

Beyond the storefront: Mollkom's bet on AI for the work of commerce

During its pilot launch, the Saudi platform is bringing product preparation, marketing, customer service and daily operations into one system, aiming to reduce repeated work and the cost of coordination.

Adding a product to a shopping cart may take only a few seconds. Behind the page a customer sees, however, is work that begins before the product goes on sale and continues after it is sold. Images need to be prepared, information written, marketing produced, questions answered and an order moved from inventory to the buyer's door.

The distance between having a product and being able to sell it occupied Abdullatif Ahmed Jounaid during his work in e-commerce. The founder of Mollkom says his experience with store-building platforms exposed a recurring operational burden: merchants must explain a product to a designer, prepare its information for marketing and make that knowledge available to the people answering customers. Every new product adds to the work of coordination.

That experience led to Mollkom, developed by Phitek Studio and currently in its pilot launch. The platform offers what it calls a "commerce operating system," combining tools for running a business with AI. Its premise is that understanding a product once, then using that knowledge to present and market it, serve its customers and fulfill orders, can reduce part of the cost of running commerce.

The cost of doing the same work again

In Jounaid's account, the cost of a task is difficult to separate from how often it must be repeated. Writing one product description is a limited assignment. Preparing a large catalog means repeating the research, writing and image preparation, then returning to the same information to create an advertisement or answer a question.

Mollkom addresses the beginning of that sequence through the merchant's phone. According to the company, a user can photograph a product and have AI tools read the information visible on it to help prepare its name, description and marketing copy. The process also includes preparing white-background images and images that show the product in a setting where it might be used.

The platform connects that preparation to the work that follows. Information and images prepared for the store also become material for marketing, while product information informs customer service tools. The central idea is to reduce the number of times a business must introduce the same product again, both within its team and across the tools it uses.

Making marketing part of the operation

Marketing has a central place in Mollkom's approach. A well-prepared storefront still leaves the owner with an ongoing task: reaching customers, producing material that earns their attention and refreshing it as products and offers change.

The company says its tools study the store and its products, develop a content strategy and turn it into design and production work. That includes posts, videos and accompanying copy, through to scheduling and publication on connected accounts. The system also extends to paid campaigns, monitoring their results and preparing visual material for the storefront.

Marketing execution therefore becomes part of the platform's daily work. Product information helps shape what is said and how the product is presented, then informs material that can be published and tracked. The owner sets the business direction and execution preferences, while AI tools carry out parts of the work connecting planning, production and publishing.

For Jounaid, bringing these steps together concerns a merchant's ability to keep marketing over time, not simply produce a single post. Catalogs change, offers are renewed and content needs attention. He wants those recurring tasks to become a regular part of running the business.

The conversation after the post

Content may lead to a question before it leads to a purchase. Mollkom therefore connects marketing with tools for monitoring comments and managing WhatsApp conversations, alongside a customer service agent informed by the store's information and instructions. The aim is to bring product knowledge into the conversation about it, with cases requiring the team's intervention handed over.

After the sale, the platform's scope extends to orders, inventory, warehouses, point of sale and shipping integrations. It also includes tools for work in the field, among them a driver application for businesses that handle their own deliveries.

That reach explains the choice of "commerce operating system." In the founder's view, the online store is one channel within a wider business, alongside social accounts, points of sale and operations that take place away from the screen. Mollkom aims to connect those parts so that information remains useful beyond the department where it was first entered.

A bet on time and cost

Jounaid places productivity and reducing wasted effort at the center of the project. He is targeting both small businesses, whose owners carry several responsibilities, and larger operations whose work is spread across teams and tools.

He presents lower costs as an objective of these connections: less time rewriting information, less effort moving it between tools and greater capacity to keep producing content and following customer interactions. These are the benefits the platform is seeking as it develops its pilot experience and prepares for a broader rollout.

The ambition Mollkom's founder describes is for a business to add products and reach more customers while reducing the repeated work that comes with growth. For him, the value of AI lies in what it gets done during a merchant's day: preparing a product, publishing content, answering a question or following an order through to its recipient.