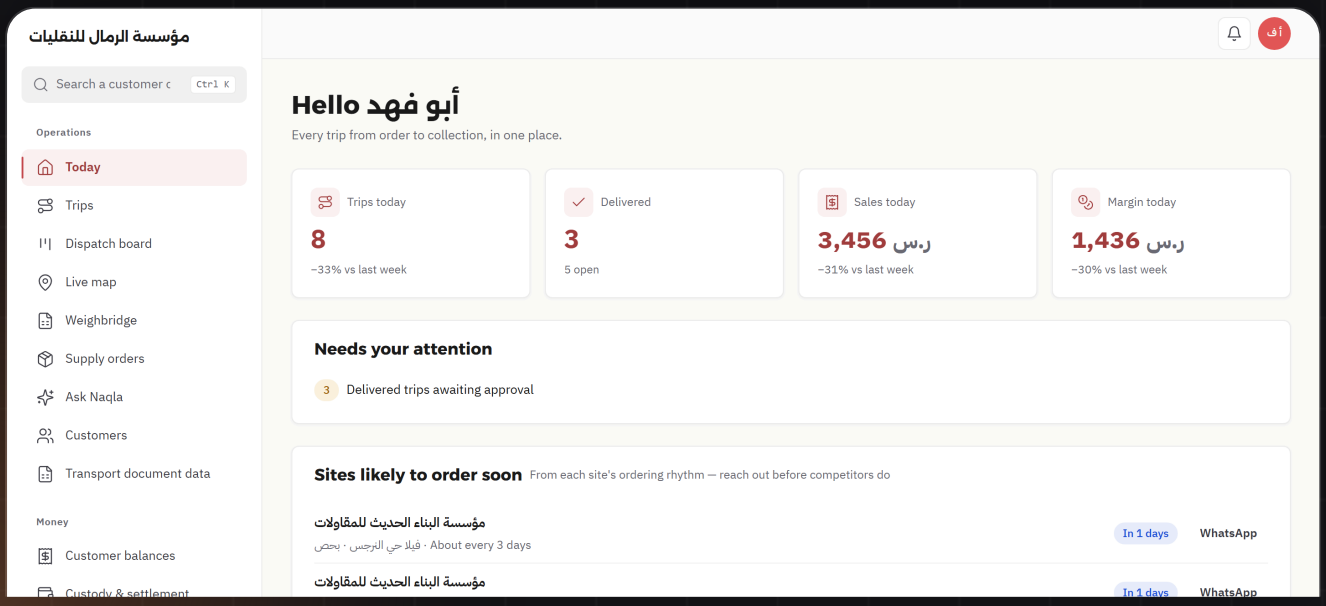
Sand, gravel & tipper-truck haulage management — Saudi Arabia

HUE Naqla

Every trip, accounted for.

From the crusher to the customer's site: trips and their profit, drivers in their own language, collections and fleet — in one system.

Profit on every trip | Driver app in 8 languages | Custody & collections | Live tracking



Product & pricing guide · November 2026

Haulage isn't short of orders… it's short of accurate numbers.

Most supply companies still run the day on WhatsApp and a notebook: weigh-ticket photos get lost in chats, trips are added up by hand at month-end, and nobody knows the profit per customer or who is late paying. HUE Naqla records every trip from order to delivery and collection, and calculates its profit automatically.

Lost weigh tickets
Ticket photos buried in WhatsApp; actual quantities never matched.

Unknown profit
No idea what each trip made after the crusher and driver pay.

Loose custody
Driver cash and diesel never settled daily; shortages disappear.

Overdue debts
No clear view of who is 30, 60 or 90 days late.

What a day without records costs

One unrecorded trip a day — **~SAR 12,000 / month**

At an average SAR 460 per trip × 26 working days

HUE Naqla — Pro plan — **SAR 599**

Up to 30 trucks, monthly before VAT

Illustrative example using an average Riyadh trip price; real figures vary by material and distance.

2 buttons in the driver app

8 driver languages

100% of trips with their profit

From order to collection — in six steps.

Answer six questions on first sign-in (unit, fleet, driver pay, order channels, accounting, add-ons) and the system shapes itself to the way you work, hiding what you don't need.

01
Customers & sites
Every customer with their sites on the map, each site with a price per material.

02
Orders & dispatch
Today's orders on a drag-and-drop board, supply orders with the remaining quantity.

03
Drivers in their language
"Loaded", "Delivered" and a ticket photo, with a location check on delivery.

04
Profit, automatically
Sell price from the site, crusher cost and driver pay — profit on every trip.

05
Customers follow along
A link to their trips and WhatsApp updates in their dialect.

06
Collections & custody
Receipts and statements, credit limits, and daily driver settlement.

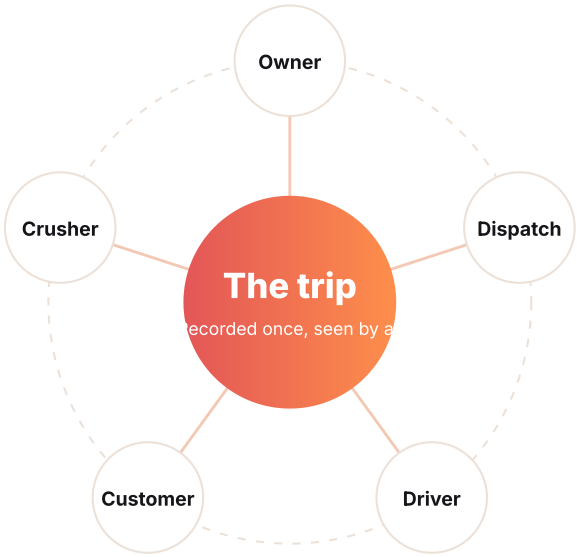
A verified trip = 4 proofs

- Loaded by the driver
- Delivered inside the site radius
- Weigh-ticket photo
- Receiver name & signature

Each proof is time-stamped on the trip — no disputes with the customer or the driver about what happened.

Everyone sees what's theirs… with the trip at the centre.

Owner, office, accountant, driver, customer and crusher all work on the same data, each with their own permissions and screen — nothing is typed twice.



Owner Profit & decisions
Profit by customer, truck and driver; reports and period comparisons

Dispatch office Dispatch
Dispatch board, supply orders and live follow-up

Driver The app
Two buttons and a ticket photo in Arabic, Urdu, Bengali, Hindi, Nepali, Pashto, Filipino or English

Customer Link & WhatsApp
Follows trips and statement; updates in their dialect

Crusher Supplier portal
Confirms loads and matches purchase prices

Why it matters

No double entry
What the driver records shows up in the office and accounts instantly.

Clear permissions
Drivers see their trips, accountants see money, owners see everything.

Connects to your accounting
Trips roll up into draft invoices for Qoyod, Daftra or Wafeq.

All roles are included; drivers don't count as users.

Know the profit on every trip… and where every riyal is.

HUE Naqla calculates profit the moment a trip is created and tracks money held by drivers and owed by customers down to the last riyal.

Custody & daily settlement

Driver cash and diesel, an end-of-day settlement, shortages become payroll-deducted advances.

Credit limits

Alerts when a customer goes over; only the manager can override.

Debt ageing

Who is 30, 60 or 90 days late — with a one-tap WhatsApp reminder.

Break-even per truck

How many trips a month each truck needs to cover its instalments, insurance and costs.

Example: a red-sand trip to Al Narjis

Sell price from the site	SAR 460
Crusher cost	SAR 260
Driver pay per trip	SAR 15
Trip profit	SAR 185

Figures from the trial's sample data — the system calculates this for every trip automatically.

Switch on what you need… when you need it.

Add-on	What it does	Monthly price	Best for
AI	Reads the weigh ticket from a photo and checks it against the quantity, answers "Ask Naqla" from your data, and understands WhatsApp orders.	SAR 149 per company	Everyone
Phone tracking	Live map, automatic loaded/delivered by site radius, actual distance, stop alerts and customer ETA.	SAR 10 per truck	No devices
GPS device integration	The same from in-truck devices (Wialon or any provider that posts locations), plus speed alerts.	SAR 15 per truck	Fleets with devices
Fuel cards	Card statements (Excel or provider) become diesel expenses per truck, with L/100km and no-trip fill alerts.	SAR 99 per company	Larger fleets
Crusher weighbridge	Weights arrive from the weighbridge software onto the trip and load it — no photos.	SAR 149 per company	Selling by the ton

Always included

The driver app in eight languages, the customer link, manual WhatsApp messages, Excel import, reports and export.

Turn it on in 3 steps

1

Pick the add-on

From the Subscription page or with our team

2

It joins your plan

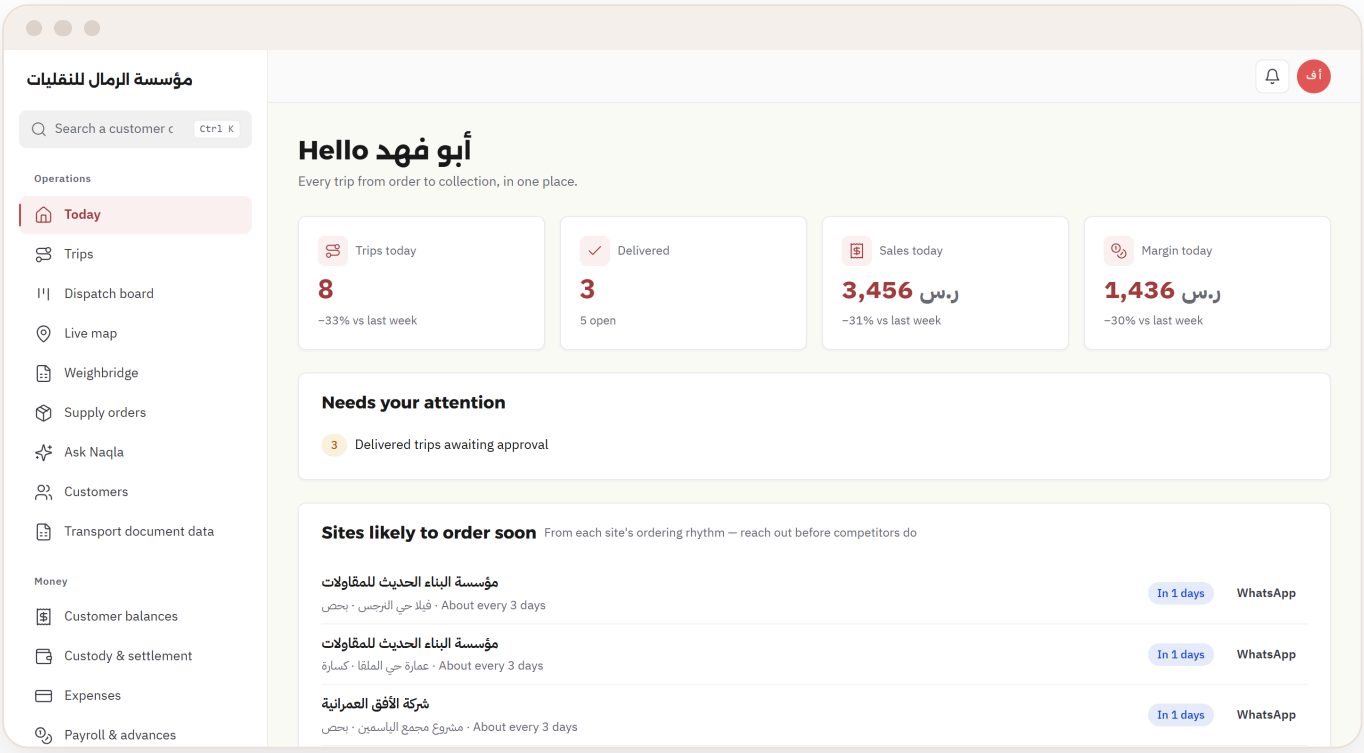
Same term, same yearly discount

3

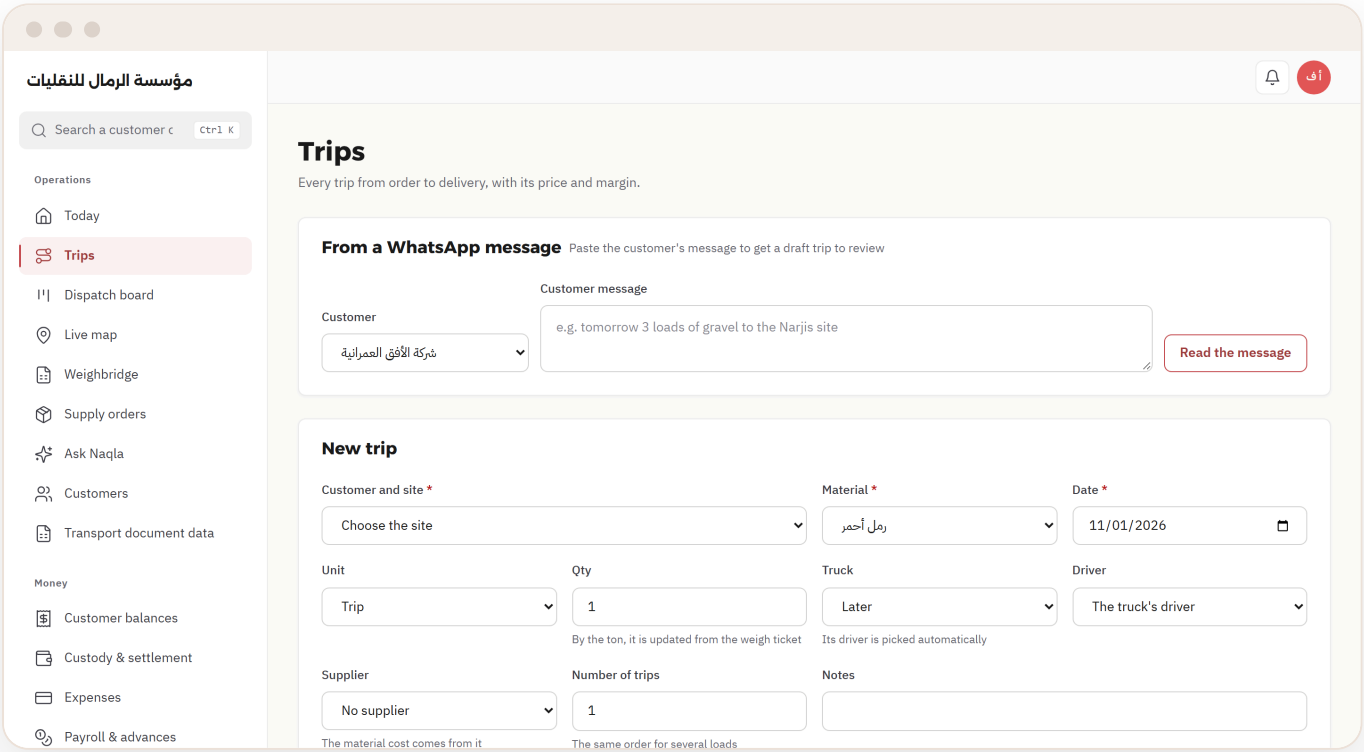
It works right away

Its screen opens for your company

Your whole day on one screen.

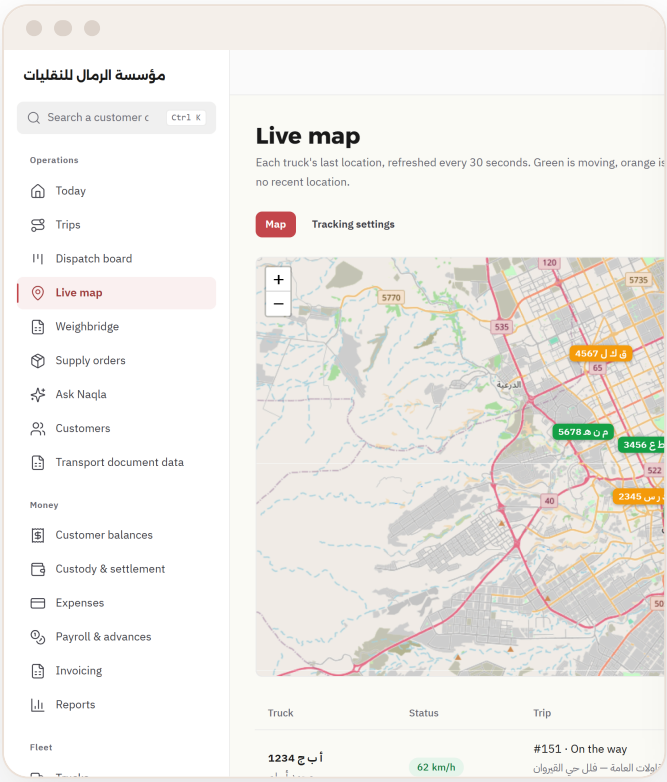


Today Today's trips and profit, a comparison with yesterday, and alerts that need you.



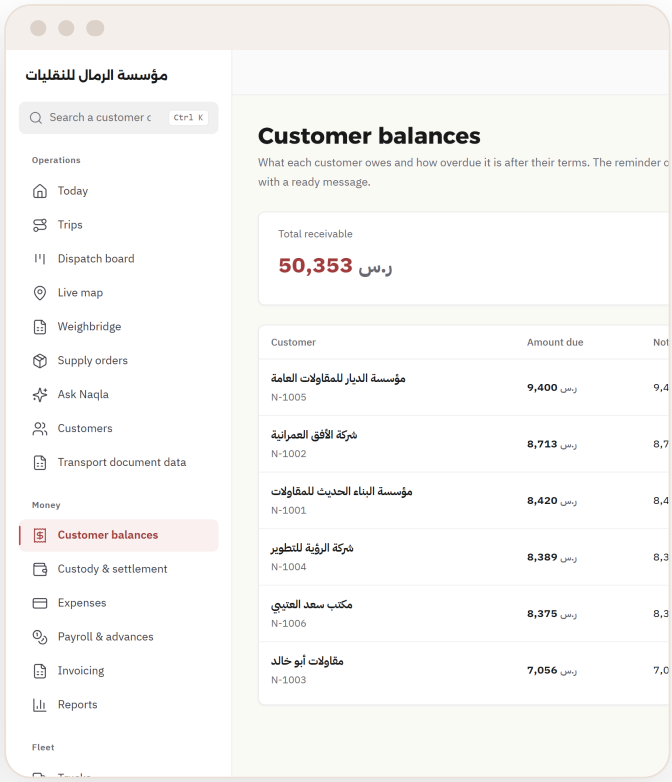
Trips Every trip with its status, driver and profit — and what needs approval.

From the road to the books.



Live map

Trucks on the map, ETAs, and stop / off-route alerts.



Receivables

Debt ageing per customer, WhatsApp reminders and statements.

Also

Daily truck check

A pre-trip checklist; any defect reaches the office.

Rented trucks

Owner settlements for rented trucks, automatically.

Documents

Registration, insurance, iqama and licence — alerted before expiry.

Driver score

A score out of 100 and a suggested bonus added to payroll in one tap.

Priced by your trucks… drivers are free.

Three plans sized by trucks, extra trucks at their plan's rate, and 20% off everything on yearly. Prices in SAR before 15% VAT.

Basic

Up to 10 trucks · 3 office users · extra truck 25

299 SAR monthly

or 2,870 yearly

- ✓ Trips & profit per trip
- ✓ Driver app in 8 languages
- ✓ Custody, collections & payroll
- ✓ Fleet, maintenance & reports
- ✓ Unlimited drivers within your trucks

Most popular

Pro

Up to 30 trucks · 8 office users · extra truck 20

599 SAR monthly

or 5,750 yearly

- ✓ Trips & profit per trip
- ✓ Driver app in 8 languages
- ✓ Custody, collections & payroll
- ✓ Fleet, maintenance & reports
- ✓ Unlimited drivers within your trucks

Enterprise

Up to 80 trucks · 20 office users · extra truck 15

1,199 SAR monthly

or 11,510 yearly

- ✓ Trips & profit per trip
- ✓ Driver app in 8 languages
- ✓ Custody, collections & payroll
- ✓ Fleet, maintenance & reports
- ✓ Unlimited drivers within your trucks

Full setup

- ✓ We import your customers, sites and prices from your files
- ✓ We add trucks, drivers and their documents
- ✓ We set up WhatsApp messages and accounting
- ✓ Training for the office and drivers

SAR 999

One-off — free on yearly

Extra office user SAR 49/month. Drivers are unlimited within your truck count.

Example — a 20-truck company with phone tracking

Pro plan (up to 30 trucks)	SAR 599
Phone tracking (30 trucks × 10)	SAR 300
AI	SAR 149

SAR 1,048/month before VAT — or about SAR 838/month on yearly, with free setup.

Try it free for 14 days — with sample data.

The trial comes with complete sample data (customers, sites, trucks, drivers and two weeks of trips), so you see everything working before you enter your own.

1

Start the trial

Sign up in a minute, no card.

2

Try it on the data

Create a trip, try the driver app, see profit and collections.

3

Subscribe & go

We import your data and set up drivers — free on yearly.

Ready to know the profit on every trip?

Free trial
crm.huecrm.cloud/start?system=naqla

Product page
huecreative.agency/crm/naqla