



وادي تسمو الرقمي
TASMU DIGITAL VALLEY

IT CONSULTING IN DIGITAL WALLET

Advisory services that help clients assess different technology strategies, align strategy with business processes and help roll out new IT solutions

OPPORTUNITY DEFINITION | IT CONSULTING | INNOVATION STRATEGY, LICENSING RECOMMENDATIONS & ADOPTION FOR DIGITAL WALLET

This initiative is aimed at addressing the limited presence of digital wallets in Qatar as well as enabling current digital wallet companies in Qatar to grow to a larger value chain on payments.

TARGET MARKET

Target Market

The B2C eCommerce penetration rate in Qatar is estimated at 15% which is equal to **400,000 online shoppers**.

Target Users

- › B2C online shoppers



ADJACENT OPPORTUNITIES

- › Digital Wallets
- › On-demand Service Providers

STAKEHOLDERS

- › Ministry of Transport & Communications (MOTC)
- › Qatar Central Bank (QCB)
- › Ministry of Commerce & Industry (MOCI)
- › Ministry of Finance (MOF)
- › Banks such as QNB, Doha Bank, Commercial Bank, etc.
- › Payment processors such as Qpay, Payfort, PaymentsME, etc.
- › Online merchants such as Zomato, Talabat, Doha Sooq, Qtickets, etc.
- › B2C Online Shoppers



KEY PROBLEM STATEMENT | NEED

There is a large potential for digital wallets in Qatar, despite the few existing players and limited scope. This initiative will guide existing players towards growth and welcome new digital wallet players.



OWNER AND SECTOR

Owner Ministry of Transport & Communications (MOTC) and Qatar Central Bank (QCB)

Sector eCommerce



PROCUREMENT CYCLE

Identified Opportunity

The opportunity has been identified & is yet to enter the RFP stage.



TIMESPAN



Total duration of 1-2 years including implementation and testing

BUDGET ACROSS ECOMMERCE ECOSYSTEM

The Qatar eCommerce market is expected to grow from USD\$1.2 billion in 2017 to **USD\$3.2 billion** in 2020.

