English



shopnow24®

Your Store Is Now Online

GET IN ON Google Play

Download on the App Store

customer

delivery

merchant

A turnkey e-commerce platform for your store.

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OUR VISION: MARKETS ARE CULTURAL WEALTH

- Multicultural living is a form of wealth.
- With their product diversity, markets are an integral part of this multicultural fabric.
- We do not see local markets as a "revenue source" to be used. We see them as a legacy to be preserved.
- They serve as a meeting point for people from all walks of life and cultures.

shopnow24 CELEBRATING CULTURAL DIVERSITY, BRINGING YOUR MARKET INTO THE DIGITAL AGE.



shopnow24 IS A SOCIAL RESPONSIBILITY MISSION

The Survival Gap

- **The Chain Store Advantage:** With unlimited human and financial capital, corporate chains adapt to the fast changing retail landscape instantly. Without the right tools, ethnic supermarkets are at risk of disappearing, unable to keep up with the technical demands of the modern consumer.

Shopnow24 empowers local markets:

- **Preserving Heritage:** We don't just give these markets an "online presence"; we give them the know-how to compete.
- **Technological Bridge:** We act as the R&D department for the local market, providing the high-end technology usually reserved for billion-dollar corporations.
- **Future-Proofing:** Our mission is to ensure that the flavors, cultures, and faces of our local ethnic markets survive and continue to flourish.
- **The Tante-Emma-Laden 2.0:** This concept represents the personal corner stores where people know each other. With Shopnow24 we provide the technology to handle the logistics, so the shop owner has more time to survive this spirit.



I WANT TO GROW, BUT HOW?

- You have reached a specific business volume with your physical store. Now, you want to grow further.
  - *But this requires as much time, intense effort, and know-how as it is costly.*

HOW CAN I GROW WITHOUT THESE COSTS AND DIFFICULTIES?



Opening a New Branch
High Rent,
Major Investment



Warehouse, Shelving, Personnel
Increasing Expenses

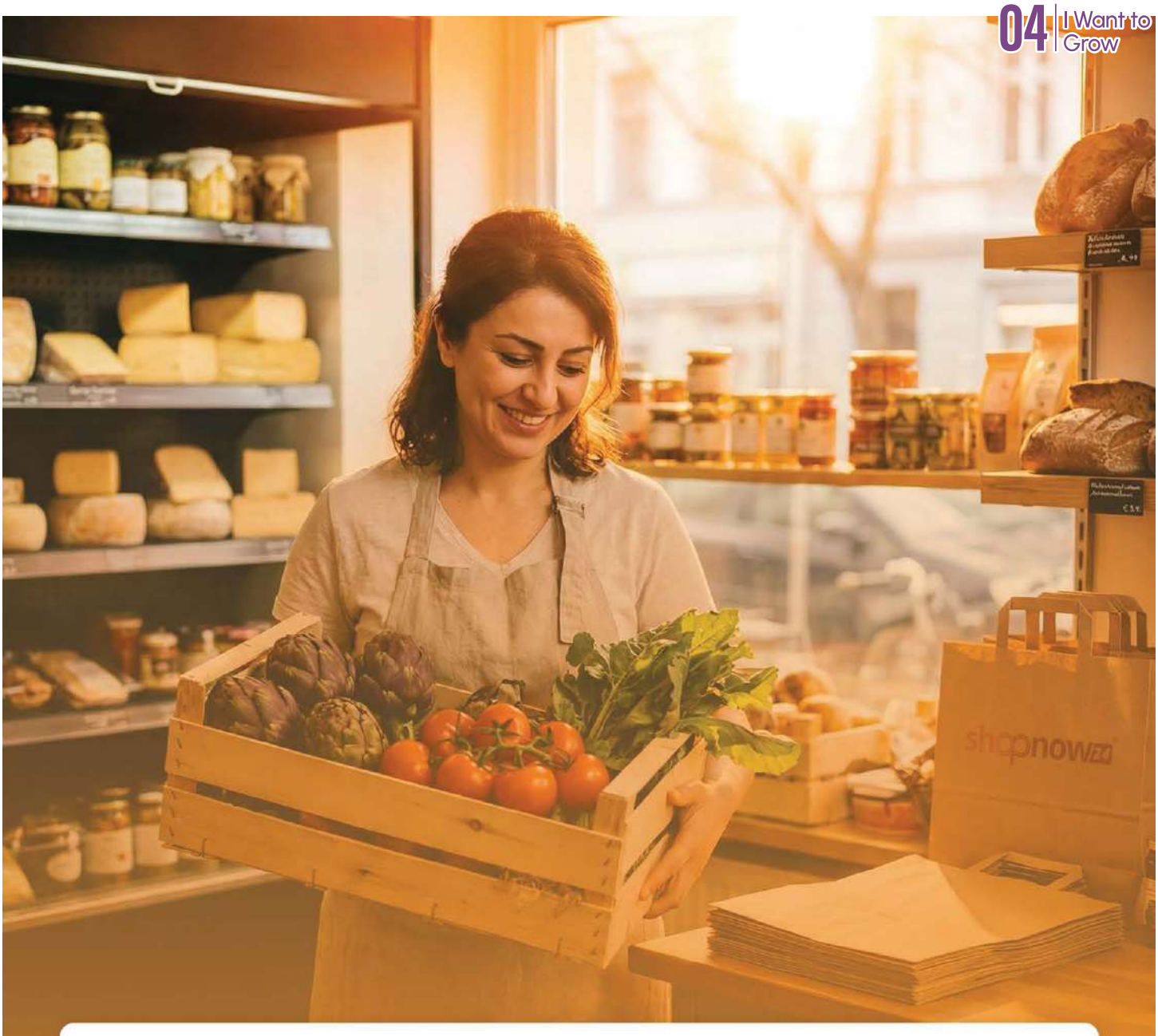


Know-how
Adapting To Fast Developing Modern Technologies



Time
The Greatest Cost

Expand your business to new locations with shopnow24 without the need for new expenses. Risk-free, digital.



Growth Method	Initial Cost	Monthly Cost	Duration	Reach
New Physical Branch	€200,000 - €300,000	€20,000 - €30,000	3–6 Months	Local Area Only
Shopnow24 Online	€0	€300–€700	3-6 Days	You Define

- Stores on **Shopnow24** receive an average of 20-40% of their orders from outside their physical location.
- Growing with **Shopnow24** means utilizing your existing stock and personnel more efficiently, without investing in new spaces or making long-term commitments.
- **Shopnow24** reduces the setup time from months to days and cuts expansion costs by over 90%.

shopnow24 IS A GROWTH PLATFORM.

GROWTH ONLY HAPPENS BY ACQUIRING NEW CUSTOMERS

The physical expansion of your store does not necessarily mean the growth of your business.

I WANT TO REACH NEW CUSTOMERS!

I can reach a segment of ethnic customers in my store, but how can I increase their number?

In addition to ethnic customers, I want to reach German customers as well.

I need to reach the group that doesn't visit my store due to distance. How can I overcome this barrier?

I know some avoid visiting for cultural reasons. I believe if they could access my products without entering the store, I could win them over.

My products are diverse and pricing is attractive. If people knew about my store, they would shop here. How do I get the word out to non-visitors?

How can I make my store known to them?

Target Audience	Current Status	Shopnow24 Solution
Potential Ethnic Customers	They go to nearby mainstream markets due to distance.	We deliver your product variety and attractive prices to them by overcoming the distance barrier.
Potential German Customers	They are hesitant to visit your store due to cultural reasons.	We showcase your high-quality international products from hundreds of countries, making your store well-known.

Make your store highly visible in local searches like "market near me."

Expand your reach beyond your typical customer base within walking distance.

shopnow24 CONNECTS YOU WITH THE CUSTOMERS YOU HAVEN'T REACHED YET.

I WANT TO GROW WITHOUT LOSING MY EXISTING CUSTOMERS!

- If existing customers' habits change, there is a risk of loss. My goal is to grow while retaining my current customer base.
  - *How do I achieve this?*

With **Shopnow24**, YOU HAVE THE OPPORTUNITY TO GROW YOUR BUSINESS BY RETAINING EXISTING CUSTOMERS AND INCREASING YOUR SALES.

Digital convenience encourages customers to return more frequently.

Store Visibility: Customers can find the store they already know online, so they don't need to switch to other delivery apps.

24/7 Accessibility: Your loyal customers can now order their essentials at anytime they want not just when you are open. When you remove barriers, customer retention reaches its peak.

Loyalty Continuity: Shopnow24 integrates with your existing loyalty cards, saved shopping lists, or personalized promotions within your POS system.

REMEMBER!

Existing customers typically spend 67% more than new customers, making retention strategies crucial.

Pilot stores recorded growth of up to 15% in their customer base within the first 3 months of joining Shopnow24.

RETAIN YOUR BASE AND REACH NEW CUSTOMERS WITH shopnow24

GO ONLINE WITH YOUR ENTIRE INVENTORY, NOT JUST A SELECTED FEW!

"

I have thousands of products in my store.

This variety is what attracts my customers. I want to maintain this diversity when I move online.

Customers should be able to shop in my online store just like they do in person.

THE POWER OF YOUR ONLINE STORE LIES IN ITS PRODUCT DIVERSITY.

The thousands of products in your store are your greatest strength. Don't lose this advantage when moving online. Bring this power to your digital storefront with Shopnow24.

Don't be limited to a handful of items like other apps. With Shopnow24, seamlessly transition your entire inventory to the digital world.

No need to waste time preparing a pre-selected product range!



LET CUSTOMERS ENJOY THE SAME PRODUCT VARIETY ONLINE AS THEY DO IN YOUR PHYSICAL STORE WITH shopnow24



LET YOUR CUSTOMERS FIND EXACTLY WHAT THEY WANT — INSTANTLY

Whether it's authentic products from Turkey, the Balkans, the Arab world, or flavors that define European cuisine, your customers will find exactly what they need with total ease.

Shopnow24 PRODUCT SEARCH CRITERIA:

Product Name

Category

Brand

Source Country & Region
(Turkey, Balkans, Arab Cuisine etc.)

Special Offers

Product Certification

JUST AS YOU ORGANIZE YOUR PHYSICAL SHELVES, WE ARRANGE YOUR VIRTUAL ONES IN THE DIGITAL WORLD WITH shopnow24

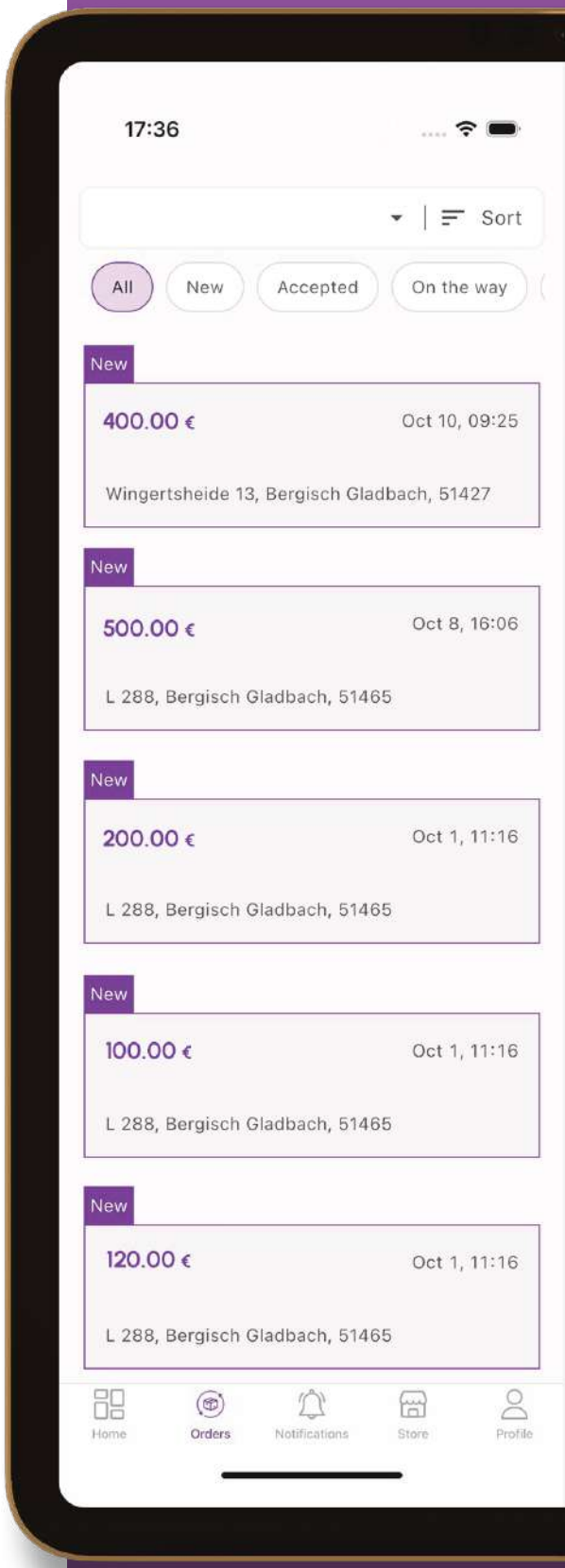


THE FUTURE IS IN ONLINE SHOPPING!

Shopping trends are increasingly shifting towards digital. Even the largest retail chains are striving to establish and enhance their online presence.

- 92% of shoppers now use digital tools to plan or execute their grocery shopping.
- 74% of small, independent ethnic retailers lack a dedicated mobile commerce solution.

Shopnow24 closes this gap by providing 100% of the technological infrastructure.



THE ADVANTAGES OF ONLINE SHOPPING

- **Product Variety**
- **Effortless Product Search**
- **Detailed Product Information**
- **Home Delivery**
- **Easy Tracking of Campaigns and Discounts**
- **Access to Customer Reviews**
- **Secure Payment**
- **Purchase History Visibility**

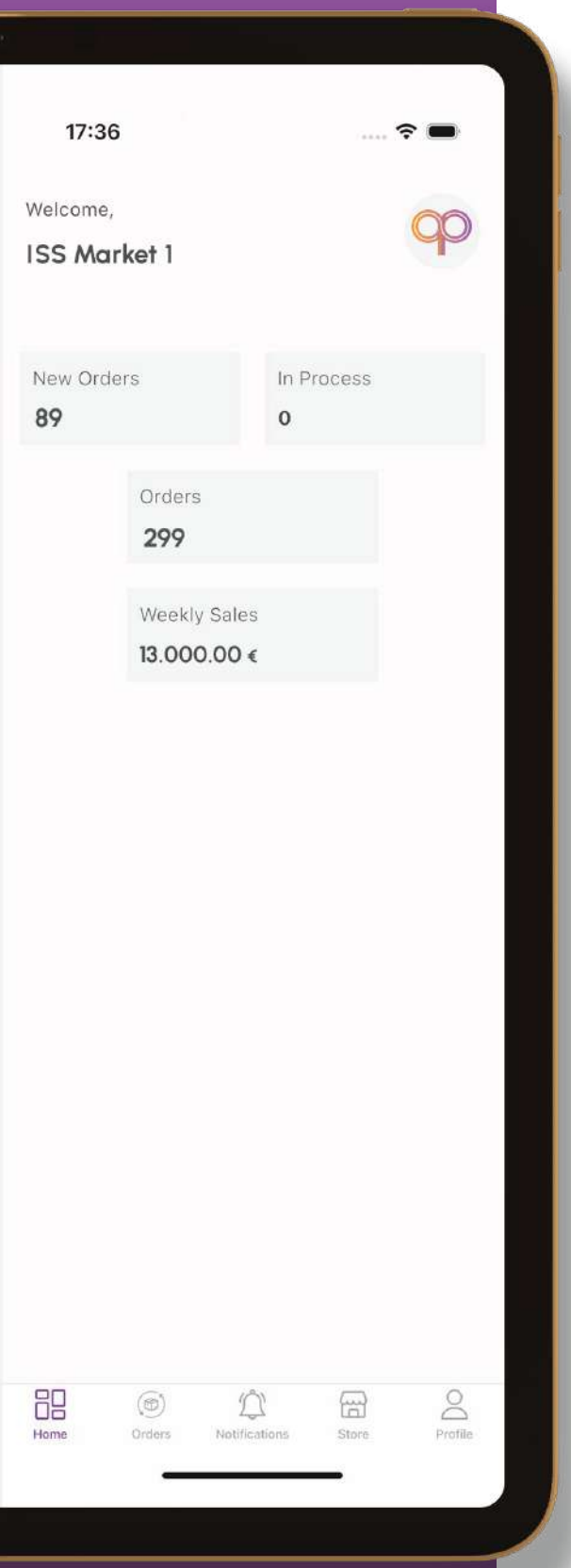
REMEMBER!

The shopping habits of the next generation are digital-first.

TRANSITION TO AN ONLINE PRESENCE QUICKLY AND EASILY WITH shopnow24

GO ONLINE WITH shopnow24

NO TECHNICAL BURDEN, EVERYTHING IS READY!



GOING ONLINE REQUIRES INTENSE EFFORT AND EXPERTISE

- Building Your Own Website
- Developing Mobile Apps
- Integrating Payment Systems
- Managing Social Media and Local Ads

SHOPNOW24 OFFERS YOU A COMPREHENSIVE RANGE OF SERVICES

- **No Technical Expertise Required:** Easy setup that requires minimal effort and cost.
- **Seamless Management:** We take full responsibility for technical infrastructure, security, and maintenance.
- **Innovative Platform:** Enables even small local merchants to compete in the global arena of online grocery services with their own unique product range.

Website, mobile apps, payment systems, ad management...

Everything is in one platform.

FAST AND SEAMLESS ENTRY INTO THE ONLINE WORLD WITH shopnow24

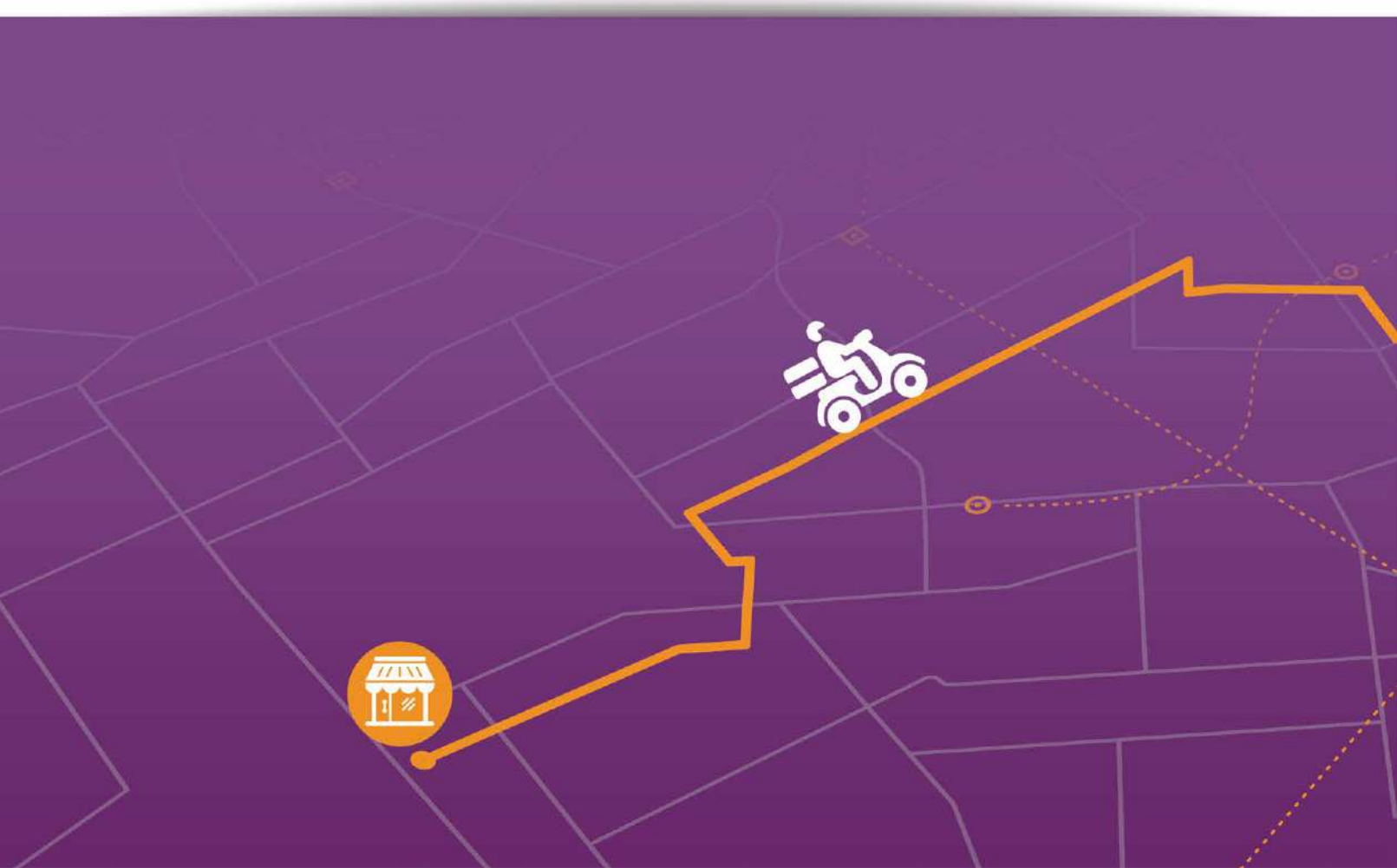
shopnow24 IS NOT A DELIVERY SERVICE!

Delivery services operate with high commissions. If you reflect these costs in your prices, you may lose customers; if you don't, you risk destroying your profitability.

Easily launch and manage your own delivery service by implementing the digital sales system with Shopnow24. This way, you can eliminate high commission expenses.

Shopnow24 eliminates high commissions, ensuring your earnings stay with you.

MANAGE YOUR OWN DELIVERY WITH shopnow24 – PROTECT YOUR PROFITS.



YOU DEFINE YOUR DELIVERY AREA

I want to deliver within a specific area around me. I want to define this area and be able to adjust it if necessary.

The delivery area is the zone where you feel confident providing service. You can expand or reduce this area by consulting with us whenever needed.

DEFINE YOUR DELIVERY AREA:

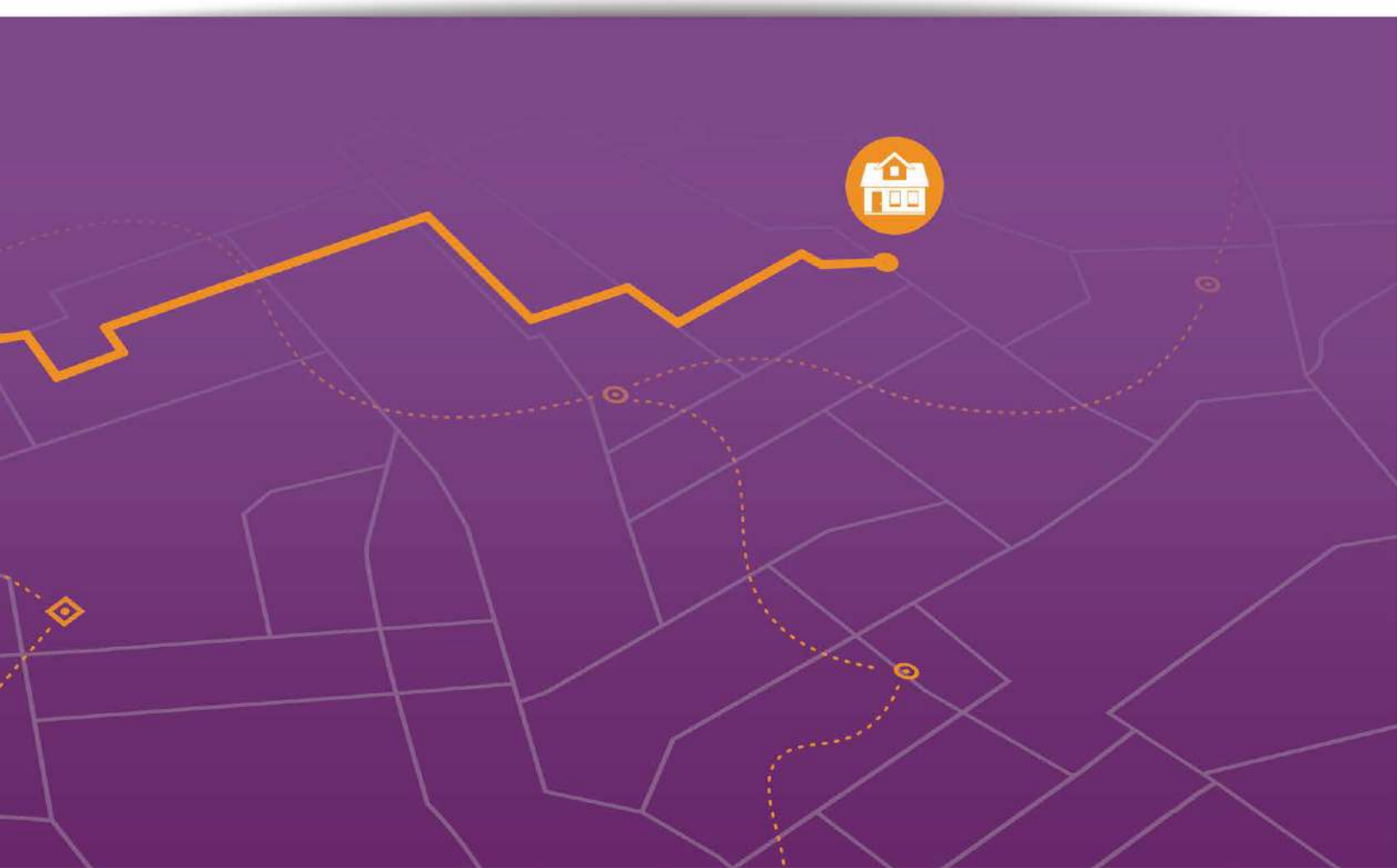
- Centered on your location, you can serve a radius of 1, 3, 5, 7 km, or an even wider circle.
- Set your own delivery fees and minimum basket weight/value based on the distance.

Distance	Delivery Fee	Minimum Basket Weight
Near	Minimum	Low
Medium	Standard	Standard
Far	High	High

- When customers within this area open the App, they see only you as their local market and can shop exclusively from you.
- Area allocation is a "first-come, first-served" service. Secure your zone now!

APPLY NOW, RESERVE YOUR ZONE IN YOUR REGION!



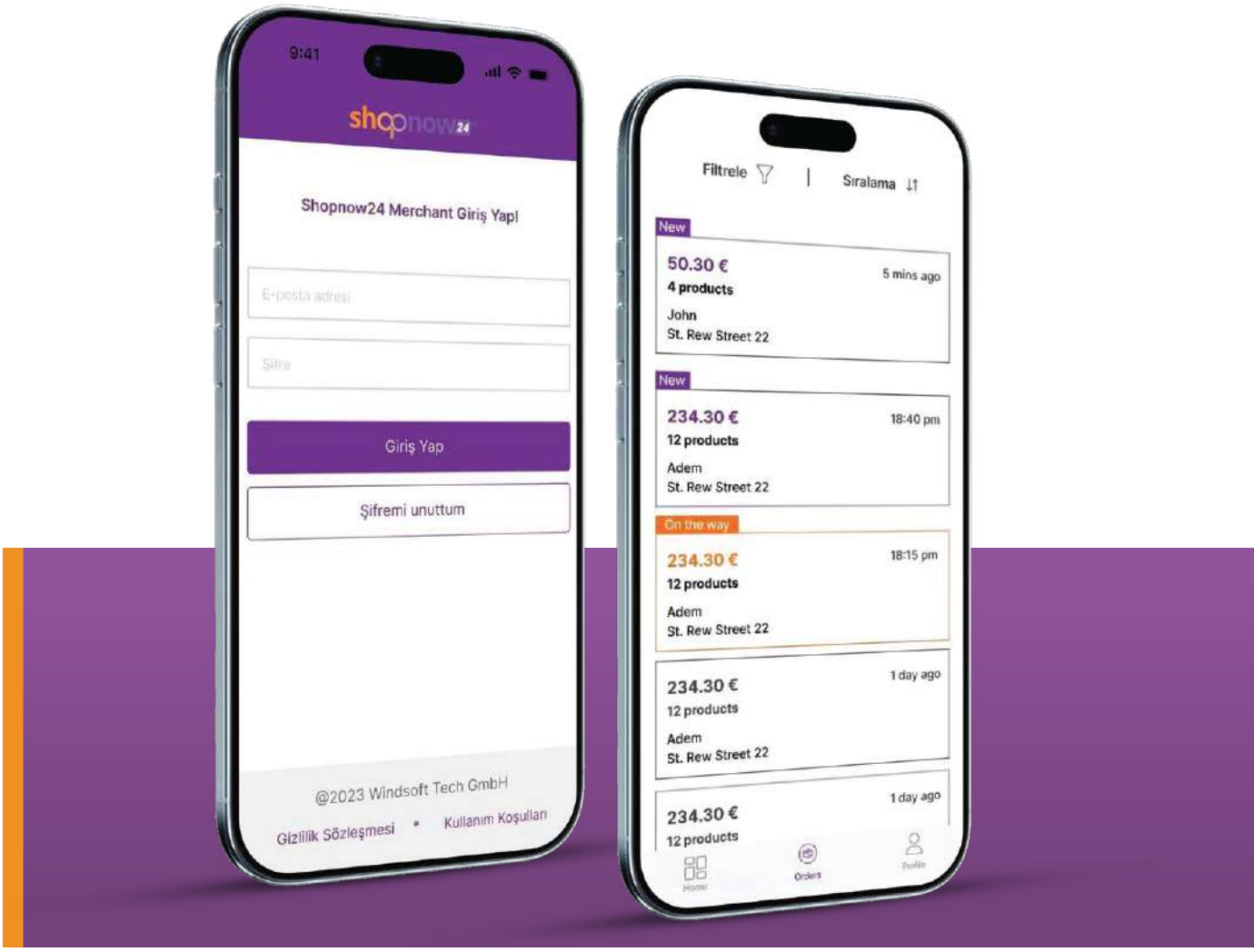


shopnow24 STORE APP: FULL CONTROL IN YOUR HANDS

Easy to use, fast, and reliable.

With the Store App:

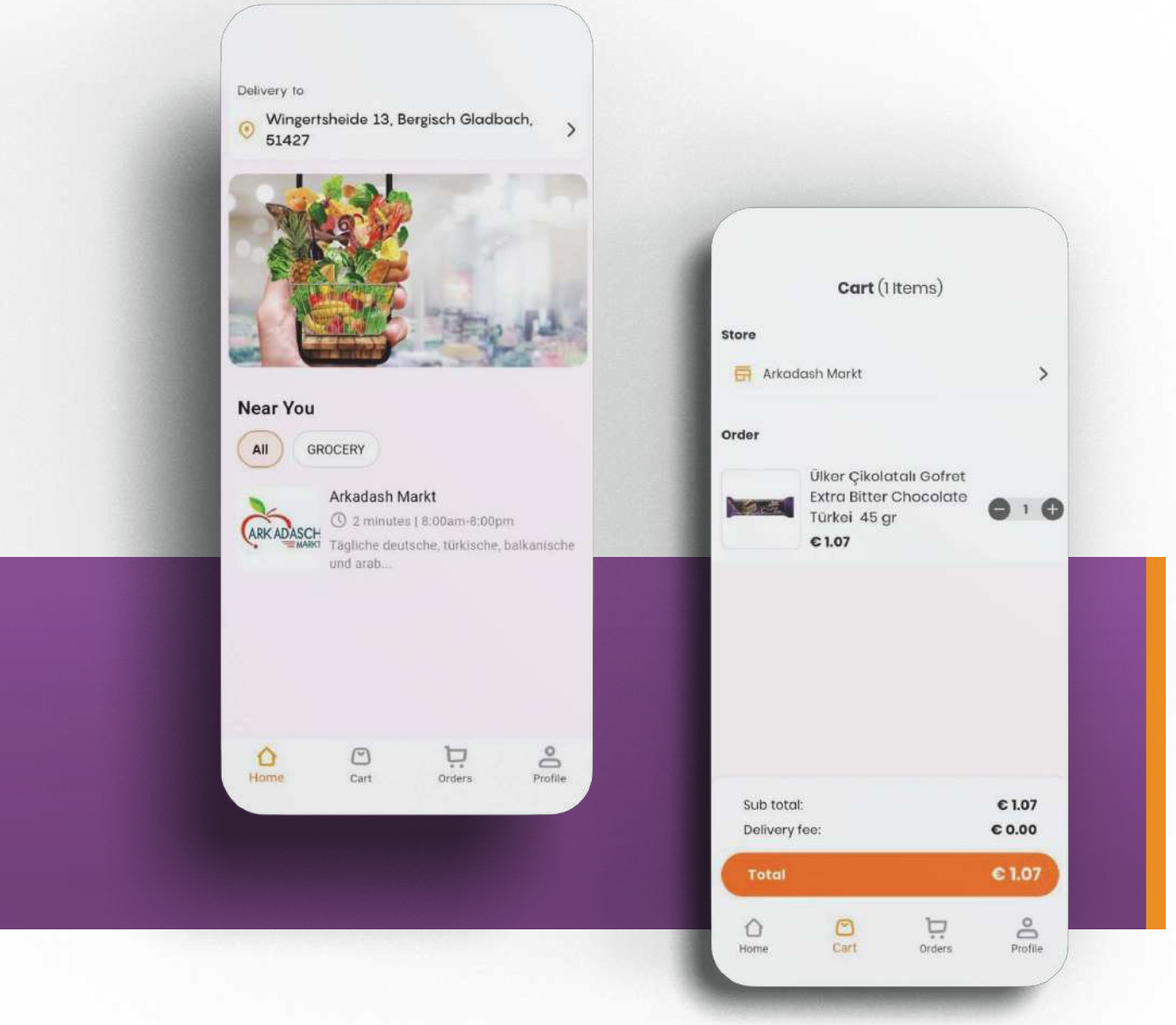
- Receive orders in real-time.
- Get payment confirmations in real-time.
- Manage your inventory directly through the app.
- Track all past and current transactions via the app.
- Monitor and track returns.
- Manage orders at any stage (from acceptance to delivery).
- Define your delivery time slots and capacity.



shopnow24 CUSTOMER APP: YOUR MARKET IN YOUR POCKET

With the Customer App, Your Customers Can:

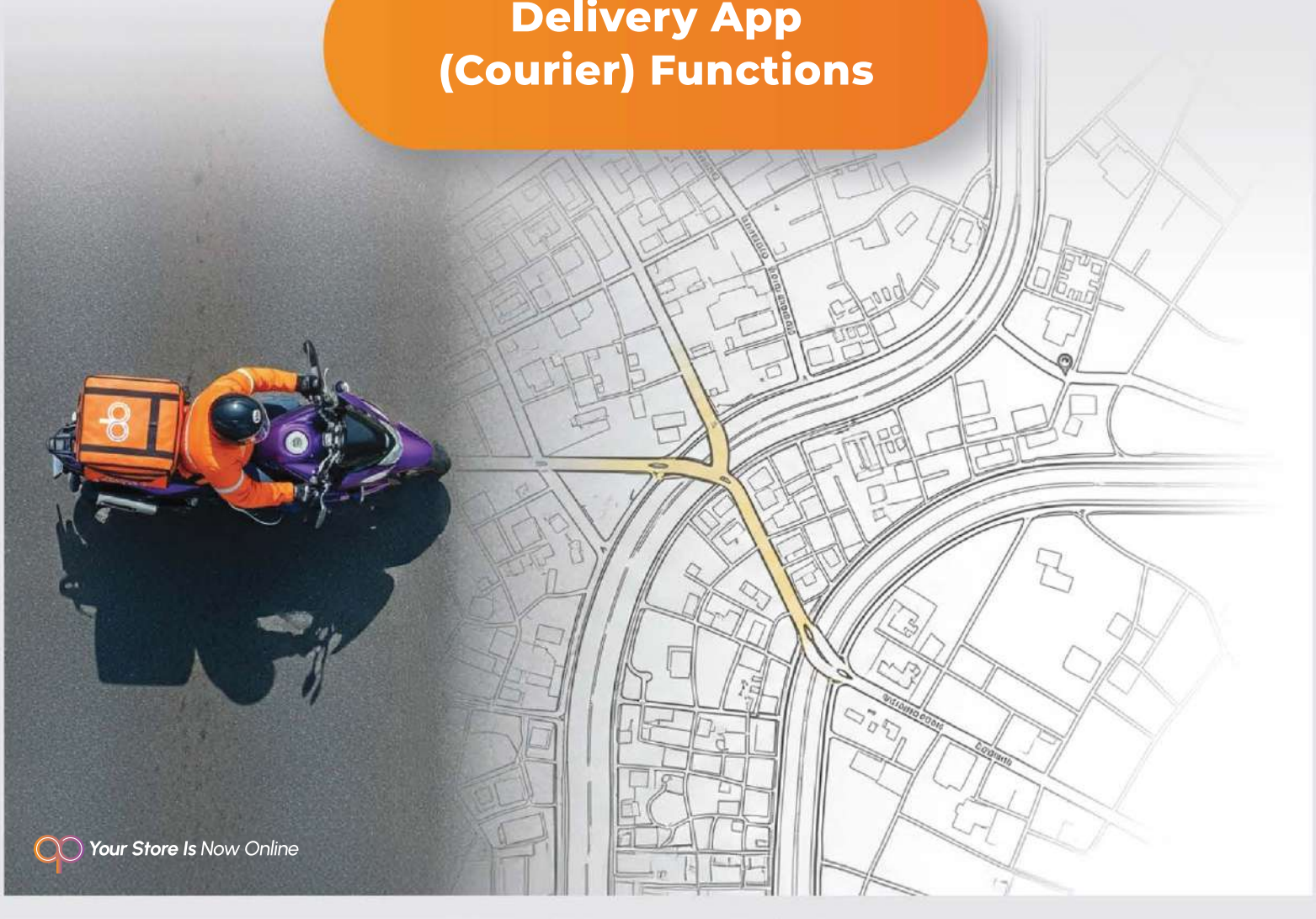
- Easily find and order products from the local store in your area.
- Make payments through Shopnow24 integrated payment options *(PayPal, Sofort, Credit Card, Apple Pay, Google Pay, etc.).*
- Track their delivery via a dedicated tracking system, email, or SMS.
- Select the time slot of your delivery.
- Get daily, weekly, monthly or annual reports.



shopnow24 DELIVERY APP: THE EASY WAY TO DELIVER

- Accept or decline incoming orders
- Ability to check order contents at any time
- Detailed route planning with distance information

Delivery App (Courier) Functions





CUSTOMER SATISFACTION IN PAYMENTS WITH shopnow24





DATA-DRIVEN DECISIONS AND STRATEGIC PLANNING

In physical retail, everything might seem to be going well, but without the **Business Intelligence (BI)** you need to develop strategies, it's like looking at your business through a foggy window. One of the primary advantages of online shopping is the ability to access detailed shopping data.

SHOPPING DATA INCLUDES:

- Customer Profile: Name, email, date of birth, address, profession, etc.
- Purchase Data: Product name, quantity, purchase frequency, satisfaction rate, etc.

CRITICAL ANALYTICS POWERED BY BI:

- Which regions have high or low customer density?
- Which hours are peak or off-peak?
- Which products do specific age groups prefer?
- Which products have high or low customer satisfaction?
- Product preferences by profession.

Easily access Business Intelligence (BI) data with Shopnow24 and generate any analysis or statistics you need.

SEE YOUR BUSINESS THROUGH NUMBERS WITH shopnow24 — PLAN YOUR FUTURE.



RELIABILITY AND DATA SECURITY

As you enter the digitalization process, Shopnow24 is not just an e-commerce infrastructure; it is your strategic business partner that guarantees data security and ensures the legal compliance of your business.

MAXIMUM SECURITY FOR CUSTOMER DATA (GDPR / KVKK)

- **Shopnow24,** is fully compliant with GDPR (KVKK) standards, Europe's strictest data protection regulation.
- **Customer Trust:** All personal data collected from your customers is protected using the highest encryption and access control protocols. This is not just a legal obligation, but the foundation of your brand reputation and reliability in the eyes of your customers.

FINANCIAL AND AUDIT COMPLIANCE (DATEV & DFKA)

- **DATEV Compliance:** Our system ensures that your accounting data is easily and accurately integrated with DATEV, the German standard for tax consulting software. This means significant time and cost savings for your back-office processes.
- **DFKA and GoBD Compliance:** The platform is fully compliant with digital record-keeping principles (GoBD) and all procedures required by German Financial Rules (DFKA).
- **Your sales data** is stored in an unalterable and transparent format, fully compliant with Tax Office (Finanzamt) audits. This makes the audit process fast, easy, and seamless.

CHOOSING shopnow24 IS THE GUARANTEE THAT YOUR ONLINE BUSINESS IS OPERATING UNDER THE HIGHEST LEGAL AND SECURITY STANDARDS.

ONBOARDING AND MANAGEMENT SUPPORT: ALWAYS BY YOUR SIDE

LET'S MANAGE THE ONBOARDING PROCESS TOGETHER

- **Seamless Transition and Training:** During the onboarding process, our expert team provides specialized training and one-on-one setup support.
- We guarantee a rapid digital transformation for your business, enabling you to start selling as quickly as possible.
- **Uninterrupted Support:** For all your technical inquiries, we offer a dedicated WhatsApp Ticket System and phone support with rapid response.



POST-TRANSITION MANAGEMENT SUPPORT

- You are already managing a physical store; the last thing you need is a clunky system for online orders.
- You need an integrated and efficient workflow that minimizes the time back-office staff spend away from serving in-store customers.
- We provide a Merchant Mobile App based on the "Pick-Pack-Go" concept to streamline your order management system.

shopnow24® OFFERS UNINTERRUPTED SUPPORT DURING AND AFTER THE ONBOARDING PROCESS.

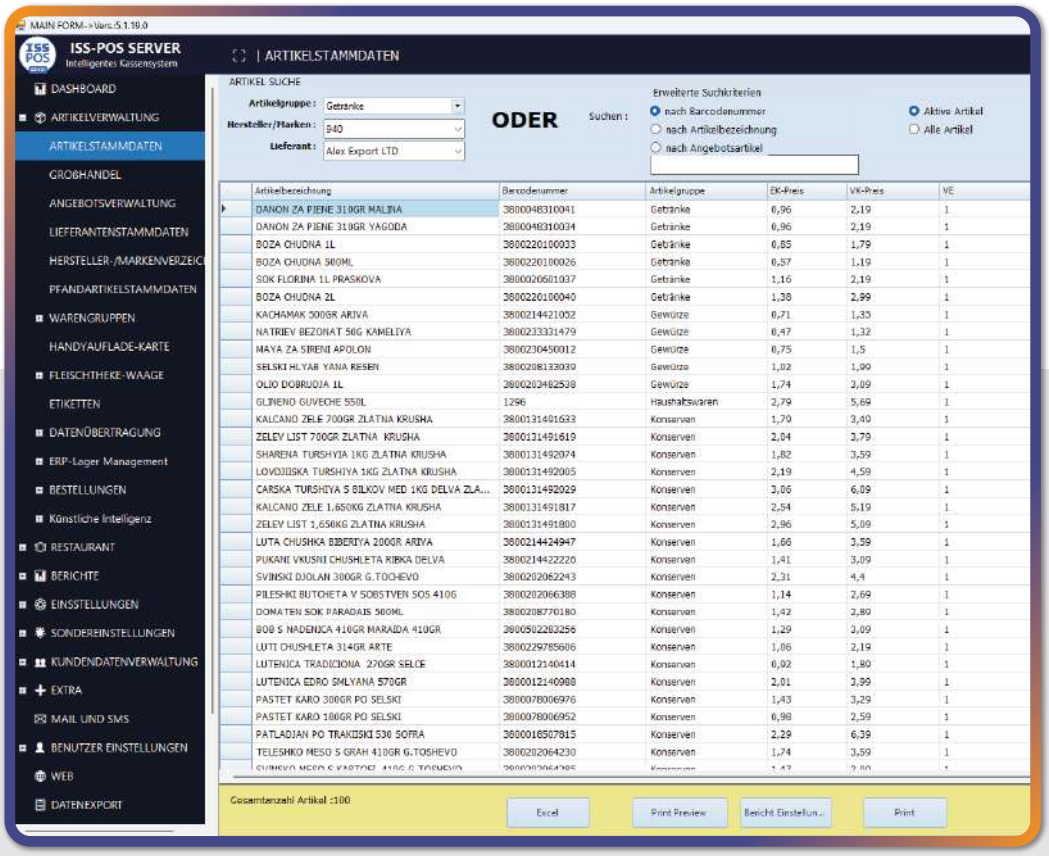
shopnow24® ⇆ ISSPOS®
INTEGRATION?

It is critical for the POS system used in your physical store to support your online market, ensuring seamless financial management and accurate reporting to regulatory authorities.

With ISS POS Integration, your physical checkout system and online store work in perfect synchronization.

ISS POS systems are fully integrated with Shopnow24, allowing you to manage and adjust product prices for both Online and Offline channels simultaneously.





Unify your online and offline operations under one roof.

EXPERIENCE THE ADVANTAGE OF FULL INTEGRATION WITH ISSPOS®, MANAGE BOTH WORLDS OF RETAIL WITHOUT COMPROMISE.

shopnow24®
MANAGEMENT CONSOLE

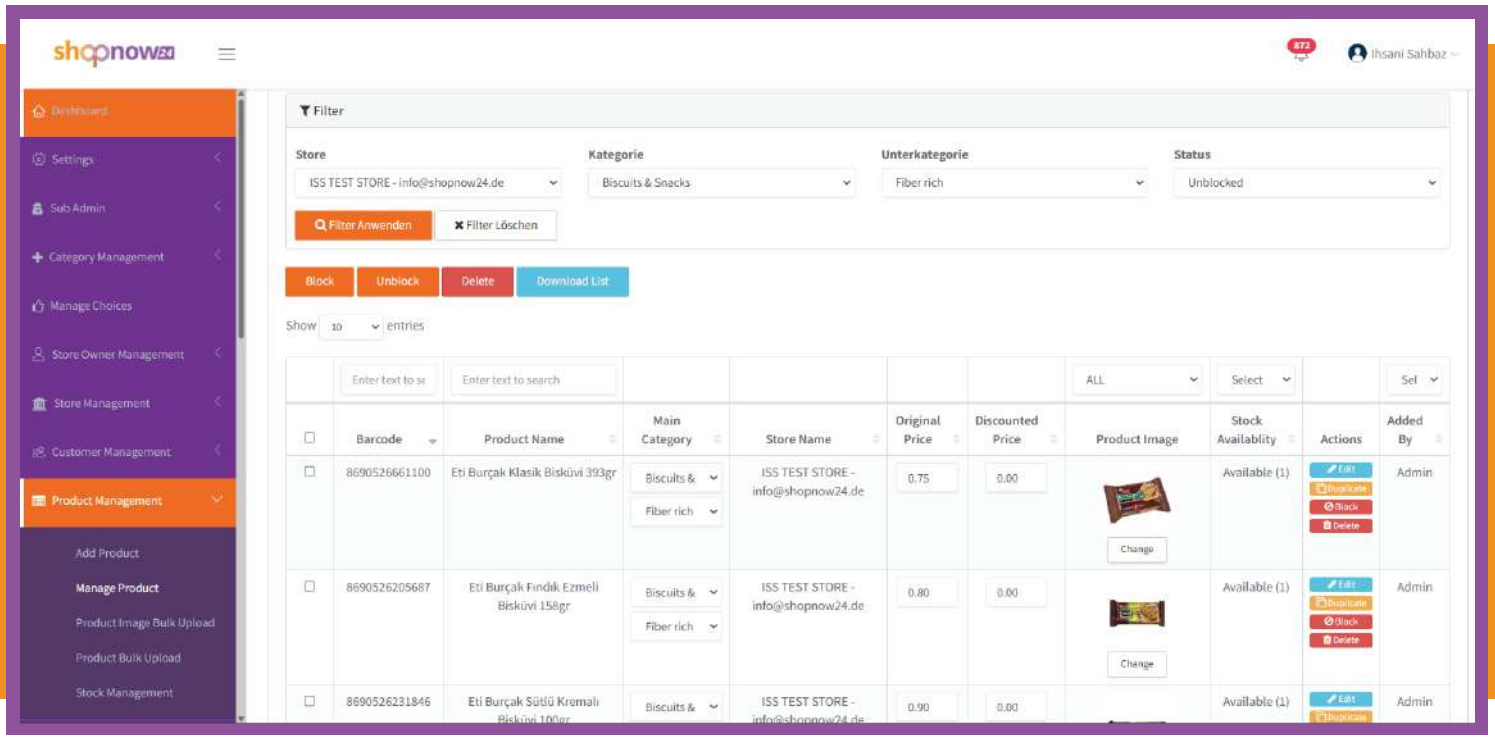


EVERYTHING UNDER YOUR CONTROL WITH CUSTOMIZED MODULES:

- Product Management
- Category Management
- Order Management
- Stock Management
- Cancellation Management
- Commission Tracking
- Review Management

FULL-ACCESS MANAGEMENT CONSOLE AND THE POWER OF TRIPLE APPLICATION

customer | delivery | merchant



ATTRACTIVE COMMISSION

ONLINE SALES SERVICE FEES

- **Website and Apps:** Platform usage fee for receiving orders.
- **Delivery:** Delivery service fee
- **Online Payment:** Online payment processing fee
- **Other Service Fees:** Additional platform service charges

Typical online grocery service commissions are 10-20% of the order value plus delivery fees.

Earn more with **Shopnow24**'s self-managed model, where the merchant handles delivery directly.

Platform	Service Fee	Delivery Fee	Total Cost	Courier
Other Services	10–20% Commission	€3–€5	25-35% of Basket	Service's Own Couriers
Shopnow24	9% Platform Fee	Store	9% of Basket	Your Own Staff

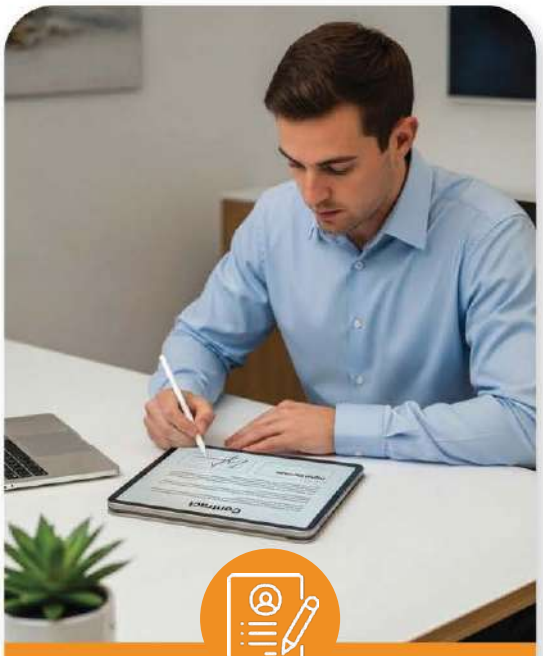
With shopnow24 you pay a flat commission that covers all services.

LET US SUPPORT YOU WITH A TRANSPARENT COMMISSION THAT MAKES GOING ONLINE EASY!

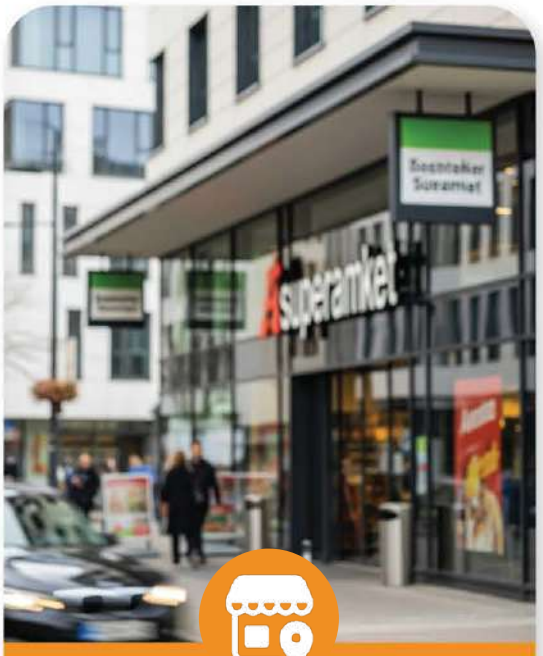


shopnow24®

ACTIVATION PROCESS



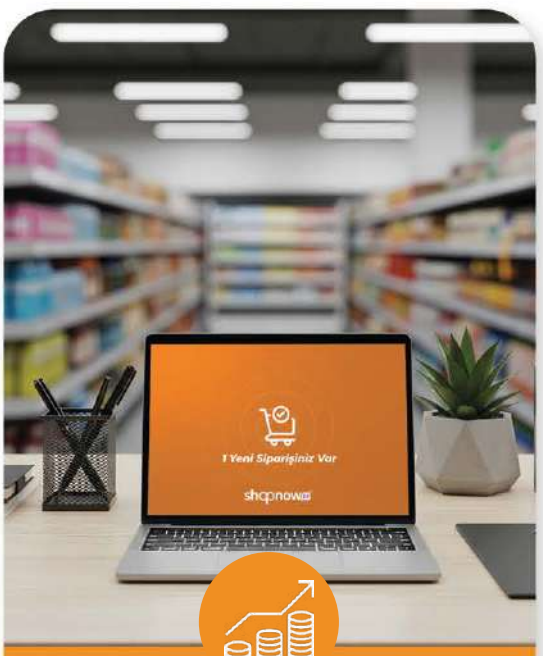
Application and Registration



Onboarding



Set Your Delivery Area and Time Slot



Start Selling

WHY shopnow24®

- B2B2C OnlinePlatform designed exclusively for local markets
- Easy setup and migration
- Fixed and transparent commission
- GDPR and KVKK compliant
- Automated reporting and customer analytics
- Ready-to-use apps for Store, Customer, and Driver
- Comprehensive Management Console
- Save time — manage your online store anytime, anywhere
- Ability to create campaigns and discounts
- Instant product stock visibility
- Read and monitor customer reviews
- Easy order tracking



İhsani SAHBAZ
CEO



Erkan Uçan
Data Manager



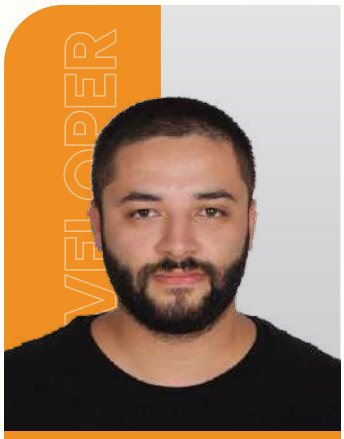
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Alican Özkara
Software Developer

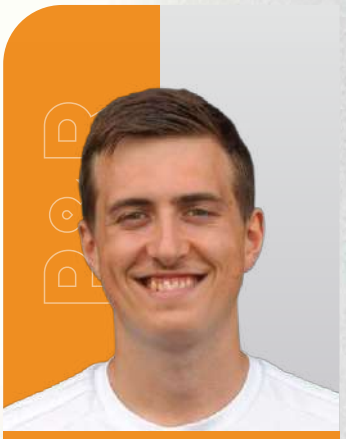
W24 TEAM



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Visual Designer



Oliver Schillings
P&R (AO Profil)



Cedric Trlling
P&R (AO Profil)



Veli Cengiz
Software Developer



Emre Özkara
Software Developer

BRING YOUR BRAND'S POWER TO THE STREETS

We take your digital success to the pavement.

With exclusive corporate identity services like vehicle wrapping, roll-ups, and banners for Shopnow24 partners, we ensure your brand looks consistent, professional, and impactful at every touchpoint.

Amplify your visibility; make your brand felt everywhere.



T-shirt



Cap



Pants



Jacket





Beach Flag



Roll-up Banner



Banner



Banner









Vehicle Branding









Vehicle Branding



shopnow24®

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WindsoftTech® GmbH

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MADE IN GERMANY

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Versiyon 1.2.0

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