

From Idea to Launch: An International Subscription Model in Just 4 Months




Partners in success



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yalla baby
BOX

A close-up photograph of a baby's hand placing a pink puzzle piece into a row of other puzzle pieces. The pieces are orange with 'H', yellow with 'E', green with 'L', pink with 'L', and blue with 'O'. The background is a soft-focus image of a baby's face.

Your baby universe,
delivered monthly



Yalla Baby Box partnered with Eureka Labs to launch a subscription e-commerce platform for busy parents. **In four months, we helped them automate retail processes, scaled to 1,500 SKUs, and delivered 500 boxes in their first quarter.**

About Yalla Baby Box

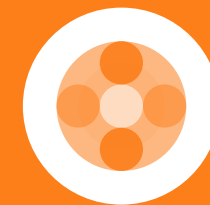
Yalla Baby Box is an e-commerce company based in Dubai, UAE, expanding throughout the Middle East. By subscribing to Yalla Baby Box, **parents save time and money by bundling premium-brand products algorithmically recommended for their babies.** The company actively partners with pediatricians and hospitals to inform its product recommendations and provide rich content to educate parents.

The Challenge

Yalla Baby Box aimed to automate complex retail processes while providing a best-in-class subscription e-commerce experience that is intuitive and culturally tailored in a region relatively new to this business model.

The Solution

We provided e-commerce consulting and platform implementation services.



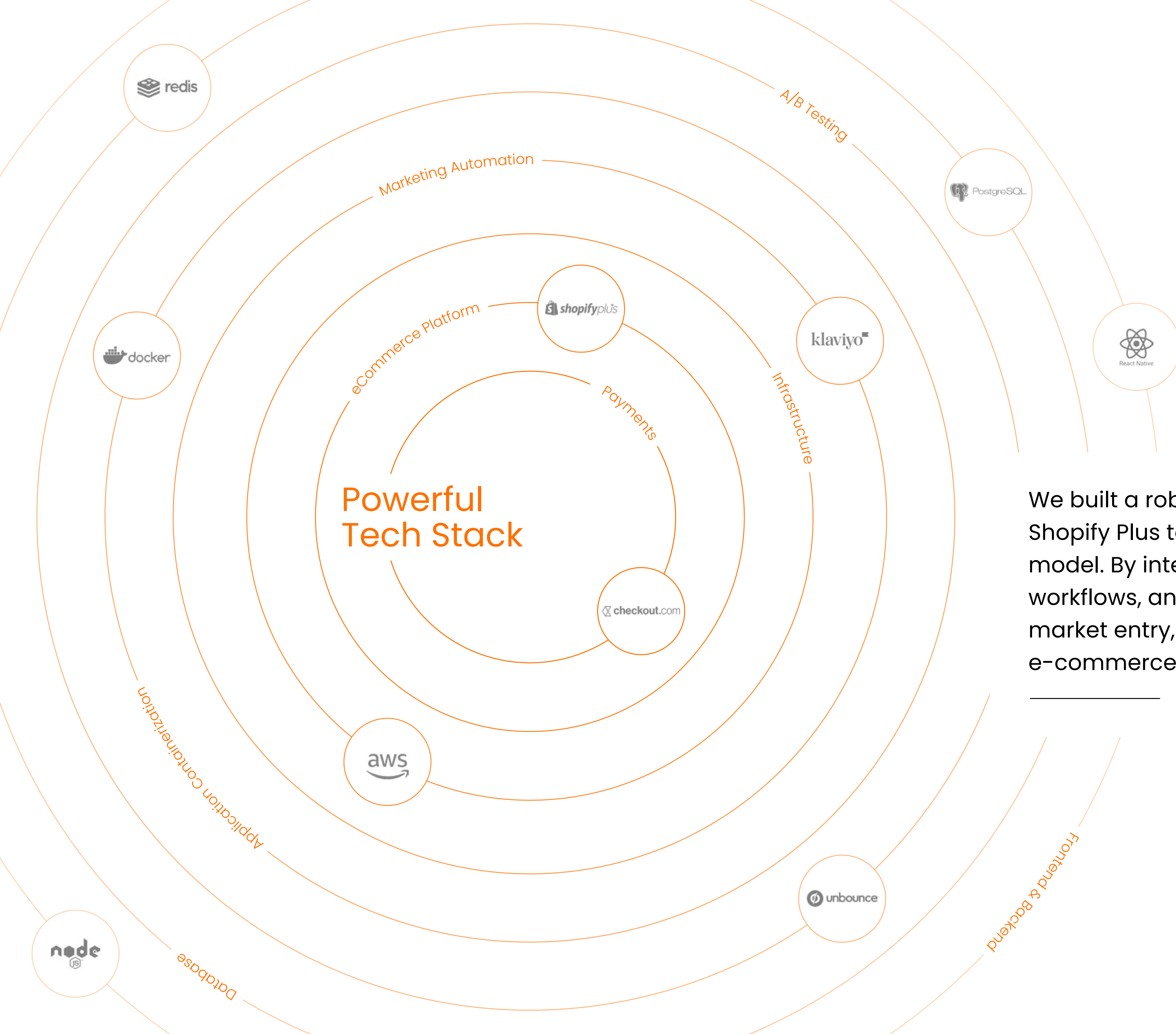
E-commerce consulting

We conducted **market research to understand the benefits of a subscription model for repeatable baby products in the region**, focusing on factors like long distances, extreme heat, and high births per capita.



Platform implementation & software development

We assembled a 10-professional agile pod that **implemented and customized a Shopify Plus e-commerce platform**, ensuring efficient collaboration. We assisted in **driving the digital transformation of retail processes**, like stock management, picking & packing, and shipping.



We built a robust, culturally tailored tech stack centered on Shopify Plus to support Yalla Baby Box's subscription model. By integrating custom apps, automating retail workflows, and supporting over 1,500 SKUs, we enabled fast market entry, streamlined logistics, and scalable e-commerce growth across the Middle East.

The Results

4 months
from start to launch

300 subscribers
in the first 6 months

1,500 SKUs
supported

500 boxes delivered
in the first 3 months

Key Takeaway

Localizing e-commerce for cultural nuances accelerates adoption—automation makes it scalable.



Francisco Pellegrini | CEO
yalla baby
BOX

“Partnering with Eureka Labs was critical to enable growth at our company, **they've provided exceptional value and shown flexibility to address new markets.**”

Their team has become an integral part of our technology roadmap, helping us automate complicated retail processes and improve our online conversion.”

Ready to Build a Smart Partnership?

We're more than a vendor—we're your potential Growth Partner.
Let's clear your backlog!

Let's talk