



MAP MONITORING · UNITED ARAB EMIRATES

Asgharali Perfumes

34

offers monitored

4

below MAP

2

sellers in breach

5

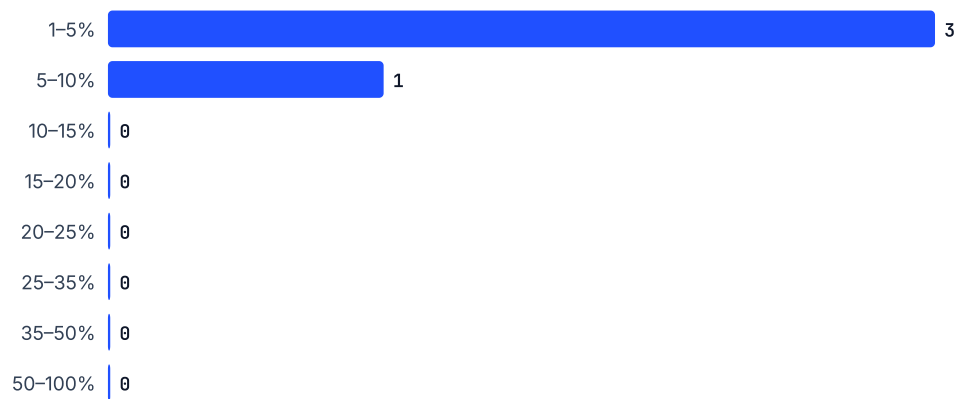
sites carrying the brand

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Scope. Every publicly visible UAE online listing of Asgharali Perfumes products we could find across 16 retailers and marketplaces, matched to the brand's own UAE store (ae.asgharali.com) using Sampo's 6-stage AI Matching Pipeline. A listing counts as **below MAP** when its advertised, VAT-inclusive price is more than 1% under the brand store's current price for the identical product (same line, format, size and pack). Marketplace listings are assessed per seller, not just the winning offer. Every violation in the attached CSV links to a timestamped screenshot.

1. 12% of Asgharali's UAE listings are priced below the brand's own store

Depth of violations — how far below the brand store price



- **4 below-MAP offers** from **2 sellers** on **2 sites**, covering **4 of the 29 Asgharali products** resold online.
- Out of **34 in-stock offers** monitored, compliance is **88%**. The median violation undercuts the brand store by **4%**; the deepest by **6%**.
- Severity: **0 severe** ($\geq 25\%$ below), **0 moderate** (10–25%), **4 minor** (1–10%).
- Concentration: **Alshaya Perfumes (Cross-Border)** on alshayaperfumes.com alone accounts for **50%** of violations; the top five sellers for **100%** — enforcement can start narrow.
- 4 of the 88 products on the brand store are themselves on sale today; MAP is measured against that current price. A further **0 offers** sit below the store's *regular* price but not its sale price — compliant now, a breach the day the sale ends.

Bottom line: 2 sellers advertise Asgharali below the brand's own price, led by Alshaya Perfumes (Cross-Border) (alshayaperfumes.com); a weekly evidenced sweep turns this list into enforceable notices.

2. Alshaya Perfumes (Cross-Border) leads the violation table — 2 offers, median 4% below MAP

Below-MAP offers by seller (top 10)



#	SELLER	SITE	BELOW-MAP OFFERS	PRODUCTS	SHARE OF SELLER'S OFFERS	MEDIAN DEPTH	DEEPEST	SEVERE (≥25%)
1	Alshaya Perfumes (Cross-Border)	alshayaperfumes.com	2	2	100%	4%	4%	0
2	Fawaah Kuwait (Cross-Border)	fawaah.com	2	2	100%	4%	6%	0

2 sellers have at least one below-MAP offer; 0 of them have exactly one — often a one-off promotion rather than a pricing policy.

3. Marketplaces: Amazon.ae hosts 0 below-MAP offers from 0 sellers

On marketplaces several sellers list the same product; we assessed every seller's offer, not only the one that wins the buy button.

MARKETPLACE	LISTINGS	SELLERS	OFFERS	BELOW-MAP OFFERS	SELLERS BELOW MAP	OF WHICH WINNING THE BUY BOX
Amazon.ae	18	1	18	0	0	0
Desertcart	10	1	11	0	0	0
Trendyol	1	1	1	0	0	0

4. The brand's own marketplace accounts price at or above MAP

SELLER ACCOUNT	SITE	OFFERS	BELOW MAP
Asgharali-Perfumes	Amazon.ae	18	0

5. Asgharali Shurooq Spray 100ML is undercut by 1 sellers

PRODUCT	BRAND STORE (AED)	LOWEST SEEN (AED)	SELLERS BELOW MAP	MEDIAN DEPTH
Asgharali Shurooq Spray 100ML	140.00	131.01	1	6%
Attract Edp 100ML	199.00	190.31	1	4%
Leather Luban Edp 100ml	180.00	172.47	1	4%
Debaaj Mustabraq 200 Grm	120.00	117.91	1	2%

0 products are undercut by three or more sellers at once — a pattern that usually points to a common low-cost supply source rather than individual promotions.

6. Evidence Gallery — Verified & Stamped Captures

Every violation below was independently verified and captured via a UAE connection with zero pixel alteration to the page content, accompanied by a timestamped metadata header band and a highlighted red bounding box around the offending price element.

- **AAP-e6ab7db1e6:** Fawaah Kuwait (Cross-Border) on fawaah.com — Asgharali Shurooq Spray 100ML (AED 131.01 vs MAP AED 140.00, -6.4%) [View Stamped Evidence Screenshot](#)
- **AAP-6e251ae36c:** Fawaah Kuwait (Cross-Border) on fawaah.com — Debaaj Mustabraq 200 Grm (AED 117.91 vs MAP AED 120.00, -1.7%) [View Stamped Evidence Screenshot](#)
- **AAP-ef45897f2d:** Alshaya Perfumes (Cross-Border) on alshayaperfumes.com — Leather Luban Edp 100ml (AED 172.47 vs MAP AED 180.00, -4.2%) [View Stamped Evidence Screenshot](#)
- **AAP-760bb9242a:** Alshaya Perfumes (Cross-Border) on alshayaperfumes.com — Attract Edp 100ML (AED 190.31 vs MAP AED 199.00, -4.4%) [View Stamped Evidence Screenshot](#)

7. What is not in the headline count

- **Cross-border sellers** (ship from abroad, show AED prices): 4 of the below-MAP offers (2 sellers) are flagged `cross_border` in the CSV — harder to enforce, listed separately so they can be handled differently.
- **Out-of-stock listings** advertising below MAP: 0 — excluded from the count, re-checked in the next sweep.

- **Held for identity review:** 0 below-MAP offers where the listing does not state enough (size, pack, edition) to prove it is the identical product. We don't accuse a seller on an ambiguous match.
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8. Recommended actions

1. **Start with the top five sellers** (Alshaya Perfumes (Cross-Border) (alshayaperfumes.com), Fawaah Kuwait (Cross-Border) (fawaah.com)) — 100% of all violations; each notice in the CSV carries its screenshot.
 2. **Investigate supply on the most-undercut products** (Asgharali Shurooq Spray 100ML, Attract Edp 100ML, Leather Luban Edp 100ml) — several sellers pricing low together suggests a shared source.
 3. **Watch the 0 offers priced under the regular price:** they become violations when the store sale ends.
 4. **Run the sweep weekly:** each violation keeps a stable ID, so the next report shows new, persisting (days in breach) and resolved violations per seller.
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9. What this looks like with Sampo

- A weekly (or daily) sweep of every monitored Asgharali offer in the UAE, every seller on every marketplace.
 - Evidence on file: a timestamped screenshot per violation, captured from a UAE connection, with the advertised price located on the page.
 - New / persisting / resolved tracking per seller, and alerts when a seller breaches MAP.
 - Coverage grows with the market: new resellers are discovered and added automatically.
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10. Methodology & evidence standard

- **Reference price (MAP):** the current VAT-inclusive price of each product on the brand's UAE store; the regular (pre-sale) price is recorded alongside. Products whose store page is not publicly available are excluded.
- **Coverage:** 16 UAE retailers and marketplaces checked; 5 carry the brand. Each seller's full Asgharali assortment was collected from its brand pages; on marketplaces every seller offer was recorded.
- **Matching:** Sampo's 6-stage AI Matching Pipeline — identifier checks, candidate search, deterministic guards on size, pack and set composition, and AI review of line, edition, format and condition. Testers, decants, other houses' look-alike fragrances and different pack sizes are never matched.
- **Violation:** advertised price more than 1% below MAP, in stock. Severity: minor 1–10%, moderate 10–25%, severe $\geq 25\%$.
- **Evidence:** every violation is screenshotted from a UAE connection. The page itself is not altered; a header band records the seller, advertised and MAP prices, URL and capture time (GST), and a box marks where the price appears. A violation is only reported if its price is visible on the captured page.
- Whether a listing breaches a reseller agreement depends on the brand's MAP policy terms; this report measures advertised prices against the brand's own store.

Appendix — sellers monitored

SITE	SELLER	OFFERS MONITORED	PRODUCTS	BELOW MAP
Amazon.ae	Asgharali-Perfumes	18	18	0
Desertcart	Desertcart	11	11	0
Trendyol	Trendyol Seller	1	1	0
alshayaperfumes.com	Alshaya Perfumes (Cross-Border)	2	2	2
fawaah.com	Fawaah Kuwait (Cross-Border)	2	2	2

Attachment: *asgharali_map_violations.csv* — one row per below-MAP offer with seller, prices, gap, severity, listing link and screenshot link.