

Run your store through these questions before committing to a headless build. If most answers point to 'all-in-one', a platform like Salla

1. Do you have the scale to justify headless?

- Is your traffic high enough that page speed moves revenue?
- Do you sell across multiple channels (web, app, in-store)?
- Is your catalog large or complex enough to outgrow a theme?

2. Can you own a custom front end?

- Do you have engineering capacity (in-house or a retained agency)?
- Can you maintain and monitor the storefront over time?
- Can you wait weeks-to-months instead of launching in days?

3. The Saudi rails — who handles them?

- Mada, STC Pay, and Apple Pay integration in checkout?
- ZATCA e-invoicing (Fatoorah) and 15% VAT handling?
- Arabic / RTL built exactly right, not theme-limited?
- Local courier tracking (SMSA, Aramex KSA)?

4. Pick the architecture

- All-in-one (Salla / Zid / Shopify) — fastest, cheapest, compliant.
- Hybrid (proven backend + custom headless front end) — the usual sweet spot.
- Composable (commercetools / Medusa) — only at real scale.

5. Score the vendor on the 3S Framework

- Strategy: do they explain WHY you do or don't need headless?
- Skill: can they ship it with Mada, ZATCA, and Arabic done right?
- Support: who maintains the front end after launch?