

AL Nokba Market Competition Analysis

Overview:

This analysis benchmarks elevator-parts supplier websites on clarity and usability. how quickly a B2B buyer can understand what's offered, how easy it is to navigate and find the right category (*information architecture and discoverability*), and whether products are visible and scannable with meaningful details (lists, search & filter patterns) instead of being buried in PDFs or vague page.–using best UX practices as the evaluation base.

1) ARAK Elevators

Strengths:

- The homepage headline & sections immediately communicate installation & maintenance and generally position them as an elevator provider.
- Logical spare parts Categories (doors / cabins / controllers / machines)
- Easily Contact methods (WhatsApp, Number)

Weaknesses:

- Very limited product visibility on-site, when you enter a spare-parts subcategory there is no specific products instead you get a contact form
- Very outdated UI without any brand Identity.
- High concentrated Text to graphics ratio, making skimming and scanning very hard.
- No Marketing tracking tools.

Net takeaway: Good general elevator-company site, but weak as a "parts supplier experience" because the product is not "visible" in a searchable way.

2) Falcon Elevators

Strengths:

- Supports Multiple Languages (English/Arabic)
- Clear contact us buttons & always visible WhatsApp floating button.
- Clear portfolio Clients and Actual Clients Reviews which builds instant trust.

Weaknesses:

- Very outdated UI without any brand Identity.
- No products sections.
- Incomplete parts of the website with mock-up text
- No Marketing tracking tools.
- The website is not crawlable by AI tools it's basically invisible to them.

3) Alfa Lifts

Strengths:

- They position themselves as a full elevator company (installation & maintenance) and highlight longevity (established 1992) plus “pioneers” language, which builds trust quickly.
- main menu cleanly separates Factory / Products / Services, and under Spare Parts they expose high-level buyer categories (machines, doors, buttons COP&LOP, handles).
- Search Bar is clear at the top of the of the pages which helps usability for such a big website,
- Always visible WhatsApp floating button.
- Nice Information Architecture, the homepage clearly delivers the brand message.
- All the products are clearly visible, not optimal, but they barely have their purpose.
- Tracking tools are Implemented (GTM & GA).

Weaknesses:

- The UX is nice, but the UI is outdated but so far, it's the best we have seen till now.
- No Clear sale funnel as the products don't lead to any conversion funnel like a form for example.
- The navigation bar is very cluttered in the mobile view; ***this is important that we optimize the user flow inside the website so that every product and category is as accessible as any other page in the site.***
- Product visibility is mostly category-level it doesn't clearly show a browsable, scannable parts catalog with item pages/spec tables that a buyer can compare quickly.
- Pages stack many sections (history, factory story, maintenance text, customers list) which can bury the parts journey for someone who arrived specifically to find a component.

4) Square Elevators

Strengths:

- Navigation is outstanding simple yet powerful in both Mobile and desktop views.
- Spare parts section is very good So far, they are one of the little competitors who displayed all their products, but they have a very good implementation by displaying the products with their OEM Brand name and countries.
- They implemented marketing tracking tools. (GTM & GA & TikTok pixel)
- Modern UX and Great UI,
- On the homepage they added that they have a certified license form civil defence and they clearly added that they are an exclusive distributor for FUJI Elevators and also, they listed their portfolio clients and the rest of their Partners OEM which instantly builds trust.
- Multiple Languages is supported. (Arabic/English)

Weaknesses

- Spare parts are “gallery-like,” not a real catalog with products details.
- Because it's a long single-page layout with many entries across sections (spare parts, controllers, buttons), users looking for a specific known part may struggle without search/filter controls

- They lack a straightforward sales flow.

4) Space Journey Elevators

Note: this is the closest Model to us as they only sell spare parts

Strengths:

- **Very clear positioning as a spare-parts supplier, the site describes itself as a leading supplier of elevator spare parts in Saudi Arabia, which removes ambiguity about what they do**
- Clear WhatsApp floating button for quick communications
- Real, browsable product inventory.
- Category navigation is simple and very powerful user could navigate and see all the profiles with ease; there is a good products filters and a search bar so users could find what they are looking for.
- They explicitly use “**Register to view prices**,” which is common in B2B parts (reduces casual traffic while enabling account-based quoting) and filters the serious buyers.
- OEM brands are visible on each product boosting trust and reliability.
- They implemented RFQ (**Request for Quotation**) System which completes their sales flow.
- Pages states physical address in Riyadh plus phone/email, which boosts trust for B2B sourcing.
- Easy to access RFQ floating button.

Weaknesses

- No Marketing Tracking tools.
- The filter could be improved by filtering by brand
- There is a small usability flow that users could only send a request per item, Items can't be grouped together and sent in a single request, this will create unpleasant user experience and a lot of confusion on the sales side(this off course depended on the users buying behaviour in this market whether they asks for multiple parts or just single one)

5) Masar Al-Wahda Elevators

Strengths:

- The page immediately states they provide “original and certified spare parts for all types of elevators,” so the user understands the intent fast
- RFQ button but it's an entire categories not single product
- Example pages include clear **Specifications** blocks (e.g., machines: manufacturing origin, load range, warranty; doors: types/materials/fire resistance).
- They clearly state the warranty of the products the country of production which build trust.

Weaknesses

- RFQ sends users to Contact us page
- The machines page includes a gallery of brands/images, but it doesn't map those images to specific selectable models/spec sheets in a consistent way

Also viewed but not worth mention as it has nothing new

- goldenlines.com
- arcolift.com/
- <https://saydan.sa/>
- Sultan Saed Al Zahrani Est
- شركة القاصد - لقطع غيار المصاعد