REHLA®

AINNA
NeuralOps

MOSTI | TRL 9
TECHNOLOGY READINESS LEVEL
TWO AINNA TECHNOLOGIES ASSESSED AT TRL 9

BUSINESS PROPOSAL

Your Retail Business. Powered by Agentic AI.

Strategic partnership to build, manage and grow REHLA's retail business with AINNA NeuralOps.

Retail Website | Agent AI | Automated Operations | Business Intelligence | Future Growth



DIGITAL BUSINESS ECOSYSTEM
FOR A MEANINGFUL JOURNEY

REHLA®

BRAND OVERVIEW

A Trusted Retail Brand for a Meaningful Journey.

REHLA is a retail brand offering high-quality personal care and skincare products, including essentials for Hajj, Umrah and everyday life.

Personal Care & Skincare
Daily essentials for a healthier you.

Hajj & Umrah Essentials
Travel-sized and journey-ready products.

Halal & Quality Focus
Carefully selected for peace of mind.

For Everyday Life
Supporting your wellness journey beyond travel.



Care
For Your Well-Being

Journey
With You Every Step

Trust
In Every Product

BEAUTY, CARE AND WELLNESS
FOR A MORE MEANINGFUL JOURNEY

Premium Quality | Halal Friendly | For Modern Muslims

REHLA®

THE RETAIL GROWTH CHALLENGE

Business Growth Creates Operational Complexity.

As REHLA expands its product range, customer base and digital channels, managing day-to-day operations becomes more complex and time-consuming.



Products & Inventory
More SKUs, variants and stock management.

Content Management
Product descriptions, images, articles and campaigns.

Customers & Enquiries
Increasing questions and customer support.

Marketing & Sales
Multiple channels, continuous content and promotions.

Operations & Systems
Orders, payments, shipping and reporting.

More Products
New SKUs and variants

More Content
Product, article and social media

More Enquiries
Customers from multiple channels

More Orders
Faster processing and shipping

More Data
Reports and business insights

THE NEED

A Smarter, More Efficient Way.

Automation and Agentic AI can help REHLA manage operations, content, customers and data more efficiently, so the team can focus on growing the brand and serving customers better.

Reduce Manual Work

Save Time

Support Sustainable Growth

REHLA®

BEYOND
TRADITIONAL AI

From AI That Answers to AI That Executes.

AINNA NeuralOps brings a new generation of AI that not only provides answers, but also helps plan, build and execute tasks to support REHLA's retail business.



Chatbot
Answers Questions

- Basic Q&A
- Limited to conversation
- No direct system action

Useful for simple enquiries

AI Assistant
Supports Your Work

- Generates content
- Summarises information
- Provides suggestions

Helps you work faster

Agentic AI
Plans and Executes Tasks

- Understands business goals
- Uses tools and systems
- Executes tasks with permission

Works with your data and systems

Automated Systems
Runs Repetitive Operations

- Handles recurring tasks
- Runs without LLM for every process
- Reduces cost and manual work

Sustainable and scalable

Higher Productivity
Get more done in less time.

Lower Operational Cost
Automate repetitive tasks with smart systems.

Better Customer Experience
Faster response and more consistent information.

Business Growth
Focus on strategy, brand and customers.

AI CAPABILITIES
FOR A MORE
MEANINGFUL JOURNEY

REHLA | AINNA NeuralOps

INTRODUCING AINNA NEURALOPS

AI Infrastructure Designed to Build and Operate Systems.

AINNA NeuralOps combines Agentic AI, specialised parsers and automated systems to help REHLA build, manage and grow its digital retail business.

Smart Routing
Chooses the right model or method based on task complexity and risk.

Specialised Parsers
Extracts, validates and structures data accurately.

Agent AI
Helps plan, build and execute tasks with approval and control.

Detached Systems
Runs repetitive processes without LLM for every transaction.



SECURE, CONTROLLED AND SCALABLE INFRASTRUCTURE

Security & Governance
Access control, approval workflow and audit log.

Optimised Cost
Use advanced model only when needed.

Lower AI Footprint
Detached systems reduce token usage and energy.

Built for Growth
Modular design to add new functions over time.

AI ECOSYSTEM FOR A MORE MEANINGFUL JOURNEY

REHLA | AINNA NeuralOps

MOSTI TRL 9

Technology Readiness Level 9 — Highest Maturity Level.

AINNA brings mature, implementation-ready technology to REHLA through solutions assessed at TRL 9 under MOSTI. This strengthens confidence for structured digital business deployment and long-term technology partnership.

AINNA NeuralOps System

Agentic AI and automation infrastructure for building, managing and growing digital business systems.

Financial Statements for Street SMEs

Financial data processing and statement-generation technology for street SMEs.

TRL 1	TRL 2	TRL 3	TRL 4	TRL 5	TRL 6	TRL 7	TRL 8	TRL 9
Basic Principles	Technology Concept	Proof of Concept	Laboratory Validation	Technology Validation	Prototype Demonstration	System Demonstration	Pre-Commercial Deployment	Real-World Implementation

TRL 9 indicates advanced technology maturity and readiness for real-world implementation.



INNOVATION
RESEARCH
TECHNOLOGY
REAL-WORLD
IMPLEMENTATION



REHLA | AINNA NeuralOps

AI BUILDS SYSTEMS.
SYSTEMS RUN BUSINESS.

Build Once.
Automate Continuously.

AINNA NeuralOps uses Agentic AI to build systems that run repetitive tasks automatically, so REHLA can focus on growing the brand.



1 Agent AI Analyses Needs
Understands goals, processes and data.



2 Develops System
Builds the right tools, workflows and automations for REHLA.



3 Deploy & Integrate
System is deployed to REHLA's environment with proper access control.



4 Systems Run Automatically
Handles repetitive tasks without needing LLM for every transaction.



EXAMPLES OF AUTOMATED SYSTEMS

- **Order Processing** — Verify orders, update status, notify customer.
- **Inventory Management** — Update stock, low stock alert.
- **Product Content** — Generate and publish descriptions.
- **Marketing Support** — Schedule posts, manage campaign data.
- **Sales Reports** — Daily / weekly reports and insights.

- **Lower Operational Cost** — Less dependence on LLM.
- **Save Time** — Automate repetitive workloads.
- **Higher Productivity** — Team can focus on value-added work.
- **More Consistent Operations** — Reduce human error and ensure data accuracy.

AI TO BUILD SYSTEMS.
SYSTEMS TO EMPOWER REHLA.

SUSTAINABLE
DIGITAL GROWTH
FOR A BRIGHTER JOURNEY

REHLA | AINNA NeuralOps

AI BUILDS SYSTEMS.
SYSTEMS RUN BUSINESS.

REHLA Website:
The First Digital System.

The First System. Not the Final Destination.

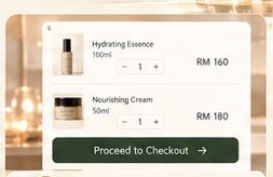
The REHLA website is the first digital implementation of the NeuralOps ecosystem, bringing together catalog, content, customer interaction and brand storytelling in one platform.





Product Catalog

Explore REHLA's full range of skincare, body care, wellness and travel sets.



Shopping Cart

A seamless and secure shopping experience from discovery to delivery.



AI Assistant

Get product advice, skincare guidance, travel tips and support anytime.



Content & Journal

Brand stories, wellness tips and travel inspiration to build deeper connections.



Multi-language & Brand Knowledge

Available in multiple languages with deep brand and product knowledge.

NEURALOPS ECOSYSTEM

1. **REHLA Website** — First Digital System
2. **Agent AI** — Customer Support & Sales
3. **Automation** — Order, Inventory, Marketing
4. **Dashboards** — Business Insights & Analytics
5. **Retail Operations** — Stores, Pop-ups & Future Channels

Centralised Brand Presence

One platform for catalog, content and customer engagement.

Better Customer Experience

A more personalised, seamless and consistent journey.

Stronger Digital Foundation

Scalable, data-driven and ready for AI-powered growth.

Ready for Expansion

The first step towards a fully connected NeuralOps ecosystem.

AI TO BUILD SYSTEMS.
SYSTEMS TO EMPOWER REHLA.

SUSTAINABLE
DIGITAL GROWTH
FOR A BRIGHTER JOURNEY.

REHLA®

AGENT AI
FOR RETAIL BUSINESS

Your AI Team Working 24/7

REHLA Agent AI acts as a digital team that helps you manage content, customers, orders and operations — automatically, every day.



KEY FEATURES

Multi-Channel Chatbot
Website, social media and marketplace.

Content Automation
Product content, articles and visuals.

Order & Inventory Management
Track, update and notify.

Customer Data & Insights
Understand customers and improve sales.

Custom Workflow
Tailored to REHLA's business operations.

AI WORKS WITH YOUR BUSINESS DATA

- Product information
- Order and inventory data
- Customer enquiries
- Marketing materials
- Business reports

Secure, private and controlled environment.

EXAMPLE USE CASES



Auto-generate product content
Descriptions, posts and captions.



24/7 customer support
Answer enquiries and recommend products.



Order tracking and notifications
Update status automatically.



Marketing campaign support
Plan, create and schedule content.



Business reports
Sales, product performance and customer insights.

MORE TIME
FOR WHAT MATTERS

Save Time
Reduce manual work and repetitive tasks.

Lower Cost
Optimise resources with smart automation.

Higher Productivity
Focus on growth and customer satisfaction.

Better Decision Making
Data-driven insights for sustainable growth.

AGENT AI
TO EMPOWER REHLA'S
GROWTH JOURNEY

REHLA | AINNA NeuralOps

REAL USE CASES FOR REAL RESULTS

From Daily Tasks to Real Impact.

REHLA uses AINNA NeuralOps to support real retail business operations — from content to orders, customers and reports.



Auto Product Content
Generate product descriptions, posts and visuals.

Order Management
Track orders, update status and notify customers automatically.

Customer Support
Answer enquiries 24/7 with consistent product information.

Business Reports
Get sales, product performance and customer insights.

INDUSTRY USE CASES



Retail & E-commerce
- Product listing & content
- Order tracking
- Customer support
- Sales reporting



Content & Marketing
- Auto social media posts
- Campaign planning
- Product visuals & ideas
- Performance analysis



Inventory & Operations
- Stock monitoring
- Low stock alerts
- Order processing
- Fulfilment workflow



Customer Experience
- 24/7 enquiry handling
- Product recommendations
- After-sales support
- Multi-channel support



Business Intelligence
- Sales and profit reports
- Product performance
- Customer insights
- Trend analysis

REAL BENEFITS

Save Time
Reduce manual work and repetitive tasks.

Lower Cost
Optimise resources with smart automation.

Higher Productivity
Focus on strategy, brand and customers.

Better Customer Experience
Faster and more consistent support.

SAME TEAM.
MORE POSSIBILITIES.

Scalable for Business Growth
Works for small to large retail operations.

Secure and Controlled
Your data stays private and protected.

Built for the Future
Modular and flexible to support new needs.

REHLA
A SMARTER WAY TO GROW TOGETHER.

REHLA | AINNA NeuralOps

A CLEAR JOURNEY
FROM PLAN TO IMPACT

Our Implementation Process
Simple. Structured. Supported.

REHLA works with AINNA NeuralOps through a clear and proven process so your website and Agent AI system can be built, deployed and supported smoothly.

1 Discovery & Planning
Understand your goals and requirements.



- Discussion & consultation
- Confirm scope and features
- Plan project timeline

2 Design & Development
Build your website and Agent AI system.



- Website design and development
- Configure Agent AI and automations
- Integrate with required systems and data

3 Testing & Quality Check
Ensure everything works as expected.



- Functional testing
- Security and data check
- Performance optimisation

4 Deployment & Training
Go live and empower your team.



- Deploy to live environment
- Training for your team
- User guide and best practices

5 Support & Growth
Ongoing support to help you grow.



- Technical support
- Monitoring and maintenance
- Continuous improvement and new features

ONGOING SUPPORT

KEEP YOUR BUSINESS RUNNING SMOOTHLY.

Agent AI maintenance
Keep your AI agents running and updated.

System monitoring
Monitor server, performance and uptime.

Content and technical support
Help with website content, updates and troubleshooting.

Performance review
Regular check and recommendations for growth.



YOUR SUCCESS IS OUR JOURNEY.

Dedicated Team
Work closely with you from start to finish.

Transparent Process
Clear progress and regular updates.

Hands-on Training
Your team is ready to use and manage.

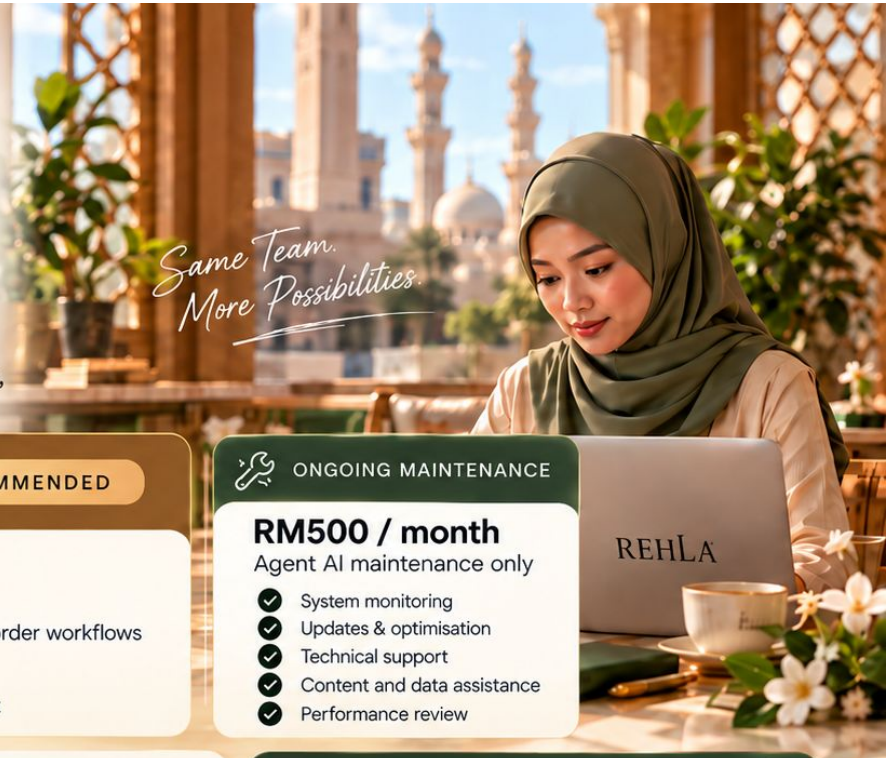
Long-Term Partnership
We support your growth beyond go-live.

TECHNOLOGY
PEOPLE
A BRIGHTER JOURNEY

REHLA | AINNA NeuralOps | LET'S BUILD REHLA TOGETHER.

Let's Build REHLA Together.

A complete Hybrid Agentic AI solution for REHLA's retail business, built on AINNA NeuralOps.



HYBRID AGENTIC AI

RECOMMENDED

RM18,000

Setup & Implementation

Infrastructure excluded

- Website development
- Agent AI integration
- Content, customer & order workflows
- Training & handover
- Deployment & support

ONGOING MAINTENANCE

RM500 / month

Agent AI maintenance only

- System monitoring
- Updates & optimisation
- Technical support
- Content and data assistance
- Performance review

NEXT STEPS

1. **Discussion** — Understand your needs and confirm the best solution.
2. **Proposal** — Detailed scope and implementation plan.
3. **Agreement** — Sign and confirm the project.
4. **Development** — Build, deploy and train your team.
5. **Go Live & Support** — System goes live with ongoing support.

Ready to Take the Next Step?

Let's discuss your requirements and build REHLA together.

CONTACT US >

AI TO EMPOWER REHLA. PEOPLE TO CREATE IMPACT.

- **Proven Technology** — Built on AINNA. NeuralOps.
- **Dedicated Team** — Local support your own team.
- **Secure and Controlled** — Your data stays in your hands.
- **Sustainable Growth** — Scalable systems for long-term success.

REHLA
A BRIGHTER JOURNEY TOGETHER.