

COMPANY

Profile



Marketing Solutions



A photograph of a restaurant interior with tables set with white cloths and glassware. A large, semi-transparent purple shape is overlaid on the left side of the image, extending from the bottom left towards the center. The background shows a modern restaurant with a bar and hanging lights.

About Us :

Nama'a is a leading provider of advanced technical and operational solutions dedicated to managing, optimizing, and scaling restaurant sales across digital delivery platforms. We are not just a traditional marketing agency; we are your Strategic Growth Partner and the smart operational backbone that connects your Kitchen seamlessly with the most complex digital platform algorithms.

We bring the management of the region's top delivery platforms under one unified roof and a smart operational system. Our mission is to ensure your restaurant's menu ranks at the top, operational bottlenecks are eliminated, and your net profit margins are maximized.

Vision, Mission & Values

Our Vision



To become the premier operational platform and destination in Jordan and the GCC region for empowering restaurants to lead digital transformation & multiply delivery sales with absolute intelligence and efficiency.

Our Mission



To lift the technical and administrative burdens off restaurant owners' shoulders, transforming silent, complex delivery data into actionable insights and numbers that drive clear profits and sustainable growth

Our Values



- o **Accuracy & Transparency:** Providing crystal-clear financial reports and analytics that break down commissions and ad spend precisely.
- o **Proactivity & Intelligence:** Monitoring algorithms 24/7 to safeguard accounts and maintain top ranking.
- o **True Partnership:** Our success is directly tied to the growth and prosperity of our clients' sales.

The Problem & The Solution

• The Problem Restaurants Face :

Severe operational fragmentation due to managing multiple, disconnected dashboards. Restaurant owners struggle to grasp search algorithms, frequently lose sales to automated platform closures (Auto-close), and remain completely in the dark regarding their actual Net Profit after heavy marketplace commissions and hidden ad expenses.



The Solution by **Nama'a**

We take absolute control of your delivery accounts. We unify operations and data, engineer your digital menu from both a technical and marketing standpoint, run highly targeted promotional campaigns, and monitor live performance minute-by-minute to ensure your Kitchen stays online and dominant.



Namaa Services Guide

Comprehensive Operational & Marketing Solutions

- Namaa Core
- Namaa Menu
- Namaa Cost
- Namaa Mystery

1.



Nama'a Core

Transforming your delivery app presence from a simple listing into a high-yield revenue engine

Many restaurants and businesses lose significant revenue on delivery platforms without realizing it—whether due to unmanaged negative reviews, going offline during peak hours, or mismanaged ad budgets. Namaa Core closes these operational gaps to ensure maximum financial performance and long-term stability.

How "Nama'a Core" Works

Data & Financial Hygiene Check

We conduct an immediate commercial diagnostic of your account: Are your current sales figures healthy relative to operating expenses and commissions? We identify hidden losses (such as inflated commission brackets or high cancellation rates) and implement immediate corrective action plans.

Periodic Analytics & YoY Comparisons

We move beyond basic numbers to deliver actionable intelligence :

- o Sales Volume & GMV Tracking: Detailed oversight of Gross Merchandise Value and sales volume.
- o Horizontal Comparison (Year-over-Year): Benchmarking daily, weekly, and monthly performance against the same period from the previous year to measure true growth versus decline.
- o Online Rate Monitoring: Ensuring maximum uptime on platforms so your branch never goes offline during peak hours, preventing lost order opportunities.
- o Review & Dispute Management: Fast-tracking negative reviews and customer issues, preventing platform algorithms from penalizing your store ranking.

ROI Optimization

We analyze every dollar allocated to promotions and platform ads (Talabat, Careem, Ashyai) to verify that marketing spend translates directly into net profitable orders.



Why ?

Buy This Service?

It guarantees **increased sales volume while safeguarding a healthy net profit margin**, positioning your brand prominently on primary delivery app feeds

2.



Namaa Menu

Converting views into completed orders through high-impact visual appeal

On delivery applications, customers do not taste your food first—they eat with their eyes. A menu lacking professional, enticing visuals loses over 60% of potential orders to competitors

What "Namaa Menu" Offers?



Specialized Food Production Team

We deploy dedicated Food Photographers and Food Stylists trained specifically to present dishes in their most appetizing state, triggering strong purchase intent.



Platform-Optimized Lighting & Backgrounds

Shooting dishes with lighting, angles, and aspect ratios tailored to meet the technical standards and algorithmic preferences of delivery platforms (Talabat, Careem, Ashyai).



High-End Retouching

Professional color grading and editing that make dishes look fresh, appealing, and true to life without creating misleading customer expectations

Why Buy This Service ?

Professional imagery immediately increases your Conversion Rate, driving users from browsing to checkout in seconds.



3.

Namaa Cost

Protecting your profit margins by accurately calculating cost down to the penny



High sales volume does not automatically equal high profits. Operating on delivery apps without understanding your true Food/Product Cost often leads to selling items that lose money once platform commissions and discounts are factored in.

What "Namaa Cost" Offers ?



Expert Cost Accounting Supervision

Managed directly by a specialized Cost Accountant with deep expertise in the F&B and retail sectors.



Precision Recipe & Dish Costing

Breaking down ingredients, factoring in Kitchen waste/yield ratios, and packaging costs to establish the exact cost structure per item.



Smart Delivery Platform Pricing

Structuring and engineering your menu prices specifically for delivery platforms to cover app commissions while securing your target net profit per order

Why Buy This Service?

To eliminate unprofitable sales and ensure every promotional campaign or discount leaves you with a **guaranteed, healthy net profit.**



4.



Namaa Mystery

Your invisible eye to enforce operational quality and boost in-branch sales

Even the best marketing strategy will fail if staff execution or poor packaging damages your brand reputation. Namaa Mystery provides complete, objective visibility into what your customers actually experience.

How "Namaa Mystery" Works ?

Multi-Channel Auditing

We deploy trained mystery shoppers across three primary sales channels :

1. In-Branch Visits: Evaluating cleanliness, service speed, and overall ambiance.
2. Call Center Audits: Measuring response time, agent professionalism, and phone sales skills.
3. Delivery Audits: Assessing packaging integrity, heat retention, and presentation upon arrival

Staff Upselling & Skill Assessment

Evaluating whether staff actively suggest add-ons, sides, or beverages to increase the Average Order Value (AOV).

Comprehensive Reporting & Action Plan

Delivering a detailed report highlighting operational strengths and vulnerabilities, paired with a clear improvement plan for staff training.

Why Buy This Service ?

It protects your brand reputation, ensures consistent service quality across all touchpoints, and increases basket size through better front-line staff execution.



Our Smart Reporting System



Because we build our strategy strictly on numbers, we back our clients with three distinct tiers of intelligence:

- **Daily Pulse :**

A streamlined morning summary of live uptime, canceled orders, and immediate revenue figures

- **Weekly Insights :**

An operational deep dive analyzing Kitchen efficiency (preparation speeds and driver wait times), consolidated customer reviews, and menu performance (identifying top heroes and dead stock).

- **Monthly Executive Board :**

A macroeconomic view mapping out your market share per delivery application, actual net cash flow after platform deductions, and an actionable competitive roadmap for the upcoming month.

Food Styling & Visual Production

We firmly believe that customers "eat with their eyes first." Since high-quality, professional media inside delivery apps is the single most critical factor in driving immediate conversion rates,





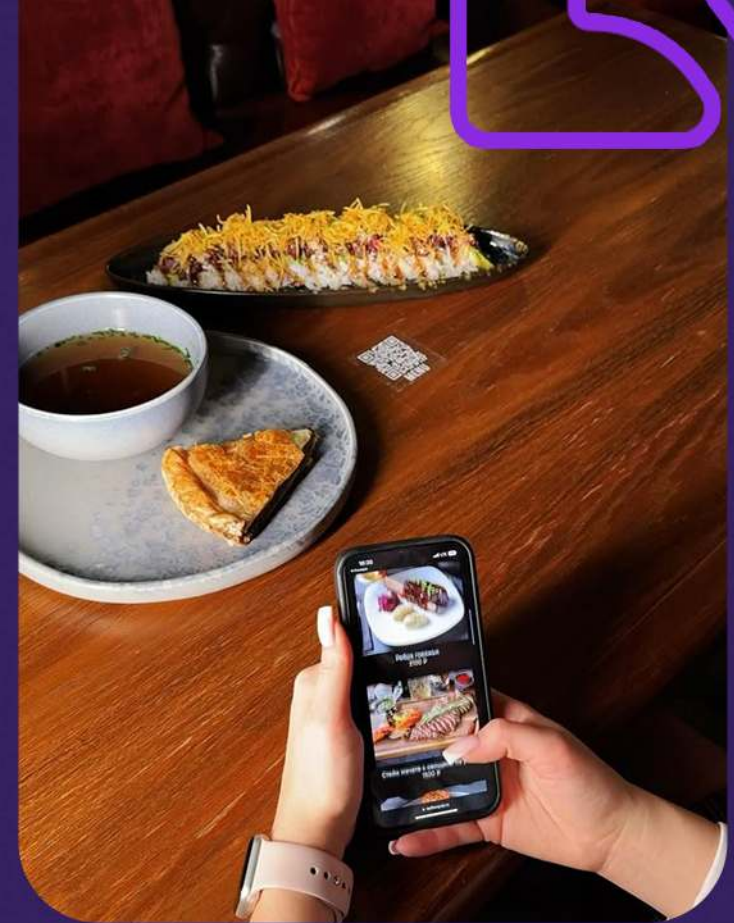
Professional Food Photography & Styling :



High-definition photography focusing on strategic commercial angles and premium food styling tailored specifically for delivery app layouts to instantly trigger consumer cravings.



Short-Form Video Production



Scripting and filming dynamic, high-impact short videos showcasing your food's textures (e.g., cheese pulls, crisp factor) optimized perfectly for delivery platforms that support native visual feeds.

Social Media & Growth Marketing

In exclusive strategic partnership with a leading Media Buying & Marketing Agency, we bridge the gap between your social media footprint and your actual fulfillment revenue:



- **Social Media Management:**
End-to-end management of targeted platforms (Instagram, TikTok) backed by creative direction focused strictly on genuine customer acquisition rather than hollow metrics.
- **ROI-Driven Content Creation:**
Designing highly engaging content built with Smart Redirection Links that funnel social media viewers straight into your active digital menus, converting organic attention into immediate checkout orders.

Let's Build

Something Great
Together

