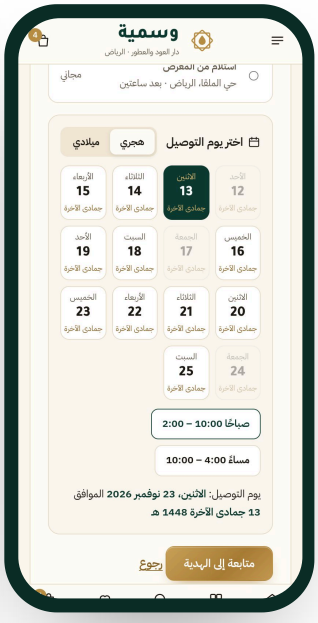
Homepage



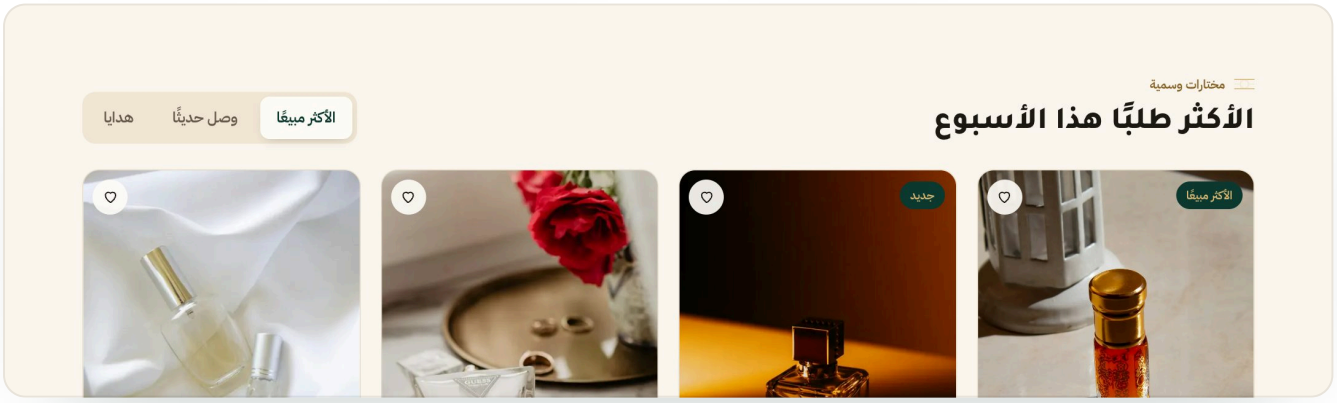
Menu



Cart



Delivery day



Your brand, Google and AI search

The demo uses ivory, sand gold and deep emerald with Tajawal and IBM Plex Sans Arabic. Every colour, font, photo and line of copy can be changed to your brand.

Google (SEO)

- Arabic titles and descriptions on every page, product and category
- Store, Product with SAR offers, VAT-included price, shipping and return policy, ItemList, FAQPage, Article and Breadcrumb structured data
- Sitemap, clean addresses, category pages and internal links
- Fast pages: static HTML, WebP photos, self-hosted fonts

AI assistants (GEO)

- Answer-first 'In short' summaries on key pages
- robots.txt that welcomes AI crawlers, plus an llms.txt listing products and prices
- Clear facts: prices with VAT, delivery times, returns
- FAQs written the way people ask

Searches the website is built around (Arabic)

تصميم متجر الكتروني | متجر عطور اونلاين | دهن عود اصلي | بخور معمول | هدايا عطور الرياض | توصيل نفس اليوم الرياض | مسك ابيض | متجر عود في السعودية

WHY IT MATTERS

Arabic search and AI assistants reward stores whose pages answer clearly in Arabic, with real prices and policies. We don't guarantee rankings or citations, but we report progress every month.

One design, three ways to run it

The demo is a static showcase of the design. It does not run on Salla or Zid. We deliver the same design on the platform that suits your business.

On Salla

Built as a custom theme with Salla's Twilight theme tools, so you keep Salla's dashboard, payments and shipping apps.

- Your products and orders stay in Salla
- Salla's payment and shipping integrations
- Features depend on the theme engine and your plan

On Zid

Built as a custom Zid theme through a Zid partner account and its theme tools, with Zid's dashboard and integrations.

- Your products and orders stay in Zid
- Zid's payment and shipping integrations
- Features depend on the theme system and your plan

Custom store

Built and hosted by us when you need features or integrations a platform cannot offer.

- Full control of design and checkout
- Connect your own payment gateway, couriers and e-invoicing
- Quoted on your requirements

WHICH ONE IS RIGHT?

Most stores starting out or moving from Instagram are best on Salla or Zid. Brands with complex products, B2B prices or their own systems often need a custom store. We advise honestly after a short call.



13 · ALL INCLUDED

Domain, hosting and email: we take care of it all

The store arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED

A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED

Reliable servers, SSL certificate (https) and regular backups (for custom stores; Salla and Zid host their own stores).

Business email INCLUDED

Mailboxes on your own domain (e.g. orders@yourstore.sa).

Up to 250 products

We load your catalogue, photos, sizes and prices with VAT.

Updates and support

We keep the store updated and secure and change products and offers for you.

Privacy and cookies

Privacy notice and cookie consent for your country.

Ready Site price

Setup

£79 · US$99

Delivered faster than a custom build

Monthly

£44 · US$55

Hosting, SSL and business email included

Pay yearly

2 months free

10 × the monthly fee, plus a free domain

Ready Site prices for the E-commerce Store package, November 2026. Prices in EUR, SAR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live. Salla or Zid plan fees, payment gateway fees, courier contracts and e-invoicing system integration are separate.



What we need and what we do

What we need from you

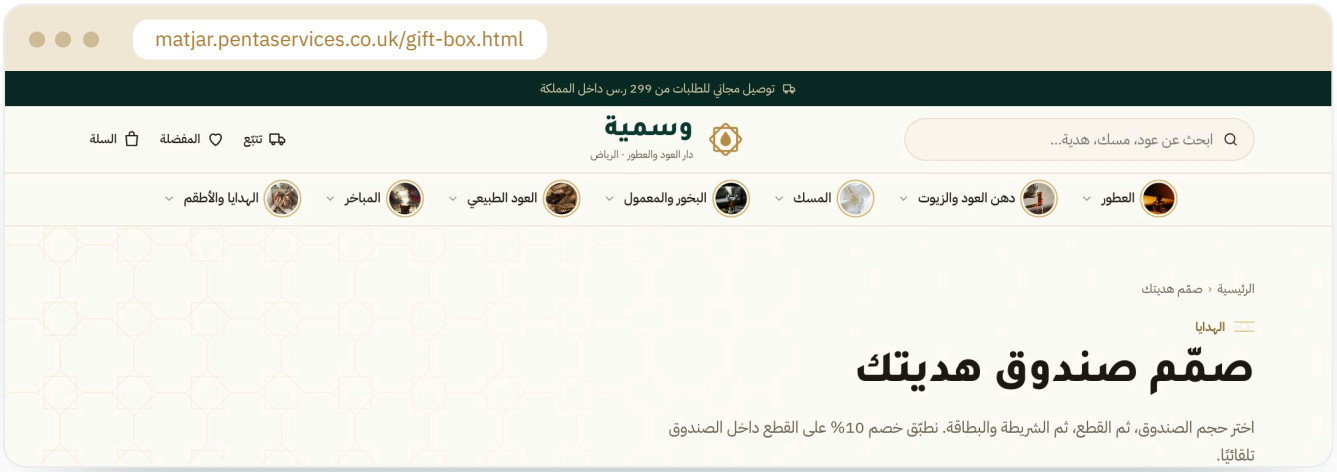
- Logo and colours, if you have them (otherwise we design them)
- Trade name, commercial registration and VAT numbers, and your e-store verification certificate
- Products, photos, sizes and prices (including VAT)
- Shipping cities, fees, times and your courier
- Your platform choice (Salla, Zid or custom) and payment provider
- Return policy, gift options and your brand story

What we do

- Adapt the design to your brand, in Arabic and if you like English
- Load your products, categories and offers
- Set up shipping rules, gift options and WhatsApp ordering
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every store is adapted to your products and your customers: your categories, your delivery promises, your gift seasons. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a store that sells in Saudi Arabia?

1. **See the demo**
   Open the demo on your phone. Filter the catalogue, add to the cart, apply the code WASM10, choose a Hijri delivery day, wrap a gift and track the order.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the store and answer every question, with no obligation.

3. **Send us your details**
   Logo, products and prices, registration and VAT numbers, shipping and return policies.

4. **Approve and go live**
   You get a private preview link, approve it, and the store goes live on your domain or platform.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: matjar.pentaservices.co.uk

Penta Services: websites, online stores, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One store. Arabic that reads naturally, the real price with VAT, and a gift that arrives on the right day.