

Al-Fahim is considered to be one of the most successful business groups in the Middle East. They primarily cater to domains such as Automotive, Hospitality, Industrial, Properties and Travel. They offer a diverse range of products and services to UAE's retail and wholesale markets with their own Outlets in Abu Dhabi, Al-Ain, Sharjah and Dubai. The company functions under the major divisions: Tires, Automotive Parts, Service and Power Tools.

### Problem Statement

Al-Fahim required an online ordering system which would be utilized by customers to browse through different available parts and placing orders for them. The objective of this initiative was to facilitate customers in placing orders without going through the hassle of visiting the outlets. This would also reduce the workload of the outlets resulting in cost savings to the group. Online presence would also assist in portraying the group as a technologically innovative entity.

### Solution

For this purpose, Inseyab provided a comprehensive solution to Al-Fahim meeting all its requirements for an Online Order Placement and Inventory viewing system. Different technologies like PHP, MySQL, Apache were used in the process of development of the Portal. Thus, Al-Fahim was equipped with a complete online portal which is in use today in the UAE.

