

WEEKLY NEWS IDEA

NEWS AGENCY



Homeca: Social security pressure on digital health platforms continues

“Homeca” digital health platform announced by publishing a statement that despite the initial agreement with the Social Security Organization, one of the units of this organization has not stopped pressuring and threatening doctors and collaborating laboratories.

Superapp Snapp’s 10th birthday with the unveiling of the “Story” feature

10 years ago, Snapp started its journey on a fall day and today it has become a part of the daily life of millions of people. Every route, every passenger and every driver made a story in these years that were tied together in the bustling streets and alleys of the city. Still, in the city lights, Snapp looks forward; A future where distances will be shorter, journeys will be easier and lives will be better.

On its 10th birthday, Superapp Snapp is devoting 10 days to appreciate the support of its users by unveiling the “Story” feature. In this campaign, users can participate in a unique experience by reviewing their user behavior of the past year and receiving a dedicated character.





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IAI EVENT - ESFAHAN 2024

ABBASI - HOTEL

OCTOBER 22 - 25 IAI

IDEA AGENCY Interviews:



Alibaba has published a one-year report of refund without penalty

Alibaba was the first online tourism company in Iran to provide its users with a penalty-free refund service. Refund without penalty is a type of ticket insurance for passengers, whereby they can cancel the travel ticket without incurring a penalty.

Shetab was connected to Russia's Mir banking network

November 11, the Governor General of the Central Bank, Mohammadreza Farzin, said at the unveiling ceremony of the connection of the Shetab network to the Russian Mir network: the project that we are witnessing the opening of today is aimed at creating integration in the payment networks and facilitating financial transactions between the citizens of the two countries. By connecting the national payment networks of the two countries, the borders of electronic payments were removed.

The quarterly regulatory report was published; Optical fiber coverage statistics were not updated

The latest report of the regulatory season of the country's communication and information technology indicators, which is related to the end of the summer of 2024, tells about the continued decrease in the penetration rate of fixed phones and the increase in the penetration rate of mobile phones, mobile internet and fixed internet. In this report, the statistics related to the development of the optical fiber network have not been updated, and the numbers of the previous report (Spring 2024) have been repeated. The 50th quarterly report of the Radio Communications Regulatory Organization, which is related to the indicators of the summer of this year, shows the mobile internet penetration rate of more than 136% and the fixed internet penetration rate of nearly 13%, which are far apart.

NEWS REVIEW

Supermarket Closures Since 2014: The Role of Platforms in the FMCG Market

Mehdi Arefi said at the "Next Generation of FMCG Companies" meeting at the Iran TechSummit event: "Adding solutions such as online sales to sales channels will ensure the survival of small and medium businesses."

According to Ideaagency, the meeting of the next generation of FMCG companies was held with the presence of Pouya Rastgar, CEO of Snapp Supermarket, Mehdi Etemadi, Executive Director of Okala, Mehdi Arefi, CEO of Yaran Daryan Chain Stores and Shahriar Dadgar, Executive Director of Doosheh Dairy at the Iran TechSummit event.

Mehdi Arefi, CEO of Yaran Daryan, explained the importance of the presence of platforms in expanding and enriching the fast-moving goods market, and said: "Our research shows that from 2014 to today, more than 17,000 supermarkets have been closed. If we remove this statistic, 7,000 supermarkets have ended their work due to sales and customer attraction problems."

Today, our online sales statistics show that an average of 25% of our supermarket sales are on Snapp, and this number is really impressive for a small and medium-sized business that can sustain that business. Currently, 160 of our branches are operating in Snapp, and daily more than 15,000 online orders are registered for us from this place. Our goal is to increase this number to 600 supermarkets and 70,000 orders in one day."



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