

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE

**Megatrends
That Will Shape
Metaverse**

How Can
**The Metaverse
Create A More
Sustainable World**

Business Intelligence
**In Mobile App
Development**

Top 6 Use Cases
**of ChatGPT In
Ecommerce**

Best Metaverse Platforms
To Invest In 2023





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While the concept of the metaverse has been around for decades, recent advancements in technology have made it more accessible and more immersive than ever before.

As more people adopt virtual reality and augmented reality technologies, the metaverse is rapidly expanding, and with this expansion comes a host of new opportunities and challenges

As technology advances and more people adopt these technologies, there are several megatrends emerging in the metaverse.

Our feature article will highlight these megatrends that will shape the future of the metaverse.

In the Metaverse section, we discuss how the metaverse can create a more sustainable world, and the best metaverse platforms to invest in 2023.

In the mobile app section, we focus on business intelligence in mobile app development, and explain how to choose the best MBaaS.

In the ecommerce section, we list the top 6 use cases of ChatGPT in ecommerce, and share 6 strategies to drive traffic to your ecommerce website.

I wish all our readers success and hope you benefit from the information presented in the magazine and stay with us in the future.

Rajib Roy

(CEO, Royex Technologies)

ABOUT THE EDITOR



Rajib Roy is a software developer, entrepreneur, and author of two Books. He obtained a Bachelor's in Electrical and Electronic Engineering from Chittagong University of Engineering and Technology and a Master's in Computer Engineering from Heriot Watt University. Today, Rajib lives in Dubai, with his wife and his two sons. In his day job, Rajib runs his own Mobile apps and Ecommerce site Development company named [Royex Technologies](#), with branches in Dubai, Qatar, India, and Bangladesh. He has been instrumental in the start-up of several businesses and been responsible for building several projects.

METAVVERSE

Latest happenings in the world of Metaverse



Giant companies like Nike, Gucci, HSBC & many other business giants have started to build their metaverse presence.

Also, after Covid-19 & its lockdown effect, people are now more encompassing as an ideal source of social life.

Hence the virtual world has been building & developing faster than ever & it's getting true shape with the advancement of technology VR/MR/XR, AI, blockchain, WebVR & game engines.

So, no doubt, Metaverse will soon replace many more of our regular activities in real-life & take technology in a completely different direction.

In the first article, you will find the megatrends that will dictate the direction in which metaverse is heading.

The second article shares how the Metaverse is creating a more sustainable world. With its vast potential for creating new opportunities for people worldwide, the Metaverse can help us move towards a more sustainable future. Providing an innovative platform for collaboration and creativity can help us reduce our environmental impact while creating economic opportunities for everyone involved.

In the third and final article, we list the best Metaverse platforms to invest in 2023.



06 MEGATRENDS THAT WILL SHAPE METaverse

Metaverse will soon replace many more of our regular activities in real-life & take technology in a completely different direction. In this article, we will review some biggest metaverse trends that will shape the future of the metaverse.

11 HOW CAN THE METaverse CREATE A MORE SUSTAINABLE WORLD

With its vast potential for creating new opportunities for people worldwide, the Metaverse can help us move towards a more sustainable future. Find out how in this article.

15 BEST METaverse PLATFORMS TO INVEST IN 2023

This article will discuss some best metaverse platforms and explore the features & potential benefits of investing in metaverse-based projects.

MEGATRENDS THAT WILL SHAPE METaverse



After the announcement of Meta by Mark Zuckerberg, the metaverse has already created a storm between innovators & technophiles.

Undoubtedly, it has become a buzzword due to the innumerable interests of entrepreneurs to business leaders.

The idea of the metaverse was first proposed by author Neal Stephenson in his 1992 novel Snow Crash; now, it has become a massive progress which is labelled the next phase of the internet.

This new technological wave has immensely hit the technical fields and several other industries, such as media, entertainment, ecommerce, healthcare, and gaming sectors.

For instance, giants companies like Nike, Gucci, HSBC & many other business giants have started to build their metaverse presence. Also, after Covid-19 & its lockdown effect, people are now more encompassing as an ideal source of social life.

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6 Megatrends Shaping The Metaverse

Rise Of Digital Assets

Digital assets in the metaverse represent someone's actual presence.

Digital commodities have become more popular & famous tech-geeks & investors. Also, metaverse & NFTs are interconnected.

Digital assets are important regarding the interoperability of the metaverse, especially in metaverse gaming.

Users have to carry their avatars from one digital platform to another. Non-fungible tokens are becoming integral in disrupting the traditional social networking paradigm.



Did You Know?

- The global metaverse market is projected to grow from \$46.8 billion in 2021 to \$280 billion by 2025, at a CAGR of 37.1%.
- The most well-known metaverse platform currently is Roblox, which has over 200 million monthly active users.
- According to a survey by Accenture, 57% of consumers are interested in using metaverse technology to attend live events virtually.

In the virtual world, owning an NFT is a signal that supports attending any metaverse project, sharing & transfer any perspective of the real & virtual world.

Virtual Mainstreaming

In this era, people are now considering the virtual world & real world equally. In the real world, relationships, organisations & institutions function on trust, as this is the sole foundation of low companies' works on a legal framework, how the market continues to function & even how the relationship works.

Hence trust makes the system scalable at every level. Like the physical world, trust also continues to rule on the virtual platform.

From online friends to smart contracts to crypto assets to live online experiences- trust eventually increases the scalability of metaverse & its co-related industries.

But we must remember that every trend is associated with its trends. Cybercrime is the biggest example of online frauding.

Also, online bullying, ransomware attacks, phishing accounts & various online frauding will increase because of believing in virtual relationships. To overcome these barriers, we all need proper online education, supportive communities & virtual literacy.

Rise Of Low Code Platform

Low-code applications or no-code platforms are rapidly emerging on the verge of popular demand.

These types of platforms incorporate higher abstraction like drag-and-drop functions and visual scaffolding.

LCAP can easily replace the process of hand-coding, applications & logic. As the development process of any metaverse platform is crucial, LCAP can be a convenient option for the developers & creators as well.

One of the biggest benefits of this megatrend is that non-programmers can contribute to the development process.

Though this is not the only reason why enterprises are adopting this platform, there is a huge variation of automation that helps in project workflow, deployment, security & integration with other platforms.

These will eventually decrease the huge workload in the manual development process. On the other hand, content creation in the metaverse will be easier due to various creator tools.

Machine Intelligence

Machine intelligence is a sub-term of machine learning methods that also associates deep learning & artificial intelligence.

Nowadays, machines are doing half of the human activities. Machine intelligence is converging everywhere, from e-commerce to social media to AR/VR.

We live where online engagement to advertising all depends on learning algorithms, so metaverse is no different. Machine intelligence also incorporates image recognition & language processing.

Metaverse will be a place where deep learning, natural language learning, image recognition, and all the trends will blend together to provide an immense experience.

AI will be used to design microchips & generate code for programmers. The machine will be used to interpret gestures, predict eye looks, recognise emotions, and even the firing of our neurons. In short, MI will be used as a design consultant & service architecture.

Distributed Networks

The metaverse is accelerating, so the network should be. The 5G network is not the only one that will increase the speed, concurrency & latency of the mobile network, 6G will be 10-100 times faster in terms of these indicators.

To support metaverse, accelerated speed is necessary because when a huge amount of user participates in the same network & share real-time data, network issues will occur.

As power computing has shifted to the remote network edge, sometimes it will happen that the information will be preprocessed and presented to your cybernetic device.

In the near future, many local computing devices and data feeds will need to interoperate quickly. This sometimes means edge prediction, where applications in the Metaverse predictions of behaviours and physics are accurate enough.

Blockchain Adoption

In simple words, a blockchain is a decentralised and immutable ledger that can store data securely. It is public and verifiable, which makes it a perfect candidate for the metaverse. It is a distributed ledger technology for data & digital assets.

The metaverse 3D technologies are directly related to blockchain technology. Metaverse is an open-source, public blockchain that aims to create an ecosystem where digital and physical realities are connected seamlessly.

This means that Metaverse will serve as the foundation for digital assets and the development of smart properties and autonomous systems. Blockchain is considered trustless because no central authorities control your information.

The more nodes participate in the network, the more powerful it becomes. Hence, as a group, they can perform different activities like virtual games & financial legos.

The renowned **metaverse real estate development company in Dubai** & UAE Royex provides mesmerizing metaverse real estate development services in Dubai, the Middle East, and all over the world. With next-generation technologies like Virtual Reality (VR) and Augmented Reality (AR), which enable your metaverse business, we primarily concentrate on changing the user experience. In order to construct metaverse virtual real estate that meets the client's needs, Royex professionals are committed to providing the best possible solution.

HOW CAN THE METaverse CREATE A MORE SUSTAINABLE WORLD



The metaverse will change how we conduct business, seek entertainment & interact with each other. Also, it has a potential impact on enterprise & consumer experience.

So, we wonder, as the metaverse offers countless new opportunities for businesses & enterprises, will the metaverse make us close to a sustainable world?

It is common that when anyone thinks of a virtual world like the metaverse, there is a chance that they don't consider that it can have an impact on the environment.

After all, the metaverse is not a physical thing, but the metaverse indeed has serious implications for the physical environment.

Metaverse offers a sustainable environment, an ideal alternative to the physical world.

The Metaverse has the potential to revolutionise our world by creating a more sustainable and equitable society.

“ The metaverse has the potential to reduce our carbon footprint by enabling people to work, learn, and socialize virtually, reducing the need for transportation and physical infrastructure ”

Using virtual reality, augmented reality, and artificial intelligence, the Metaverse can create a more efficient way of living that reduces our environmental impact.

It can also provide access to resources that are not available in physical locations, enabling us to use better what we have.

With its vast potential for creating new opportunities for people worldwide, the Metaverse can help us move towards a more sustainable future.

Providing an innovative platform for collaboration and creativity can help us reduce our environmental impact while creating economic opportunities for everyone involved.

Through its use of advanced technologies such as blockchain and artificial intelligence (AI), it can create new ways of doing business that is both efficient and environmentally friendly.

The Metaverse also has the potential to revolutionise how we interact with each other by creating immersive experiences that allow us to connect with one another in ways never before possible.

By leveraging this technology, we can create a better future for ourselves and our planet. So, as a creator, user or business owner of a metaverse, it is our responsibility to ensure that we will use it in the most sustainable way possible.

Can the Metaverse Actually Improve Sustainability?

There is no doubt that the metaverse is inherently sustainable by encouraging users to use virtual tools to replace physical objects.

Starting from virtual events to buying metaverse clothing, all these activities will lead to less usage of the actual environmental resources.

The immersive nature of metaverse experiences will surely help us to overcome user behavioural barriers to climate action. As metaverse offers alternatives to physical goods, hence resulting in sustainable benefits.

Through metaverse, it can be possible for customers to shift their budgets for certain products to sustainable virtual options.

Thus it requires fewer resources to create and contributes less waste. For the fashion industry, it can be a significant development that helps to reduce overproduction & overconsumption.

Some other contexts of sustainability of metaverse are described below:

- One of the most promising benefits of the metaverse is conducting virtual meetings. Because of the pandemic, air travel accounted for 2.5% of global emissions. Virtual meetings and offices can help make Metaverse a more sustainable world by reducing our carbon footprint, reducing travel expenses, and increasing efficiency. By utilising virtual meetings and offices, we can make Metaverse a more sustainable world and efficiently reduce our environmental impact while connecting with people from around the globe.
- For sustainability, another greatest benefit can be using advanced technology to identify & implement carbon reduction. Leveraging digital twin technology, it is possible to reduce air pollution & carbon emission by integrating a larger set of data on various factors.
- For product design & prototyping, the metaverse plays an important role. Design & prototyping products are highly waste intensive & time-consuming as well. So, designers can easily incorporate metaverse to review earlier stages of product development, which leads to reduced waste for production & distribution. For example, Haptic gloves by Meta will make you feel like you are holding any objects in the metaverse, where the soft motors of the gloves will let you fill the texture, size & weight of that product.
- Cryptocurrency will lead the Metaverse e-commerce. Hence, it can make the biggest challenge towards metaverse sustainability. These cryptocurrencies consume 60% more energy than card transactions. To reduce this effect, there are more green cryptocurrencies worldwide which are emerging and trying to use energy efficiency by applying for carbon credits, also by switching to increased use of renewable energy. Moreover, cryptocurrency can help reduce environmental impact by eliminating the need for paper money and reducing energy consumption associated with mining cryptocurrencies.

METaverse /

- Energy consumption and carbon emissions are two of the most pressing issues of our time. As the world's population continues to grow and energy demands increase, finding ways to reduce energy consumption and carbon emissions are becoming increasingly important. The Metaverse is no exception. The increasing need for cloud gaming, & higher demand for hi-res images for VR and AR leads to the increasing amount of energy consumption of data centres and, consequently, carbon emissions. Power companies are already addressing this problem & trying to reduce this by adopting renewable energy & increasing energy efficiency.

To make the Metaverse a more sustainable world, it is important to understand the sources of carbon emissions and how to reduce them. By doing so, we can ensure that our virtual world remains healthy for generations to come.

RoyexMetaverse is a **leading Metaverse Development Company in Dubai, UAE**. We are at the forefront of adopting and developing the next-generation of Internet technology - Metaverse. Our Metaverse Development Services are based on years of expertise developing AR/VR/MR solutions for some of the most well-known companies in the Middle East.

BEST METAVERSE PLATFORMS TO INVEST IN 2023



Rebranding Facebook to meta has made a significant impact toward a metaverse-centric future. The metaverse is an immersive 3D virtual environment where people can interact with each other and share ideas.

It's a space where people can explore their thoughts and imagination by creating their own worlds and realities. The metaverse is becoming more popular as we approach the web 3.0 world.

For enterprises & businesses, it will be the biggest challenge to introduce their venture on various metaverse platforms.

Evaluating the existing metaverse platforms can help us understand how the metaverse can be a frontier & revolutionize the future of digital services and solutions.

There are many reasons why enterprises should keep an eye on the top metaverse platforms- an immersive experience that is offered by these platforms is unmatched.

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They provide a new way of interacting with customers and employees & offer a new way of thinking about the future of the company. With technological development, it has become easier for enterprises to explore and adopt new platforms to help them make their business more competitive in the market.

This article will discuss some best metaverse platforms and explore the features & potential benefits of investing in metaverse-based projects.

Top Metaverse Platform To Invest In 2023

MetCity

Metcity is developed to give customers a unique metaverse experience. Like other big cities, Metcity is designed with all modern facilities, such as shopping malls, art galleries, cinema halls, parks, museums, gardens, etc. Unlike other metaverse platforms, the avatars & the other surroundings will be more lifelike.

Meta Mall is a four-storied shopping mall where popular brands can store it as NFTs. The stores will be available on the popular NFT marketplace, OpenSea.

Users can buy products via cash/card/crypto. Apart from that, Metcity includes features like art galleries- users can have a walkthrough of the city, which is filled with surprises.

Metcity art galleries will provide a real-world experience to the users & it will cost a nominal fee for the artist to showcase their art. On top of that, Metcity includes events or concert venues where you can invite your friends & have fun.

In Metcity, there are designated zones with purposes like housing zone, business zone & concert zone. Users can purchase empty lands with restricted house usage, like building houses or playgrounds.

In short, Metcity will be the next business hub of a modern city developed on the metaverse.

Decentraland

Decentraland is one of the oldest & top virtual platforms with numerous potential. Decentraland is the first ever blockchain-based virtual reality platform powered by a decentralized economy.

It is more than just a game; it's an immersive 3D world where you can conduct conferences, play games, and trade virtual products in marketplaces. It is a huge metaverse platform that invests in virtual land.

The land ownership is recorded on the Ethereum blockchain. Here, lands are structured as digital assets or NFTs.

As users have full control of the environment, they can build anything for playing & living. Users can buy land using its native token called MANA.

Decentraland is designed as DAO(Decentralized Autonomous Organization), which means users can actually own the platform & they can vote on governance proposals on elements like treasury distribution or UI changes.

The Sandbox

The Sandbox is a digital gaming world where users will be able to create and sell digital content within the game through SAND - an in-game token or currency and is developed on the base of the Ethereum blockchain network.

Users can acquire SAND by participating in the platform's games and competitions or buying cryptocurrency exchanges such as Binance. Sandbox is famous for its security & stability.

It also provides a decentralized NFT gaming experience based on the Ethereum blockchain. Players are allowed in Sandbox to create, sell, purchase, and monetize virtual reality NFTs.

Sandbox is a single-layer Metaverse platform divided evenly into a grid. All the lands are the same size, and users can combine their plots to generate bigger places. In this gaming ecosystem, creators build & monetize their 3D voxels & develop the gaming experience.

Axie Infinity

Axie Infinity is a blockchain-powered game based on NFTs. This metaverse platform is a little bit different. You will be welcomed by flying robots, beasts & hammer-wielding mutants.

It actually combines a gameplay environment of a creature-centric world & a chance to earn something. It is a gaming universe platform where players can breed digital pets named Axis. These creatures are designed as NFTs.

Players on this platform trade the Axis within the metaverse. They can use their virtual pets to build, expand & defend their universe during wars or battles.

Using the native token AXS, players can buy and cash out ajolote-inspired creatures. Moreover, on this platform, beginners level players must complete quests to acquire experience & advanced levels, and players can declare wars against them.

The difference between Axie infinity & other traditional game is that players can create a blockchain-based economy within this platform. Whenever players get to a higher level, they can enjoy a certain amount of benefits from that ecosystem.

Cryptovoxels

Cryptovoxels is a popular Ethereum blockchain-based metaverse platform. It is considered one of the top metaverse platforms supporting various NFTs. It offers virtual gaming space which is usable on PC.

Apart from that, users can organize regular virtual events easily. On the other hand, users can create their own virtual lands, like metaverse real estate & put them on sale.

Empty virtual lands can be leveraged for art galleries, collaboration spaces, streets & other purposes. Cryptovoxels is one of the popular platforms for trading NFTs, which includes multiple digital collectables.

RobotEra

RobotEra's ecosystem is similar to Sandbox's virtual ecosystem. \$TARO is its in-game token which is powered by the ERC-20 protocol.

It has already started its presale on Nov 22 to buy the TARO token. RobotEra is offering its user to join the TARO planet virtual environment, which is the most promising metaverse project to invest in.

Here users can participate as Robots- treated as NFTs. These robots are minted as ERC-721 smart contract protocols. The TARO planet combines seven continents where users can leverage the robots to explore.

Users can use the planet to build villas, magnificent underground places & anything they want. The lands of the planet are also considered NFTs. Users can purchase Land to build structures, mine for resources, and create new NFTs.

MetaFluence City

It is an influence-driven metaverse platform. On this platform, citizens can showcase & sell their NFTs, organize virtual events, create a Metacommerce shop, own virtual properties, and share properties as neighbours of any popular brands & influencers.

This decentralized web 3.0 platform offers users Metaverse Land plot that owners can convert into a metahut or sell as NFT in any virtual marketplace. Metafluence includes METAHUT, a metaverse residence for accommodating event rooms, shopping rooms, NFT rooms & other activities.

METO is the native currency used to purchase, make transactions, buy/sell virtual lands/properties, event tickets & services, digital collectables & Metafluence assets. You will find popular influencers like Darry! Boo, who are ready to showcase their NFTs in their residence.

Royex Metaverse is a leading **Metaverse development company in Dubai**, UAE. We are at the forefront of adopting and developing the next generation of Internet technology - Metaverse. With leading Metaverse App development services and solutions, we can help you uncover new possibilities!

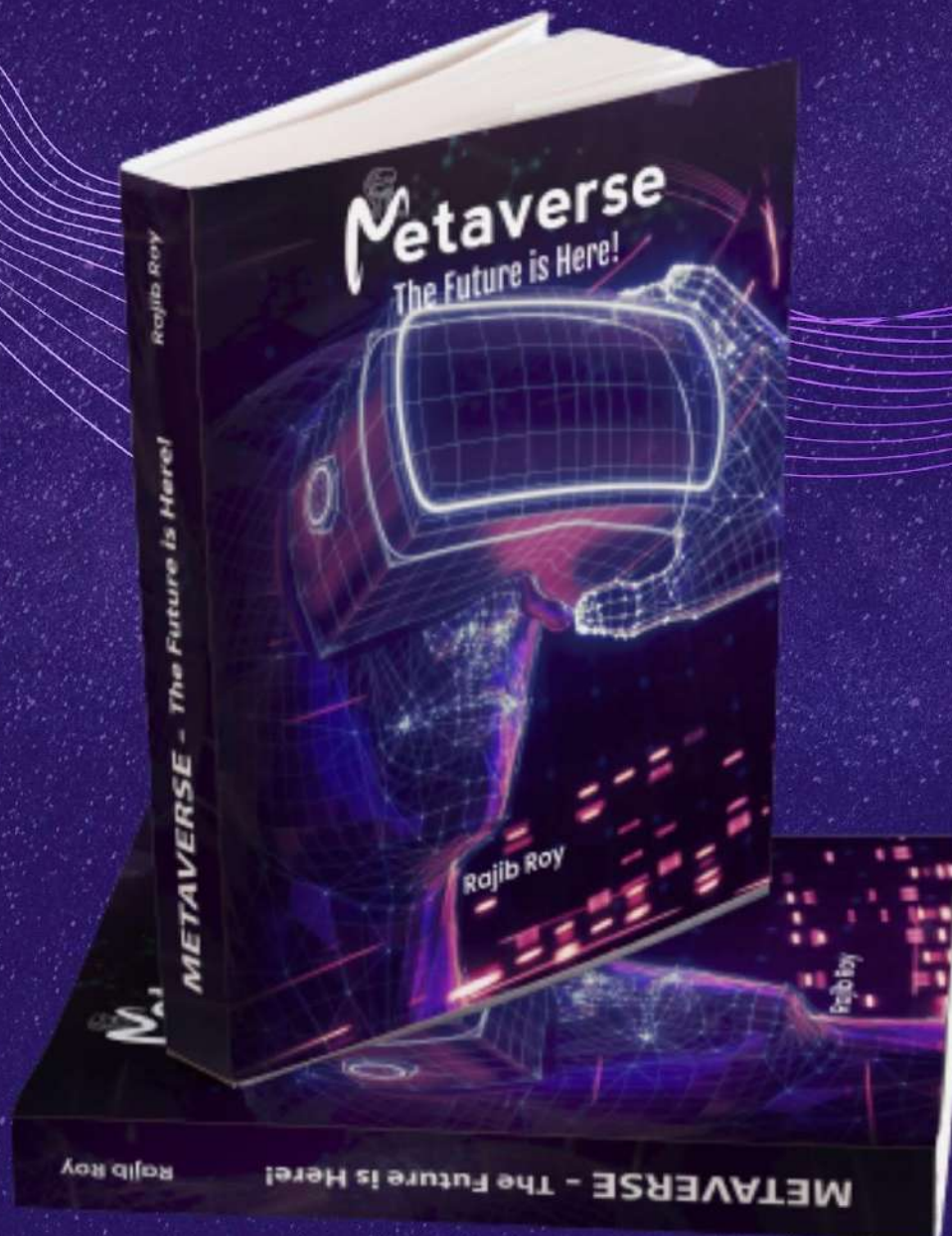
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By Rajib Roy



MOBILE APPS

Mobile app development, guides, cost breakdowns

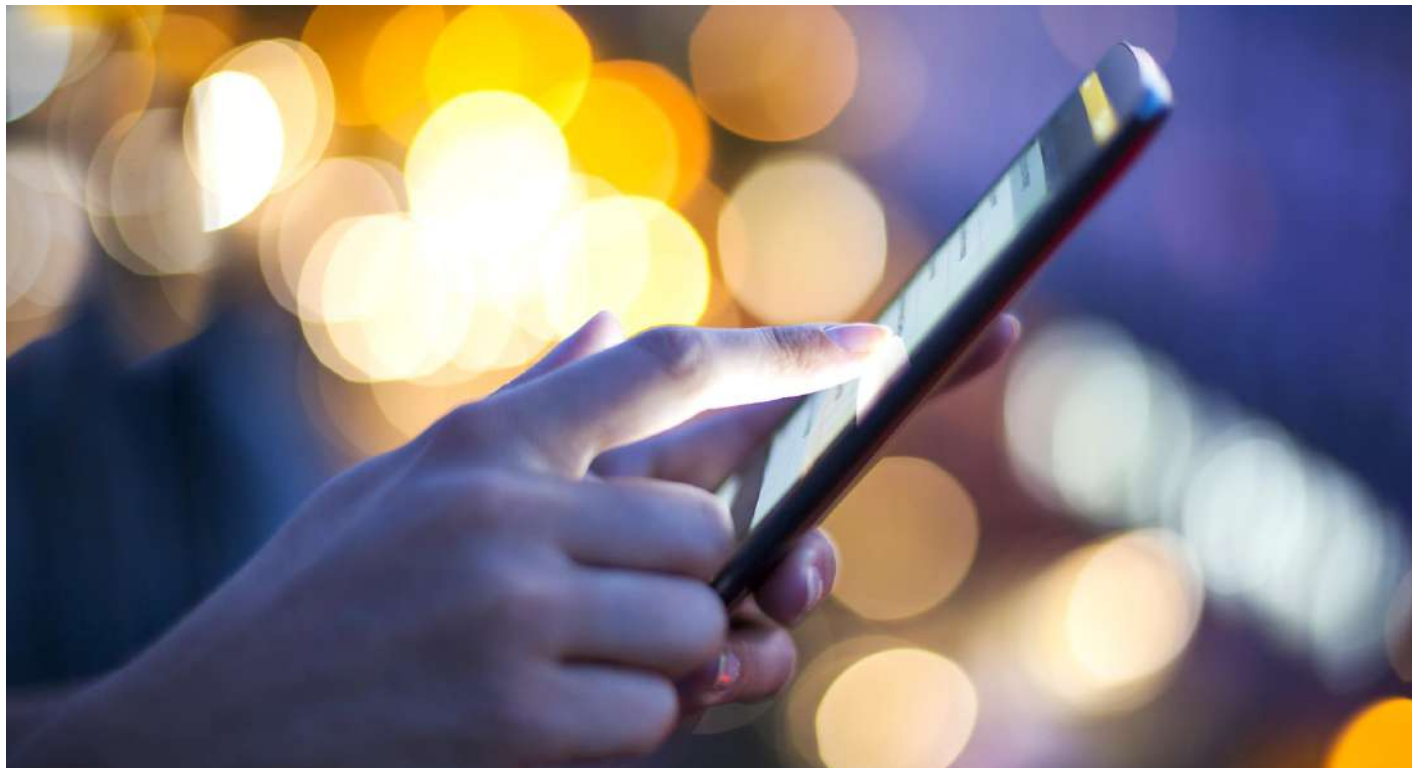


In today's digital world, mobile apps have become an essential part of our daily lives. From ordering food to booking travel, mobile apps have made our lives easier and more convenient. With the increasing demand for mobile apps, businesses are constantly looking for ways to gain a competitive edge in the market. This is where business intelligence (BI) comes in.

BI has revolutionized the way businesses approach decision-making. By leveraging data analytics and other technologies, BI helps companies make informed decisions and identify new opportunities. In mobile app development, BI plays a critical role in creating personalized experiences for users and optimizing app performance.

In the first article we will be discussing the importance of BI in mobile app development and how it is transforming the way businesses approach decision-making. We will delve into how BI tools and analytics are helping developers create targeted marketing campaigns, improve app security, and increase user retention rates.

In the next article, we will be discussing Mobile Backend as a Service (MBaaS) and exploring how to choose the best MBaaS provider for your mobile app development needs.



23 BUSINESS INTELLIGENCE IN MOBILE APP DEVELOPMENT

Business Intelligence is the process of analyzing and interpreting data in order to make better decisions. It's a process to improve business operations, decision-making, and strategy.

27 WHAT IS MOBILE BACKEND AS A SERVICE (MBaaS) & HOW TO CHOOSE THE BEST MBaaS?

Mobile backend as a service (MBaaS) providers are here to help you with efficient backend development services in less amount of time.

BUSINESS INTELLIGENCE IN MOBILE APP DEVELOPMENT



It is a set of tools, structures, and techniques to help organizations make better decisions. A company can use business intelligence to improve its mobile app development by ensuring they use the correct metrics for success. They can also use it to get feedback from the customers on what they need from the company to have a better experience with their product or service.

Business Intelligence in mobile app development refers to what users want, where they want it & when they want it.

Mobile business intelligence provides a more sophisticated & individualized experience every day. In mobile app development, business intelligence can be used in two major ways- either the data can be to management, then used to improve the app's administration and user experience, or the data is collected and processed by the mobile apps themselves and then used in real-time to adapt and customize the overall user experience.

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BI in mobile app development allows developers to analyze user behavior and preferences, create personalized experiences, and optimize app performance”

A common example of mobile app-business intelligence is- a news app that automatically turns off notifications when the user is using a laptop or activates a vibration mood while reading important news. Also, a sports app that shows live football scores on your mobile home screen. With the advancement of business intelligence software, these are now a reality.

As business intelligence plays an integral role in smart decision-making on behalf of a company, product, or service, BI is now being adopted by more & more organizations to cope with this growth as well as the competitive world. In today's blog, we will share some key advantages & aspects of business intelligence in mobile app development.

What Is Business Intelligence In Mobile App Development?

Mobile business intelligence offers the ability to analyze BI-related data on mobile devices, which supply dependable & reliable information at the right time to the right people. MBI software equips users with vital information and content, regardless of location and time. Optimizing traditional BI metrics, data & reports helps to showcase business reports, KPIs & different kinds of alerts & notifications. MBI offers an extra benefit to users by allowing them to make knowledgeable decisions in real time. Investopedia says, "Business intelligence (BI) refers to the procedural and technical infrastructure that collects, stores, and analyzes the data produced by a company's activities."



Did You Know?

- BI also plays a critical role in app security, monitoring user activity and identifying potential threats to prevent data breaches.
- Companies that leverage BI tools and analytics in mobile app development can make data-driven decisions that lead to improved user experiences, increased revenue, and greater competitiveness in the market.
- Business intelligence (BI) leverages data analytics and other technologies to help businesses make informed decisions

Due to the immense amount of smartphone users, there is tremendous pressure on enterprises to provide quick decision-making apps.

As mobile apps are a great way to gather data from customers on the go, businesses need to analyse this data and use it wisely. With the introduction of mobile apps, companies are able to collect data on how their products are being used and react accordingly.

This way they are able to provide a better customer experience, increase revenue and decrease costs. To stay even with the competitors, businesses are swiftly adapting MBI to empower the workforce, suppliers, vendors & customers.

Benefits of Business Intelligence in Mobile App Development

Seamless Data Access

For decision-making, gathering different sorts of data is mandatory. It helps to analyze different workflows that further help to make smart decisions through the mobile app. BI is a system that provides access to all kinds of data in one place. It also helps to build dashboards and reports.

It gives app developers a way to quickly see how their app is doing and what needs improvement. Mobile app integrated with BI software helps organizations review any kind of data analytics at any time. Hence it effects positively on the daily operations & output of your business. Also, enable companies to reach a goal in less amount of time.

Increase Productivity

As BI helps to access a wide range of analytics, so eventually, it enhances productivity as well as profitability. Using BI structure you can easily guarantee client satisfaction regularly. Also, businesses can get to review real-time data & make the decision-making processes easy in less time which ultimately results in enhanced productivity.

With an integrated business intelligence system, your app can understand the user in a more comprehensive manner and adapt its functioning and processes that suit that user's unique demands and needs. Besides, companies will be able to offer better service, and discounts in a lesser time.

Smart Decision Making

This is the ultimate reason why companies should leverage BI for mobile applications. Every company wants to make better decisions. This is why BI is so important. It can help you with data-driven decision-making, which is a crucial part of mobile app development. It also provides more accurate reporting and maintains a healthy customer relationship. With the help of BI, you will be able to take the right decisions for your business and make it more successful. For example, if you acknowledge that most of your app users are now looking for a specific brand of clothing, you can instantly take advantage of this and stock up on that specific product for on-time delivery.

Excellent Customer Satisfaction

Client satisfaction is the ultimate concern for all types of businesses. And with the help of MBI, you can guarantee almost 100 % customer satisfaction regularly. When you have a huge grab on a wide range of data & analytics, it becomes easier as a team to make a certain business decision. That eventually leads to stunning customer satisfaction towards your clients. This can be possible with an integrated BI system for your mobile applications. Hence, your customer becomes loyal when they get all their needs without delay and with the desired quality.

Boost Revenue

An increment in income & profit is the actual outcome of any smart & wise decision. Implementing a proper mobile business intelligence structure will help you to manage your analytics & resource in the best way and make your customer to invest more time & cash in your mobile application, which ultimately results in increased revenue. A fully satisfied client is the biggest asset and everything for your company, including improved profitability and revenue.

For any kind of query about mobile application development in Dubai, connect with us with your specific requirements.

Royex Technologies has been in the business since 2013 and has competent team members who have been developing projects for more than 300 clients worldwide.

WHAT IS MOBILE BACKEND AS A SERVICE (MBaaS) & HOW TO CHOOSE THE BEST MBaaS?

What is Mobile Backend as a Service (MBaaS) & how to choose the best MBaaS?



Mobile backend as a service is considered a cloud computing architecture or infrastructure. that cater to businesses & enterprises with all sorts of backend tools & services for developing, testing & running sophisticated mobile applications on the cloud.

Mobile Backend as a Service (MBaaS) is an emerging technology that provides developers with a platform to develop, deploy, and manage mobile applications. It enables developers to quickly and easily create mobile applications without worrying about the application's underlying infrastructure.

MBaaS also provides a set of tools that allow developers to integrate easily with various backend services like databases, cloud storage, analytics, etc. By leveraging MBaaS, developers can focus on the development of the application instead of worrying about managing complicated backend systems. With the help of the MBaaS tool, enterprises don't need to manage cloud databases, track app analytics & host push notifications on their own.

“ The use of MBaaS can significantly reduce the development time and costs associated with creating a custom backend ”

In the landscape of software-as-a-service (SaaS), MBaaS is a solution that refers to the modern ways of developing top-notch mobile applications on a quick basis. In this article, we will share what MBaaS is & how to choose the best solution.

What Is MBaaS & what's its purpose?

Mobile Backend as a Service (MBaaS) is a cloud-based platform that allows developers to build and manage mobile applications without managing the underlying infrastructure. It provides an all-in-one solution for managing the backend of mobile applications, allowing developers to focus on building and deploying the frontend user experience.

MBaaS offers scalability, security, and cost savings for businesses looking to develop mobile applications quickly and efficiently. With its increasing popularity among developers, MBaaS is essential to any successful mobile application development strategy.

Mobile Backend as a Service (MBaaS) has revolutionised how mobile applications are developed. It simplifies the process of developing, deploying, and managing mobile applications. It provides developers with access to a wide range of cloud-based services that can be used to create and manage mobile apps quickly and easily.

MBaaS are developed to meet the mounting demands of mobile applications' backend development process in the least amount of time. Also, this cloud platform doesn't compromise data security & app performance.

By incorporating the MBaaS model for your application development, managing backend data will be more efficient & easy. MBaaS also allows for faster development cycles since all the necessary backend services are all ready available in one place. This makes it easier for developers to quickly build, deploy, and manage their apps without spending time setting up servers or dealing with server maintenance tasks.

Besides all these technical advantages, MBaaS provides economic app development. It is an economical solution for app development that allows developers to focus on the front end of their application while the MBaaS provider handles the back end. MBaaS solutions provide cost savings in terms of time and resources, allowing developers to develop apps quickly at a fraction of the cost.

It also eliminates the need for costly infrastructure investments, as all data is stored securely in the cloud. Furthermore, it helps reduce development costs by providing pre-built components that can be easily integrated into an application, eliminating the need for custom coding. MBaaS offers a cost-effective way to develop mobile applications without sacrificing quality or performance.

How To Choose The Best MBaaS?

Deciding on the best MBaaS for your business can be a daunting task. With so many options available, it is important to consider various factors such as scalability, security, cost-effectiveness and customer support before making a decision. Choosing the best Mobile Backend as a Service (MBaaS) is essential for any mobile development project. The right MBaaS will provide scalability, flexibility, and reliability for your mobile application. It should also offer various services such as push notifications, analytics, user management, cloud storage, and more.

If you are wondering about how to choose the best mobile backend as a service, then in below we are sharing tips that will help you-

- You should look for an MBaaS that offers good customer/technical support and documentation to ensure that you have access to all the necessary resources when developing your application.
- Easy-to-use MBaaS is the ultimate factor when looking for an MBaaS provider.
- Look for providers who guarantee powerful security storage for databases, server-side code & important files.
- A well MBaaS platform must have a well-designed structure for the transaction process for the mobile application.
- An ideal MBaaS must provide secure communication between the user & the application server.
- Your provider must provide you with APIs to connect your app to the various cloud services you need.
- Cost is also important; look for providers that offer competitive pricing without sacrificing quality or features.
- Data management is a important factor for back end service. Your MBaaS provider must provide the right processes, methods, and tools (PM&T) for this.

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E-COMMERCE

Ecommerce platforms, features, tips, and reviews



The main goal of an e-commerce website owner is to drive traffic as much as possible. But what is the point if that traffic doesn't convert into customers?

Traffic without conversion will hit your revenue eventually. You may need time to attract customers if your website is a brand-new e-store. Otherwise, 10000 pages, like tons of ads or 1000 site views, will be useless without sales.

It is common for ecommerce websites to have tons of traffic but no sales. This can be frustrating for the website owner and lead to many questions.

What should be changed? How do I get more sales? Is my website the problem?

The answer to these questions is not always obvious, but there are a few indicators we can try to improve conversion rates and increase sales.

We will discuss these indicators in our first article that explains all the reasons your store fails to score enough revenue despite getting enough traffic.

About 85% of online shoppers run online research before purchasing from ecommerce websites. Their salient concern is about determining the trust level of online stores in terms of legality, price points, product quality, timely shipping, privacy, and security. We will discuss how you can build trust for your ecommerce store through a 14 point security checklist.



33 TOP 6 USE CASES OF CHATGPT IN ECOMMERCE

investing in the latest technology like ChatGPT can give your eCommerce business a competitive edge. It's a powerful way to future-proof your business and improve customer satisfaction. Here are the top 6 use cases of ChatGPT in eCommerce.

39 6 STRATEGIES TO DRIVE ORGANIC TRAFFIC TO YOUR ONLINE STORE

You have to mix proper SEO strategies & marketing policy to invite the right audience who will make a purchase in the end after visiting your website. In this article, we are going to mention 6 strategies to drive organic traffic to your e-commerce store.

TOP 6 USE CASES OF CHATGPT IN ECOMMERCE

TOP 6 Use Cases of ChatGPT In Ecommerce

 OpenAI



Ecommerce is a rapidly growing industry, with more and more businesses turning to online platforms to sell their products and services.

As such, customer competition is fierce, and businesses must constantly find new and innovative ways to stand out from the crowd.

One tool that is increasingly being used by ecommerce businesses is ChatGPT, a language generation model developed by OpenAI.

ChatGPT, the powerful language model created by OpenAI, has the potential to revolutionize the way ecommerce businesses approach content marketing.

By leveraging the capabilities of this AI tool, ecommerce companies can streamline their research and content creation processes, ultimately allowing them to better engage with their customers and drive sales.

“
ChatGPT, the powerful language model created by OpenAI, has the potential to revolutionize the way ecommerce businesses approach content marketing
”

As eCommerce grows, businesses search for ways to stand out in a crowded market. One solution that has gained popularity is using chatbots, and ChatGPT, developed by OpenAI, is an advanced option for eCommerce companies.

With the ability to engage in conversation and respond accurately and intelligently, ChatGPT offers a level of customer service that sets it apart from traditional chatbots.

One of the key benefits of ChatGPT is its ability to admit mistakes, challenge incorrect information, and reject inappropriate requests. This ensures that the customer experience is both efficient and effective.

Additionally, during the research preview, the usage of ChatGPT is free, making it a cost-effective solution for businesses.

As eCommerce retail sales are projected to reach \$8.1 trillion by 2026, investing in the latest technology like ChatGPT can give your eCommerce business a competitive edge. It's a powerful way to future-proof your business and improve customer satisfaction.

Here are the top 6 use cases of ChatGPT in ecommerce.

Use Cases of ChatGPT In Ecommerce

One of the most powerful applications of ChatGPT in ecommerce is its ability to quickly and easily conduct research.

For example, an ecommerce company selling outdoor gear can use ChatGPT to gather information about the latest camping equipment, hiking trends, and other relevant topics in a matter of minutes. This can save hours that would otherwise be spent manually searching for information.

Another benefit of using ChatGPT in ecommerce is its ability to generate great starting points for content.

Because the software can understand how to write complete sentences and paragraphs, it can quickly pump out a great framework for articles, blog posts, and product descriptions. This can be a great starting point for your team to work inside, saving time and effort.

ChatGPT can also be a great source of new ideas for ecommerce businesses. For example, you could ask it to generate ten ideas for blog posts about a specific product or topic, and it will spit out a list of potential ideas in no time. This can help to generate new content ideas and keep your website fresh and engaging.

Additionally, ChatGPT can assist in creating product descriptions; it can help to write product descriptions that are more informative, engaging, and persuasive.

Providing detailed information about the product and its benefits, it can help to boost sales and customer satisfaction.

While ChatGPT is a powerful tool, it's important to remember that there are still some limitations to what it can do.

For example, it can't provide sources; it cannot fact-check itself, doesn't have opinions, and is trackable by search engines. However, with the right approach and a little creativity, ecommerce businesses can still make the most of this innovative technology.

Automating product descriptions

ChatGPT can be used to write eCommerce product descriptions by training the model on a dataset of product descriptions and fine-tuning it to your specific eCommerce industry and brand voice.

Once trained, ChatGPT can generate unique and engaging product descriptions for new products, saving time and effort for eCommerce businesses.

ChatGPT can also be used to optimize existing product descriptions by suggesting improvements and identifying any inaccuracies. This can help to increase the visibility and conversion rates of products on eCommerce websites.

With its natural language processing capabilities, ChatGPT can also assist in creating product titles and bullet points that are optimized for search engines.

Furthermore, ChatGPT's ability to understand the context of the product and its features can be used to create personalized product recommendations for customers.

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Product recommendations

Using ChatGPT to recommend products in eCommerce can be done by training the model on a dataset of products and their attributes, such as product category, price, and customer reviews. ChatGPT can then use this information to understand the context of a customer's request and recommend relevant products.

For example, if a customer asks for a "budget-friendly laptop," ChatGPT can search its dataset for laptops that fit that criterion and recommend options to the customer. ChatGPT can also consider a customer's previous purchase history and browsing behavior to make more personalized recommendations.

This type of application of ChatGPT can help eCommerce businesses increase sales and customer satisfaction by providing a more convenient and efficient shopping experience.

Customer service

ChatGPT can be used to enhance eCommerce customer service by providing accurate and intelligent responses to customer inquiries. Its conversational flow allows it to understand the customer's needs and provide relevant information.

For example, it can assist with product recommendations, help with order tracking, and provide troubleshooting assistance. Additionally, its ability to admit mistakes, challenge incorrect premises and reject inappropriate requests ensures that customers receive the best possible service.

This can lead to increased customer satisfaction and loyalty, ultimately driving more sales and revenue for the business. Using ChatGPT for customer service can also help reduce the workload on human customer service representatives, allowing them to focus on more complex issues.

Personalized emails to customers

Using ChatGPT for personalized customer emails can be a powerful way to increase engagement and sales. The ability of ChatGPT to understand and respond to customer interactions in a conversational flow can be used to generate personalized emails that are tailored to the individual customer's needs and preferences.

For example, ChatGPT can analyze a customer's previous purchase history and browsing behavior to recommend products that they may be interested in. It can also use natural language processing to understand customer inquiries and provide accurate and helpful responses. This can help to increase customer satisfaction and loyalty.

In addition, ChatGPT can be used to write personalized email subject lines and content that will grab the customer's attention and increase the chances of the email being opened and read.

While there are some limitations to using ChatGPT for personalized emails, such as a need for more knowledge about current events and an inability to express opinions, it can still be a valuable tool for businesses looking to improve their email marketing efforts.

Social media marketing

Social media marketing for ecommerce using ChatGPT can involve several strategies, such as:

Creating engaging content: Use ChatGPT to generate compelling product descriptions, social media posts, and influencer outreach messages to attract potential customers to your ecommerce store.

Personalized communication: Use ChatGPT to generate personalized customer messages based on their browsing and purchase history.

Customer service: Use ChatGPT to train a chatbot that can handle customer inquiries and provide real-time assistance.

Product recommendations: Use ChatGPT to generate personalized product recommendations for customers based on their browsing and purchase history.

Influencer Outreach: Use ChatGPT to generate personalized messages for influencers that are more likely to convert into collaborations.

Quality Control

Quality control using ChatGPT in ecommerce can involve several strategies, such as:

Grammar and spelling check: ChatGPT can be used to check product descriptions, customer reviews, and other written content for grammatical errors and spelling mistakes. This can help ensure that the content on an ecommerce website is accurate and professional.

Fact-checking: ChatGPT can be used to check the accuracy of information provided in product descriptions and customer reviews. This can help ensure that customers receive accurate and reliable information about products.

Flagging inappropriate content: ChatGPT can be used to flag inappropriate content in customer reviews, such as offensive language or false claims. This can help ensure that customers have a positive experience on the ecommerce website.=

Sentiment Analysis: ChatGPT can be used to analyze customer reviews and feedback to identify patterns of sentiment and to detect any negative sentiment.

Image and Video Quality Control: ChatGPT can be used to check the quality of images and videos that are used in product pages and ads.

Royex Technologies is a **leading E-Commerce website development company in Dubai**. If you plan to design/redesign your website or launch an e-commerce platform, our 24*7 technical teams will give you design and development support. Let Royex's web development team help develop your e-commerce store to drive more qualified visitors to your site and convert those visitors into leads and sales.

6 STRATEGIES TO DRIVE ORGANIC TRAFFIC TO YOUR ONLINE STORE



Organic traffic is considered every e-commerce owner's dream. It refers to the visitors who land on your website without clicking any paid ads. In the e-commerce sector, the success of your business depends on the ability to drive direct traffic. It is a crucial & challenging task for business owners to drive traffic & purchase from your online store.

As we are talking about traffic, you need to keep in mind that all the traffic is not your potential customer. You have to mix proper SEO strategies & marketing policy to invite the right audience who will make a purchase in the end after visiting your website. In this article, we are going to mention 6 strategies to drive organic traffic to your e-commerce store.

Strong Online Presence

Social media is the easiest way to attract a pool of potential & targeted customers with multiple social media marketing strategies. The increasing number of mobile & smartphone users makes it more convenient to get in touch with every online product via social media.

“ Over 90% of online experiences begin with a search engine, making SEO a critical component of driving organic traffic to your online store ”

Social media platforms like - Facebook, Pinterest, Instagram, and Twitter are free to use as marketing tools! Just opening a business account can help you to reach out to hundreds to millions of users in the most cost-effective way. For a strong online presence, you need to figure out which platforms your users are active on most of the time. According to the buyer persona, you have to follow the strategies to build brand awareness for your product. While you targeting social media platforms some suggestions are:



- There are multiple content types to promote your products such as Text, videos, GIFs, reels, and shots. Every media type has its own high consumption ratio depending on the platform. For example, reels & shots have high engagement on Instagram. So, research on the content that drives more engagement is important to figure out.
- Directly promoting any product sometimes looks artificial or people don't find it enjoyable. You need to create such type of content that represents your product in an informative way.
- You can interact with your user in real-time using surveys like polls or Q/A sessions. In these ways, you can get to know your targeted audience in-depth & determine what types of products you need to launch on your e-commerce site.

Email Marketing In A New Approach

Email marketing remains one of the most used & cost-effective ways to drive organic traffic for the brands

Did You Know?

- Websites that appear on the first page of search results receive over 90% of clicks, emphasizing the importance of ranking higher in search engine results pages.
- SEO involves optimizing your website's content, meta descriptions, title tags, and other elements to make it easier for search engines to crawl and understand your website's relevance to user queries.

With personalized email marketing tactics you can retain customers by informing them about your new products, updates, or any other news about your company.

Growing an email newsletters list is important to drive customers & it helps to get back a positive ROI. To subscribe to the newsletter of your company you have to provide an option on your website homepage where people will input their email address & contact number to subscribe to your newsletter program. Hence you can get a chance to grow the email list which will further help you to return back to your website for any new release. Some points that how you can leverage newsletters to drive traffic-

- If your e-commerce website contains a daily blog section, then you can send weekly newsletters about your recent post which promotes the products of your website.
- Through newsletters, you can announce the upcoming promotions, campaigns, and promotional codes.
- Offer newbie incentives via newsletter or incorporate any loyalty program through personalized email content.
- You can also share your highly engaging content from your social media platforms. Thus you can promote your online presence.
- Send automated emails for cart abandonment.

Best SEO Practices

To build a strong online presence, there is no way but to leverage best SEO practices to display your website on the top of SERP. In fact, 38% of the traffic onboard your website is through organic search on google search engine results. So, for a huge chunk of organic buyers, you have to make sure, your e-commerce is SEO optimized properly. Out of all SEO tactics, the essential 6 steps-SEO strategies for online store optimization are:

Step-1-Keyword Research: For an e-commerce site, keyword placement plays an important role as there are multiple products on the product page. Incorporate the keywords into the product title & product description as well. For keyword placement, you have to gather optimized keywords that complement your service & products. Two types of keywords you should use:

High purchase intent keywords

Keywords that you can link with high authority websites

Step-2- Product Page Optimization: Writing proper metadata of the product pages of your e-commerce website is the next essential task to do. Based on the metadata of the product page, users can discover the page on search results. For page optimization, you have to cultivate high purchase intent keywords on

- Title tags
- H1, H2 & H3 tags
- Product description
- Alt text of images
- Meta description of page not more than 150 characters

Step-3- Create High Authoritative Content: To rank your website on top, you need to have a high-quality content section that you can link up with other high-authority pages or websites to gain backlinks. High authoritative content involves-

- Brief history & specifications of the products
- Why the product is important & for whom
- X steps to use a particular product
-

Step-4- Submitting Sitemap: A sitemap is a file that provides a full overview of the content of your e-commerce website. It lists all the web pages in hierarchical order, typically starting with the home page. By submitting your websites to Google Search Console, it becomes easier for the robots or search crawlers to index your website.

Step-5- Improve Site Speed: Site loading speed defines, how quickly you can retain customers throughout the session. Improving page loading speed to 0.1-second helps to increase the conversion rate of e-commerce stores up to 8.4%.

Step-6- Optimize Site Architecture: Optimized website architecture helps existing users to easily navigate the whole site & thus it increases the session time for every interaction. A proper site structure refers to the perfect combination of web pages, product categories & sections.

Word Of Mouth Marketing

This is the most old-fashioned strategy out of all the points we have mentioned here. Word of mouth marketing is a type of marketing that relies on the spread of information from person to person. This form of marketing has been around for ages and it's still effective for all types of niches. It has the power to generate organic traffic & boost sales. Many companies use this strategy because it helps them create a brand vision that people are happy to talk about.

The power of word-of-mouth advertising is undeniable. In this method, your valuable customers who already used your products & totally satisfied with your service become ambassadors of the website. This type of marketing includes- a discount on the next purchase, contest, or other additional facilities in return for referring other customers who can be the next potential customer.

Referral Programs

A referral program is a most effective modern marketing strategy that involves other website affiliates or popular social influencers to share your product or service with other potential customers. Referral programs are usually set up in a way that rewards like giving a small sales percentage of the referral products to the referrer. The best way to drive organic traffic is by using referral programs. They are inexpensive and easy to set up. It's one of the most used ways of generating leads and it's also good for customer retention. Referral programs involve the steps:

- Determining the vision or goal of the referral program.
- List down the referrals of your program. An affiliate or influencer can be used as a referrer in a referral program.
- Decide the time of launching the referral program. Also, you can start an affiliate program to leverage affiliate marketing.
- Use social media handles & email newsletters to inform about the new collaboration.
- Track the progress of the referral program.

Leverage Customer-Centric Marketing

A customer-centric marketing strategy is the future of marketing because it creates a sense of empathy with the customer and builds trust.

It is a process that involves listening to your customers carefully and responding to their needs & interest in a way that satisfies them.

The ultimate goal of customer-centric marketing is to create long-term relationships with customers by satisfying their needs over time. In other words, customer-centric marketing directly influences word-of-mouth marketing.

Aspects of customer-centric marketing involve:

- Build customer-centric business infrastructure
- Know your customer's expectations towards your product better
- Make customer's perception a reality
- Gather customer's qualitative & quantitative data
- Track customer's journey as a case study
- Let your customer demonstrate your product

And that is all for this article. The importance of driving organic traffic for an e-commerce site cannot be overstated. The main reason is that you don't have to pay for this traffic, and it is a good way to increase your ranking on search engine results pages. But you should keep in mind that driving organic traffic in your online store not only involves search engine optimization but also developing customer relationships, nurturing old & existing clients & also being creative while promoting your products. If you are new in this e-commerce industry, you can easily follow the above-mentioned steps as these are cost-effective if you are tight on your budget.

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Let Royex's web development team help you develop your e-commerce store to drive more qualified visitors to your site and convert those visitors into leads and sales.



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We Are Cost Effective

At present we have five offices, our office for Sales & Support is in Dubai and Qatar, and two other offices in India and Bangladesh that oversee design and development. We employ over 50 people across these three locations.

By maintaining the minimum number of employees in Dubai, we are keeping our cost and price lower than other companies. Even so, because our support team is in Dubai, our customers can enjoy face to face meetings and explain their vision clearly. This is how we provide great service with a minimum cost.

Moreover, our online support system can provide our clients with trackable support. To further streamline our customer support and client comfort we provide our clients with warranty against bugs and errors.

Who Are We

Royex Technologies is a **website** and **mobile app** development company in Dubai that provides mobile app, web and design solutions for small, medium and large-scale companies. We have developed and successfully delivered more than 300 projects to date for our clients in Dubai, UAE and other Middle East countries.

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