

The background is a light-colored, textured surface, possibly marble or parchment, featuring scattered coffee beans, a pile of brown coffee powder, and parts of two pastries: a croissant in the bottom left and a round, golden-brown cookie or bun in the top right. Two silver spoons are also visible, one holding powder in the top left and another in the bottom right.

نقطة
NUGTAH.

Competition



Koinz

- Focus on big chain
- Provide loyalty and pickup
- Doesn't provide analytics



Kaffeen

Pick up solution only

Comparison

Pick up solution only



Leap



Nugttah

- Provide loyalty and pickup
- Focus on small and medium merchants
- Focus on business owner relationship with the customer by providing the right analytics to the BOs

Competition Table

	نقطة NUGTAH	K	Kaffeen	leap
Customer Loyalty program	✓	✓	✗ (Partial)	✗
Data & Analytics (Drive customer behaviour - Customer insights)	✓	✓	✗	✗
Automated marketing campaign	✓	✗ (Partial)	✓	✗
Order ahead (Pickup solution)	✓	✓	✓	✓
EPOS integration	✓	✓	✓	✓
Dynamic QR codes	✓	✓	✗	✗
Reporting	✓	✗ (Partial)	✗	✗
Affordable Cost	✓	✓	✗	✗