

With total cap of EGP 5 million and made-in-Egypt products:

Furniture e-commerce strat-up Beyoot initiates activity in Egypt utilising AR technology

- **Beyoot is first e-commerce platform specialised in furnishing export**
- **Beyoot targets Saudi Arabia and UAE with expansion plan in other GCC markets by end-2022**
- **CEO & Co-founder Hussain Talaat: “The platform provides marketing and advertising campaigns to ensure the highest traffic rate, with an integrated customer service and technical support system”**

Cairo- 19 June 2022: Cairo-based start-up Beyoot, an e-commerce platform specialised in home and office furniture, announced its official launch in Egypt, mainly targeting the Gulf (GCC) markets.

The platform, which founded by Hussain Talaat; Mahmoud Koura, Ahmed Wahdan, and Hassan Maihoub utilises the augmented reality (AR) technology for a unique purchasing and marketing experience that enables customers to check and review the furniture pieces they are willing to buy before completing the purchasing process.

Beyoot launches with a total cap of EGP 5 million, having contracting managers with a high-level experience in the field of furniture.

Targeting all income levels and meeting all tastes, Beyoot avails royal, modern and economy furnishings.

All products the platform offers are made-in-Egypt furniture with a high quality and competitive prices, with a key mission of enabling Egyptian furniture manufacturers and factories to tap new markets.

“As an e-commerce platform focuses on furniture export from Egyptian market to other ones, Beyoooot introduces unique furniture marketing experience as well. The platform provides marketing and advertising campaigns to ensure the highest traffic rate, with an integrated customer service and technical support system. Also, we have a logistic support services in Saudi Arabia and other Gulf countries. We are all set in terms of logistics and we have the qualified experiences to move on”, said CEO & Co-partner of Beyoooot Hussain Talaat.

According to latest figures, Egypt ranks the first furnishing export country to the Saudi market through 2017 due to the several qualities it enjoys in terms of designs, raw materials and prices.

Talaat expressed his pleasure with the launch of the platform at which time the Government of Egypt seeks to supporting the Egyptian-made product exports.

“Accordingly, Beyoooot has contracted with 30 furniture manufacturing factories and workshops, so far, with an aim to be increased to 100 factories by end of June and to 1000 factories by end of 2022” according to Talaat.

With an integrated e-commerce system, Beyoooot has a website (www.beyoooot.com) as well as an application for both Android and IOS systems for an easier online furniture shopping.

Such solutions are designed to receive clients’ orders, issue purchasing invoices, do the payments online and follow up the customers’ reviews. They also provides e-payment using various types of electronic payment cards; including Visa, Mastercard, Mada cards, and stc pay with all types of currencies are available to purchase in.

The platform also has a technical support system that responds to the clients’ inquiries and help them tracking their orders starts from selection down to shipping and delivery.