



musika

PLATFORM PROFILE · 2026

Your Trade Genius in Southern Africa.

The B2B marketplace that puts South Africa's suppliers in the palm of your hand - sourced in South Africa, delivered to Botswana, Namibia, Zambia and Zimbabwe.

AT A GLANCE

The Premier B2B Trade Floor for Southern Africa

Musika is a business-to-business marketplace and trade desk. It gives businesses in Botswana, Namibia, Zambia and Zimbabwe one place to buy from South Africa's suppliers: one store, one cart, one quotation, one order and one delivery. Behind every line sits a trade desk that sources, verifies, quotes, settles and delivers – so the buyer deals with one commercial contact, and the complexity of many suppliers and four borders stays out of sight.

3,000+

product lines ready to order

10

live store departments

5

countries: one supply base,
four markets

5

currencies: rand, pula,
Namibian dollar, kwacha, US
dollar

4

languages: English,
Setswana, chiShona,
Chinyanja

6

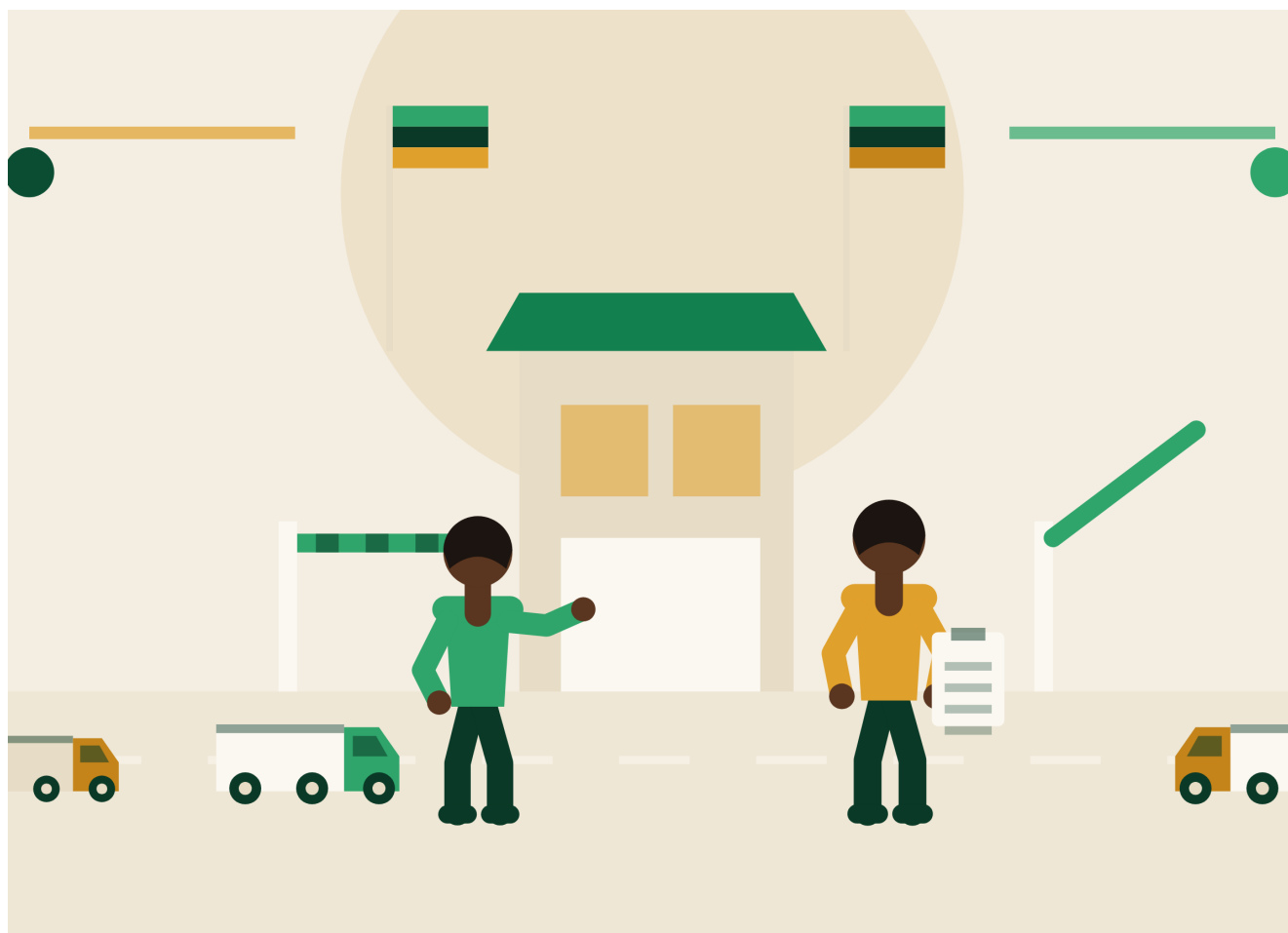
partner types, each with its
own badge



Cross-Border Sourcing Is an Uphill Road. Musika Is the Smooth One.

Every week, traders from Gaborone, Windhoek, Lusaka and Harare drive to Johannesburg to buy stock. They spend days and fuel finding suppliers, comparing prices, arranging transport and clearing goods at the border - and they carry the risk of every step themselves.

Musika replaces that road trip with a digital procurement system. The buyer orders from the store or states a requirement; the trade desk sources it from verified South African suppliers, issues one quotation with logistics charged on the invoice, and delivers to the buyer's door. Capital and stock keep moving, and the buyer keeps trading.



South African Supply, Four Markets

Market	Currency	Main crossing
Botswana	BWP	Tlokweng and Ramatlabama
Namibia	NAD	Ariamsvlei
Zambia	ZMW	Kazungula
Zimbabwe	USD	Beitbridge

Goods are sourced and priced in South Africa in rand, quoted to each buyer in the currency the deal needs, and moved through the main crossings by licensed clearing agents and Musika's logistics partner. The site and its tools run in English, Setswana, chiShona and Chinyanja.



3,000+ Lines in Ten Departments

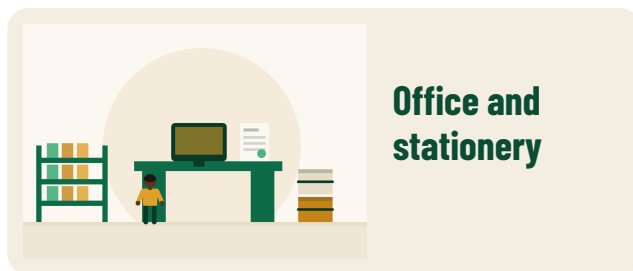
The Musika Store launches with more than 3,000 ready-to-order product lines. Pharmaceuticals and chemicals stay restricted until certified suppliers are in place - the catalogue is curated, not a dumping ground.



Construction and building



Medical and laboratory



Office and stationery



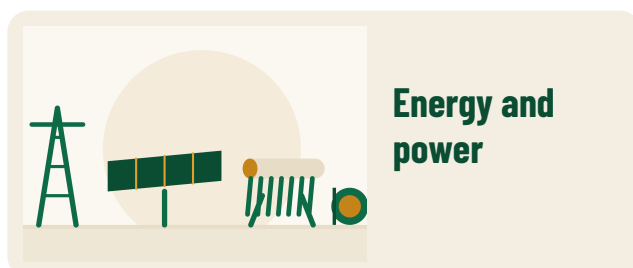
Apparel and merchandise



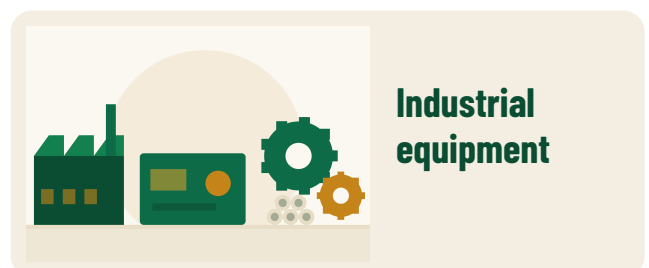
Livestock and animal products



Commercial and retail equipment



Energy and power



Industrial equipment



Mining and raw materials



Packaging and processing

Three Ways In, One Order Out

- The Musika Store - shop 3,000+ lines, set quantities and send the cart for one quotation.
- A private product request - state what you need and the desk sources it off the floor.
- The trade floor - browse anonymous buying and supply posts and shortlist the ones you want introduced.

01 Requirement

The buyer states goods, specification, quantity, destination and date. It gets a reference.

02 Sourcing

The desk qualifies it and finds suppliers on capacity, compliance and delivery.

03 Quotation

One buyer quotation: goods at the quoted price, logistics as its own charge.

04 Order

Acceptance creates an order linked to the quotation version agreed.

05 Payment

A payment instruction carries the order reference into the payment environment.

06 Delivery

Collection, transport, border, clearing and delivery, with proof of delivery.



Six Ways to Partner, One Badge System

Musika runs on accredited partners. Every badge is earned, checked and can be withdrawn - so buyers know who stands behind each order.



Accredited supplier

Verified South African businesses that hold the stock. Registration fee plus 3% per transaction.



Financial partner

Authorised institutions for payments, escrow and trade finance.



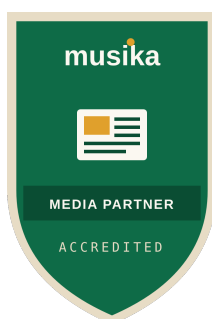
Operational partner

Afrexpay and Evertol Associates run the order and settlement engine, with the partner platforms.



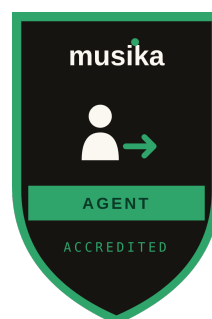
Logistics partner

SITT Logistics moves Musika consignments; licensed clearing agents handle the borders.



Media partner

Cabanga Africa Group is the first media partner, with twelve regional magazines.



Accredited agent

Companies and individuals who bring trade, on 1% to 20% commission.

A Sales Force Already on the Road

Musika recruits agents – companies and individuals across Botswana, Namibia, Zambia and Zimbabwe: runners, cross-border traders, retailers and distributors who already know the trade. They bring the orders; Musika sources, quotes, moves and delivers. Agents earn 1% to 20% of the invoice, paid once the order is paid and delivered.



Every buyer, supplier, partner and agent signs the Marketplace Charter. It sets the rules of the store – how quotations work, what suppliers pay, how logistics is charged and how disputes are settled – so every party trades on the same terms.



Two Companies, One Marketplace

Musika is co-owned by Cabanga Africa Group (Pty) Ltd, the South African entity, and Cabanga Africa (Pty) Ltd, the Botswana entity, which built the platform. The two companies work together across the supply base and the markets Musika serves.

Musika runs in partnership with twelve regional business magazines published by Cabanga Africa Group - five of them written inside the Musika markets. The magazines report the real economy; Musika is where it trades.

Cabanga South Africa and Eswatini	Moakanyi Botswana and Lesotho	Dhiladhila Namibia	Ganizo Zambia and Malawi
Kufunga Zimbabwe	Hleketa Mozambique	Fikiria East Africa	Ironu West Africa
Mufakir North Africa	Yaada Horn of Africa	Okusima Angola	Kanisa DRC



Towards One African Market

Musika exists to make trade between African countries as easy as trade within one. It starts with Southern Africa - South African supply delivered to Botswana, Namibia, Zambia and Zimbabwe on one store, one quotation and one set of rules. Every order that crosses a border on Musika is a step towards one African market: Southern Africa first, and the rest of the continent after it.

- Grow the store beyond 3,000 lines, opening agriculture, food processing, transport and, with certified suppliers, chemicals.
- Build the agent network in every market Musika serves.
- Bring in more financial, logistics and media partners under the badge system.
- Extend Musika's rules and rails to further African routes.



Your trade desk

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South Africa	+27 69 342 8500	Botswana	+267 78 467 445
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