



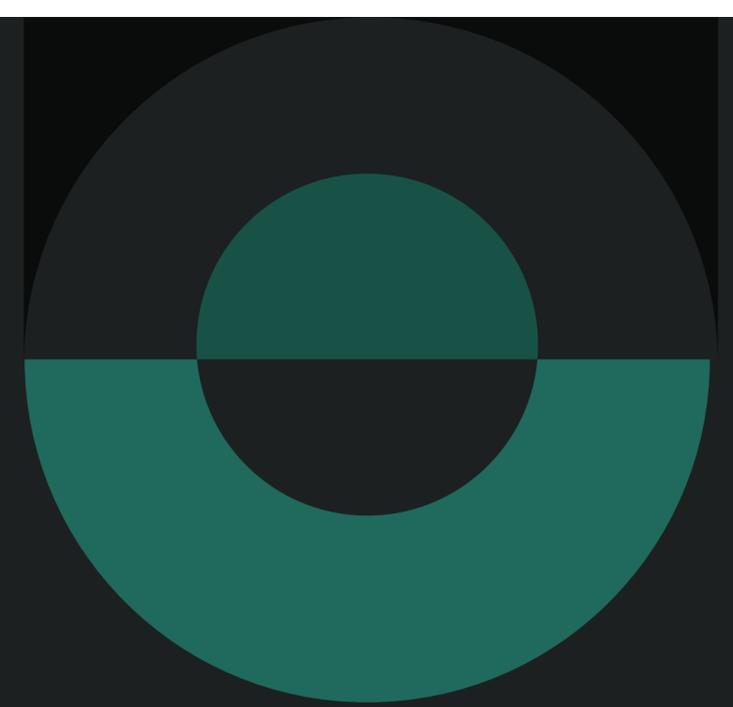
# COMPANY PROFILE

Making a difference, anywhere we play!

# WHO ARE

# WE?

We are a visionary blend of creative marketers and tech innovators who employ our combination of regional expertise and global exposure to present our clients with innovative solutions. With deep roots in business management, especially in FMCG and eCommerce, our team brings a unique blend of practical experience and digital savvy. Our strength lies in understanding both the nuances of local markets and the demands of a global economy.



# OUR VALUES

## PIONEERS



We champion innovation, constantly exploring new frontiers to keep our approaches fresh and ahead of the curve.

## BELIEVERS



Fueled by conviction, we trust in the power of our team and our strategies to achieve outstanding results.

## PASSIONATE



Our passion drives us, inspiring dedication and excellence in every task we undertake.

## MAGIC TOUCH



Our Magic Touch is all about adding that extra flair. We infuse our unique creativity into every endeavor, turning good results into exceptional experiences.

## RELIABLE



Dependability is our hallmark, ensuring consistency, trustworthiness, and unwavering quality in our work.



# OUR EDGE

Combining Local Expertise and Global Vision

## eCommerce Innovation

A decade of leading eCommerce solutions in multiple continents and industries has equipped us to not only support and manage eCommerce projects but also seamlessly drive the complete transition of off-line businesses into the digital sphere.

## Multi-Cultural Insight

Born from a blend of Middle Eastern and American entrepreneurship, our team's multicultural fabric gives us an edge in understanding and resonating with the region's diverse cultural tapestry. We create marketing strategies and content that truly connect with local sensibilities.

## Regional Mastery

Our depth of experience in the MENA and Sub-Saharan Africa and understanding of the GCC market translates into unmatched insights. We navigate these regions with an insider's perspective, offering customized strategies for diverse market landscapes.

## In-House Coding Development

With an experienced in-house development team, we are able to craft customized digital solutions that elevate your marketing initiatives, ensuring a harmonious blend of technology and creativity for your business's growth.

# OUR

Elevate Your Brand  
to Global Heights.

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# SERVICES



# BRANDING

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## Unlock Your Brand's Potential

At MadFox Solutions, we understand that branding is more than just a logo. It's about creating a resonant identity that differentiates your business in a crowded market. Our approach is rooted in understanding your unique story and translating it into a compelling brand narrative that engages and inspires your audience.

# DIGITAL MARKETING

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## Amplify Your Online Presence

In the digital age, a robust online presence is crucial. Our digital marketing strategies are crafted not just to enhance visibility but to drive meaningful engagement and maximize return on investment. We blend creativity with analytics to create campaigns that resonate with your target audience and foster lasting connections.

# ON DEMAND SERVICES

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## Tailored Solutions for Every Challenge

Our on-demand services offer the flexibility to meet your evolving business needs. Whether it's a one-time project or ongoing support, we provide customized solutions across a spectrum of digital marketing and design services, ensuring tailored approaches for unique challenges.

# ON DEMAND SERVICES

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## eCommerce Solutions

Elevate your online store with our experience- backed eCommerce solutions. We enhance user experience and efficiency, optimizing your digital retail operations.

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### Business Planning

Pave your path to digital success.

### Sales & Marketing Strategies

Drive your sales and market presence.

### Store Management & Operation

Make your ecommerce work for you.

### UI/UX Design

Optimize your user experience for better engagement.

### Custom Solutions Development

Tailored solutions for your unique challenges.

## Strategic Marketing Solutions

Comprehensive marketing solutions that enhance your brand's presence and connect with your audience, ensuring every marketing initiative is impactful and aligned with your goals.

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### Brand Strategy Development

Capture your audience and make a lasting impact.

### Market/Product Research & Strategies

Winning formulas to win your market.

### Digital/Social Media Strategies

Boost your digital footprint.

### Campaign Development

Captivate and convert clients across mediums.

## Graphic Design

Our graphic design melds creativity with strategy, crafting visually impactful designs that effectively convey your brand's message.

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### Branding Enhancements

Let your brand follow your evolution.

### Print & Digital Ad Design

Striking visuals to reflect your captivating message.

### Brochures and Flyers

Clear communication for effective outreach.

### Website/App Design

Elevated digital experiences that entice your customers.

### Packaging & Product Design

Distinctive presence for unique products.

# WHY MADFOX?



Because we don't just offer services, we offer a promise to each client that resonates through our work.

## WE ARE ALL IN



MadFox Solutions is synonymous with dedication. We invest ourselves fully in each endeavor, driven by a passion to see your goals realized, regardless of the project's scope.

## WE HEAR YOU



At the heart of our business is a deep commitment to understanding your needs. We listen attentively to every client, ensuring that our approach is designed to meet your specific objectives.

## WE DONT GIVE UP



Resilience is our cornerstone. We tackle challenges head-on, persisting through obstacles to deliver exceptional results. Our tenacity ensures that we always find a way to succeed.



# OUR CLIENTS

At MadFox Solutions, every client relationship is a journey towards innovation and excellence.

*Africa*  
**Easybuy**

**Dybak** ديبك

**MOWARA**  
LIMITED

**Fatora** فاتوره

**STARS** ستارز للطيران  
AIRWAYS

**جملقة**  
مندوبك بإيدك

**چي كارت** eCommerce Made Easy

**eShop**  
FACTORY

**KAFFOU** **كفو**  
لتكون قريب خليك كفو

**Key Time**  
The Key to do it right

**SKYJOUR**  
سكاي جود

مكتب جاور للمحاماة  
JABBOUR LAW FIRM

**U**Design

**GEMINI**  
GROUP

**TAJ** TRUCKING  
LIMITED.

ستدي شمير  
STUDYSEHIR

**Citi One**™

**FASHION**GHALA

**Ehizli**  
احجزلي

**عزالي**

# STARS AIRWAYS

## UI/UX Design - Branding - Strategy

Syria's new regional carrier raising the bar for the airline industry with its unique premium-economy seating only providing more comfort, higher service standards, better flight options, higher quality catering, and an overall more satisfying flying experience. Brand Identity / Website Design / Creative & Design

### Logo Grid Correction



### Visual Concept

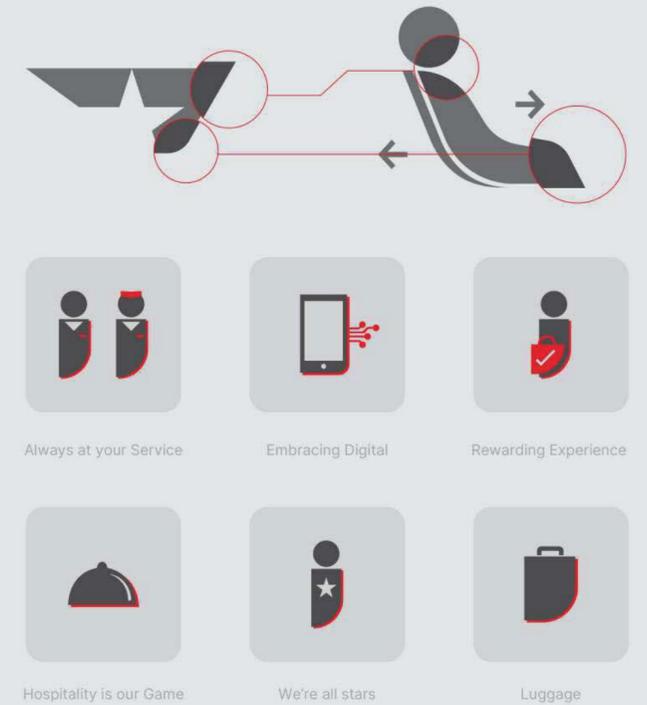
We took this part, it symbolizes diversity, energy, joy, and unity, as well as simple and modern. In further use, the symbol is split into multiple colour used in various communication levels.



### Brand Collateral



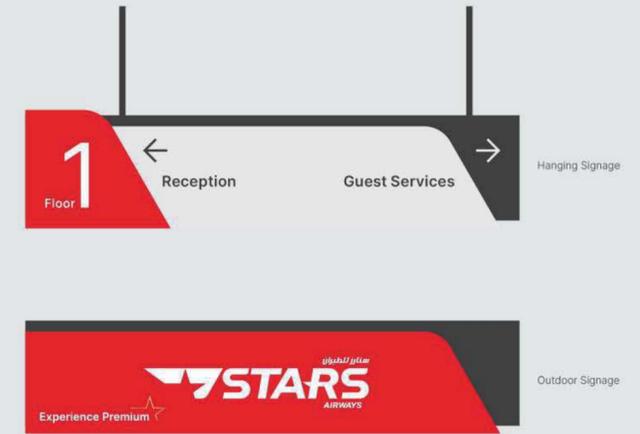
### Iconography System



## Digital Media Utilization



## Signage & Custom Materials



## Outdoor Advertising



# FATORA

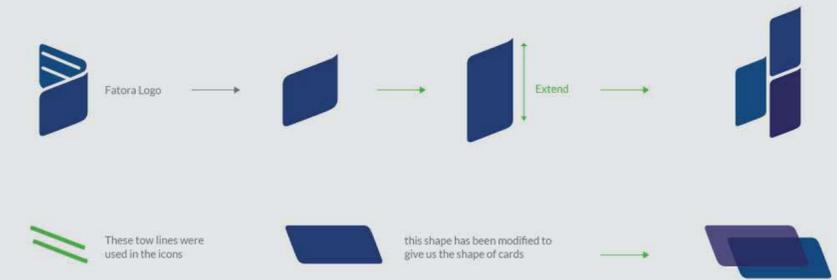
## UI/UX Design - Branding - Strategy

Fatora is a leading provider of full-fledged electronic payment solutions that is spearheading Syria's transformation to a digital economy and seamlessly shifting its consumers to a more convenient cashless lifestyle by enabling easier, smoother, smarter and more rewarding payment experiences across all transactions.  
Brand Identity / Social Media Management / Campaign Services

### Logo Grid Correction



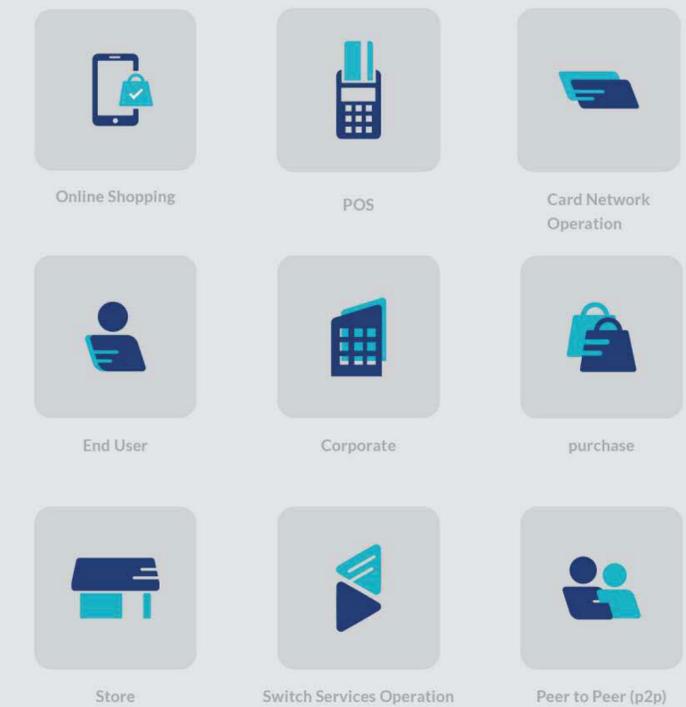
### Visual Concept



### Brand Collateral



### Iconography System



## Digital Media Utilization

**ادفع بـ 3 خطوات**

أدخل الرمز السري الخاص بحسابك

مر بطاقتك المحسوبة في جهاز الدفع الإلكتروني

أطلب جهاز الدفع الإلكتروني من فاتورة

#ببساطة\_أسهل

**بكبسة زر**

راجع مبيعاتك اليومية

Audit report

تقرير المراجعة

#ببساطة\_أسهل

الدفع الإلكتروني صار جزء أساسي من أي مشروع تجاري

#ببساطة\_أدكي

## Payment Plexi Table

**تقبل هنا**

عبر أجهزة الدفع الإلكتروني الخاصة بـ

بنك سورية الدولي الإسلامي  
Syria International Islamic Bank

كما يمكن استخدام أي بطاقة لجهة لأحد البنوك التالية:

البنك المركزي  
بنك سورية  
بنك سورية والخليج  
بنك سورية والكويت  
بنك سورية والعمان  
بنك سورية والقطر

**تقبل هنا**

البطاقات التالية

#أنجز\_ببساطة

## Outdoor Advertising

**Fatora**

أكثر من **+3000** جهاز دفع إلكتروني منتشر في سورية

#ببساطة\_أسهل

**Fatora**

خلي توديعه الصيف أسلس مع فاتورة

7007

تمت عملية الدفع بنجاح

الدفع أونلاين صار ممكن **مع إدفع** أكبر بوابة دفع إلكتروني

7007

إدفع e-df3 | **Fatora**

# DYBAK

## UI/UX Design - Branding - Strategy

Dybak is a dynamic e-commerce platform specializing as a mediator for expatriates to provide for the needs for their loved ones in Syria in terms of services, products, aid and food baskets and deliver smiles and happiness despite distances.  
Brand Identity / UI/UX Design / Character Design

### Logo Grid



### Tagline



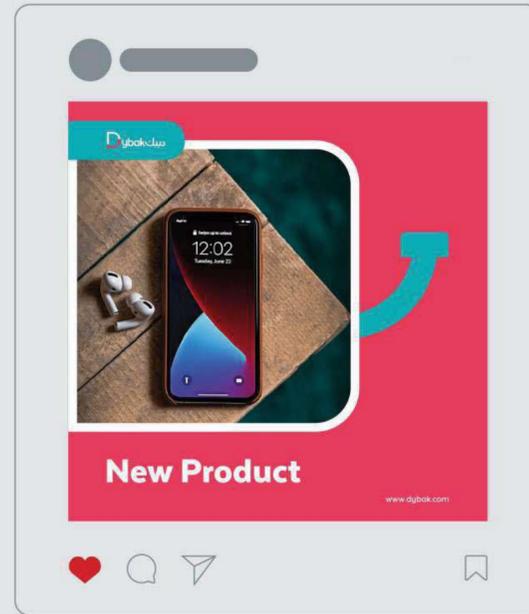
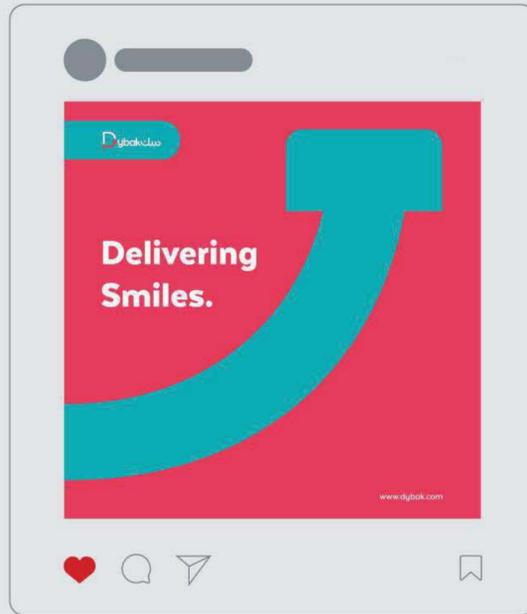
### Brand Collateral



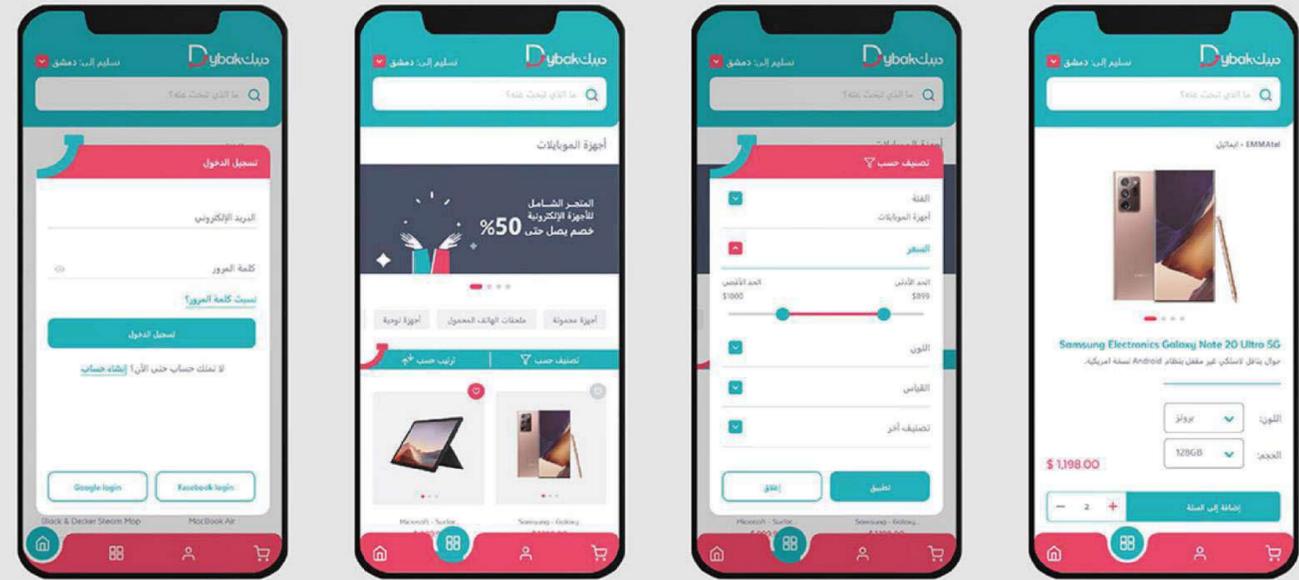
### character expressions



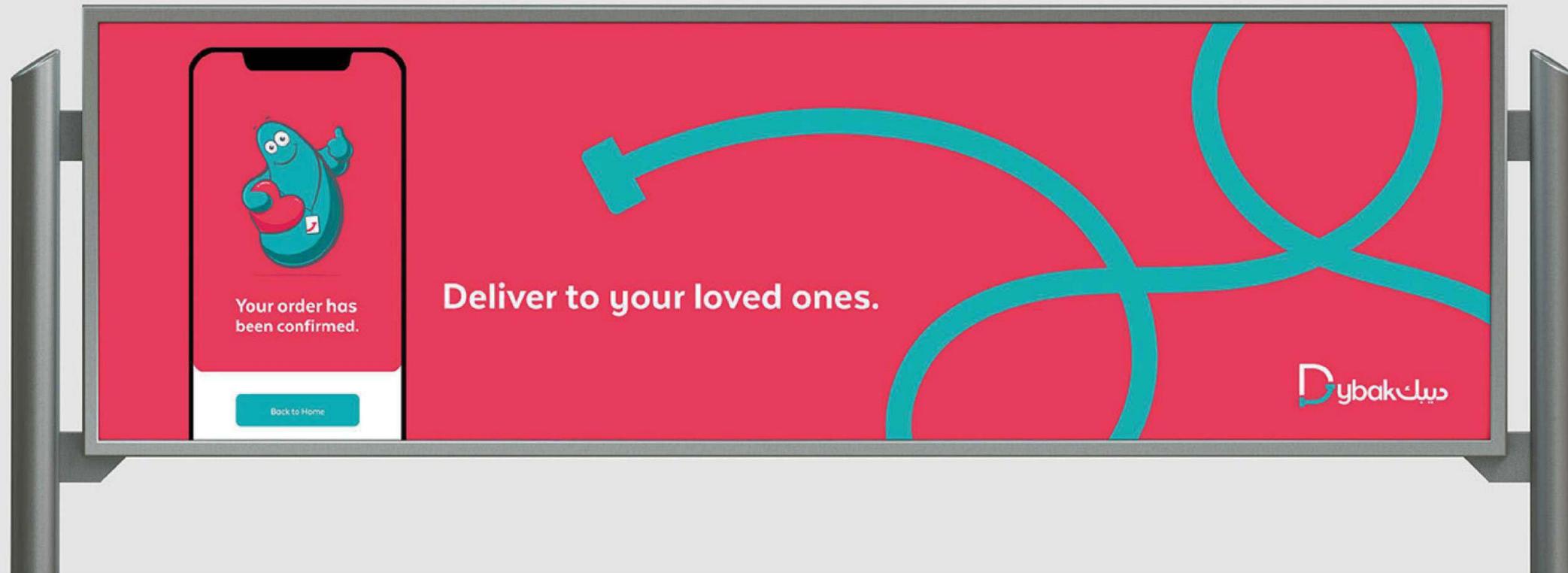
## Digital Media Utilization



## Application



## Outdoor Advertising



# EHJIZLI

## UI/UX Design - Branding - Strategy

Ehizli is an innovative online service that allows travelers to search, browse, and book flights and hotels throughout the country and enhance their traveling experience. As the first of its Brand Identity / UI/UX Design / Social Media Management

### Logo Concept



### Logo Grid



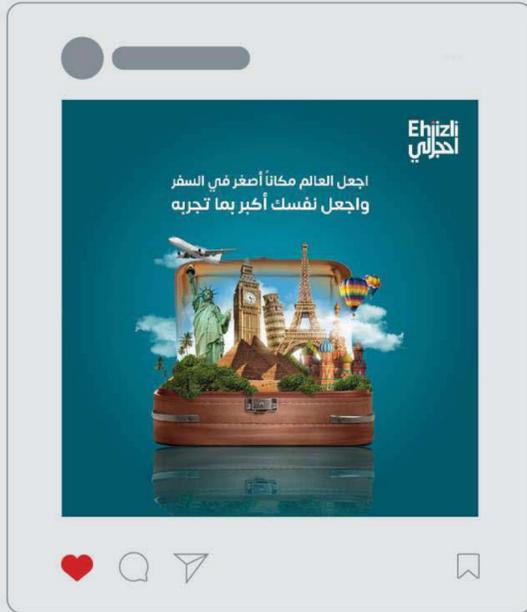
### Brand Collateral



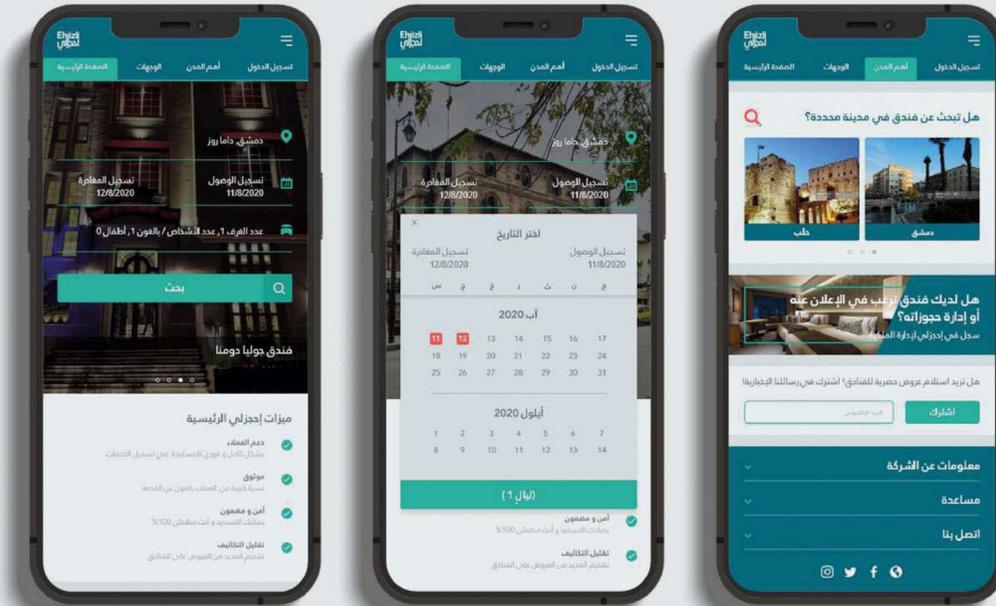
### Outdoor Advertising



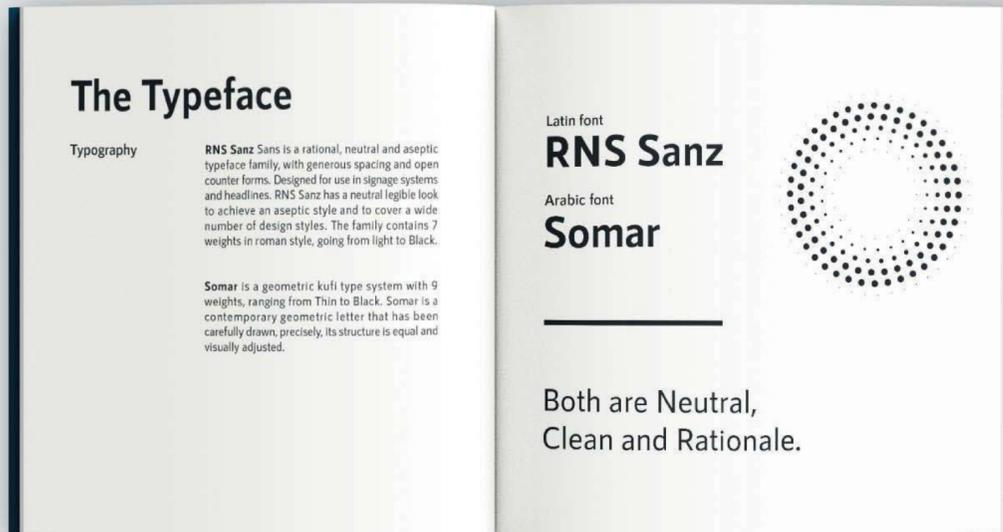
## Digital Media Utilization



## Application



## Guideline



# EASY BUY AFRICA

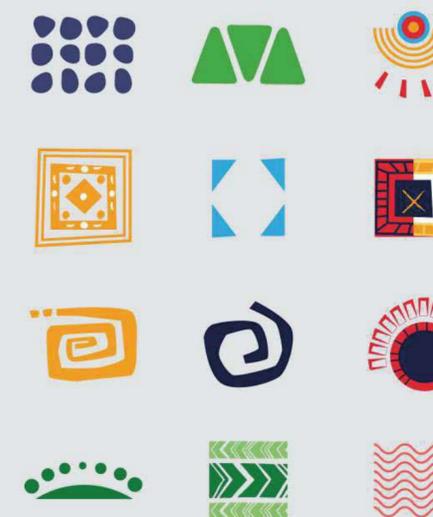
## UI/UX Design - Branding - Strategy

Easy Buy Africa is an online marketplace that allows residents of Tanzania to shop the world from the comfort of their home by providing them with a convenient and reliable platform that allows them to browse, buy, and pay for any product they need and get it delivered to their doorsteps, hassle free.  
Brand Identity / UI/UX Design / Digital Marketing

### Logo Grid Correction



### Pattern Used



### Brand Collateral



### character expressions



# JUMLATECH

## UI/UX Design - Branding - Strategy

JumlaTech is an eB2B distribution service labeled as a “Modern Wholesaler” that links FMCG brands with traditional retailers (groceries) to augment the FMCG supply chain and providing a better service to traditional groceries with better access to more products, provided at competitive pricing, and with more convenience. Brand Identity / UI/UX Design / Brand & Marketing Strategy / Social Media Management / Creative & Design.

### Logo



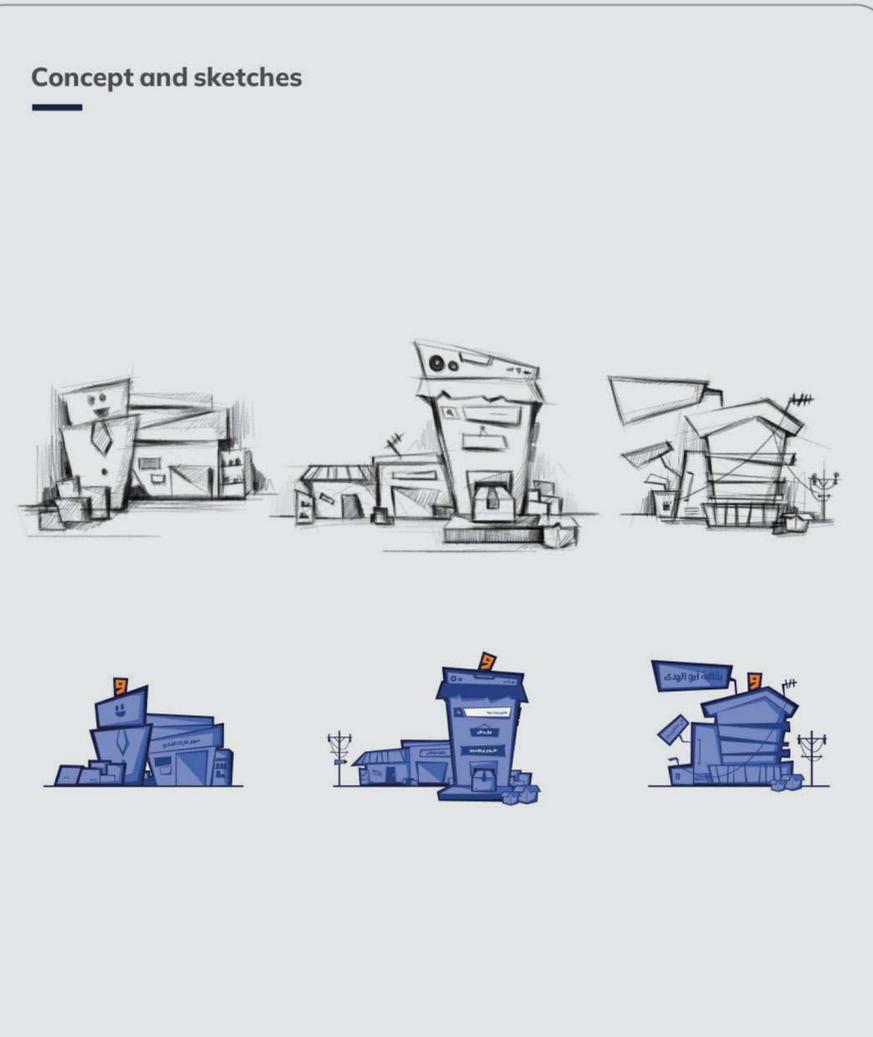
### Iconography System



### Brand Collateral



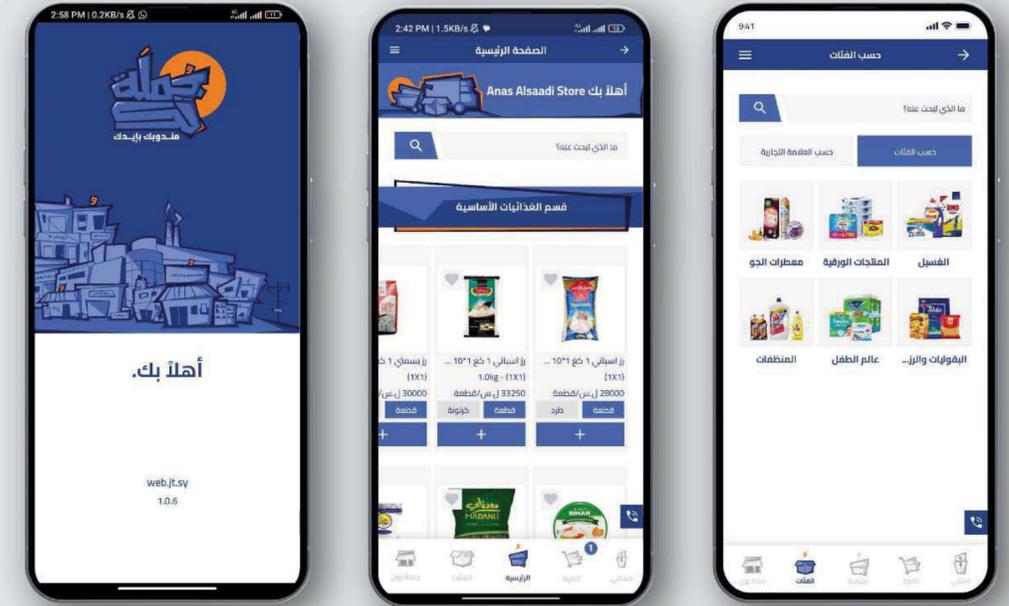
### Concept and sketches



## Digital Media Utilization



## Application



## Outdoor Advertising



# GET IN TOUCH WITH US



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