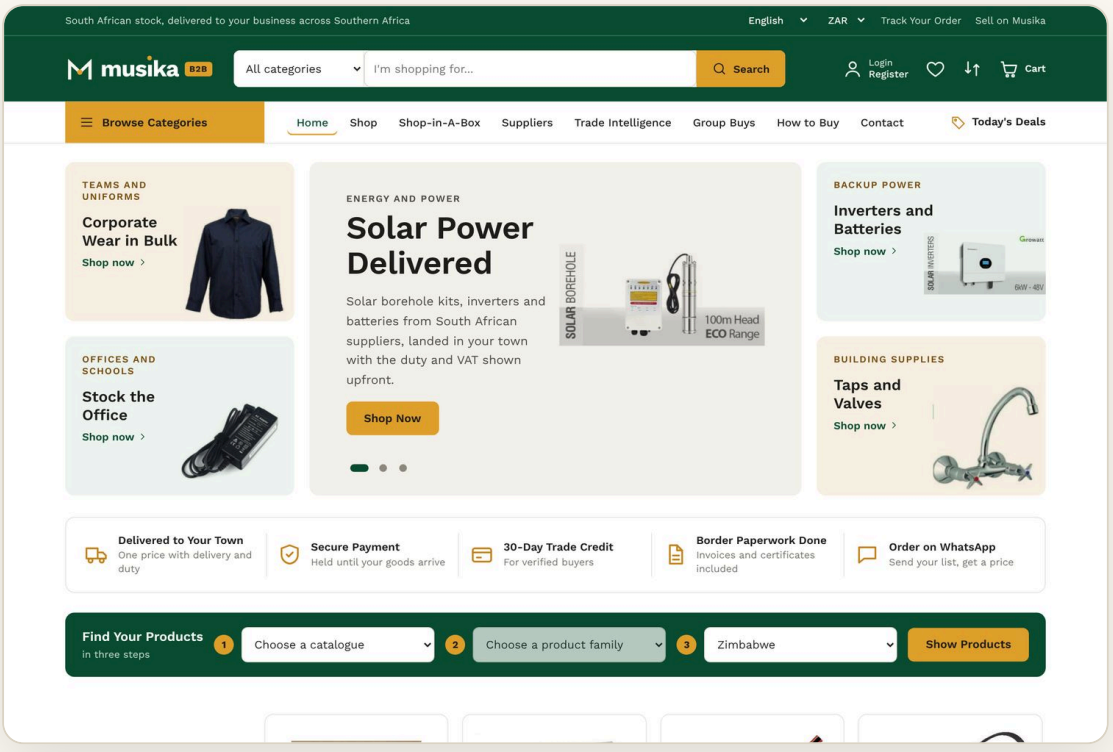
musika TECH

COMPANY PROFILE

Stores Built To Sell

MusikaTech builds and runs online stores and marketplaces for African businesses, on Musika OS, the engine behind MusikaB2B.



musika.co.za/tech tech@musika.co.za A Cabanga Africa Group company

WHO WE ARE

Commerce, Built Here

MusikaTech builds and runs online stores, multi-vendor marketplaces and business-to-business trade floors for African businesses. Every platform runs on Musika OS, the engine behind MusikaB2B, and every client gets a ready-made edition, their own brand and their own domain, hosted, secured and kept running by us.

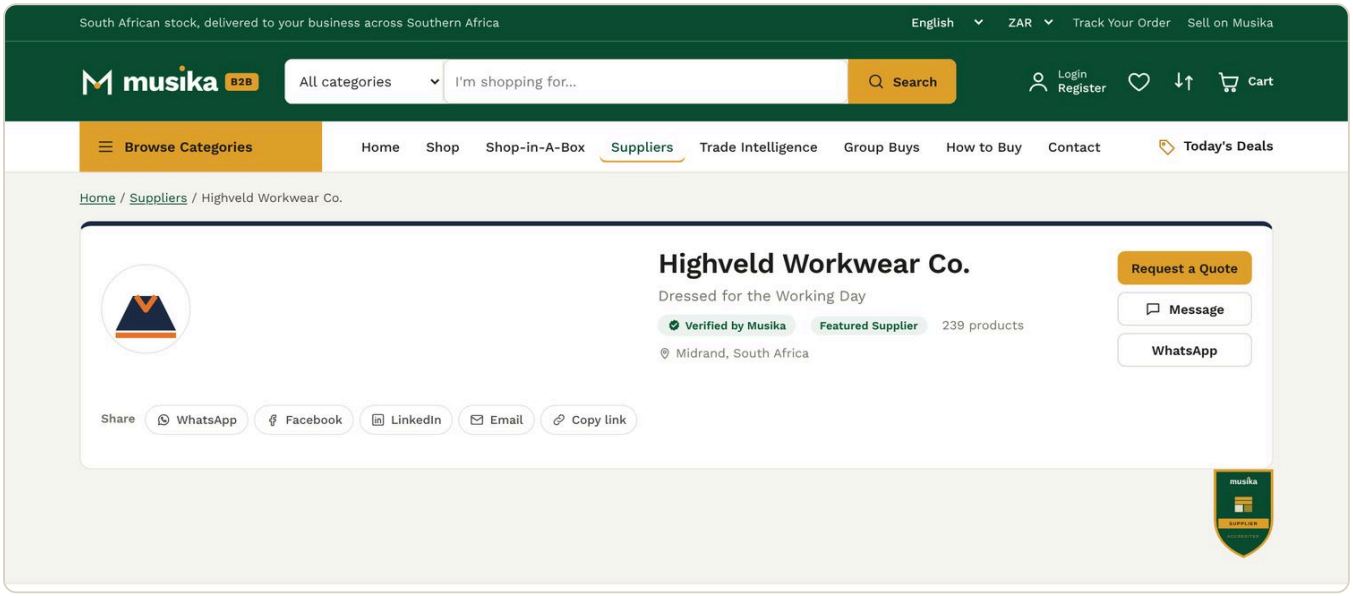
MusikaTech is owned by Cabanga Africa Group, the publisher of the regional business magazines in Africa, with registered companies in South Africa, Zimbabwe and Botswana. The Group's platform company builds and runs every platform in the Group, and MusikaTech brings that same work to businesses outside it.

> Our Chief Platform Engineer built his first two online stores in 2011, for a US company, working from Harare. Fifteen years on, the same hand leads the building of yours.

Musika OS began as the system behind MusikaB2B, the trade floor that sources South African stock for buyers in Botswana, Namibia, Zambia and Zimbabwe. Everything it needed to trade across borders, from mobile money and escrow to landed cost and border paperwork, is now available to any business that wants its own store or marketplace. The Musika OS engine is built on the latest web technology, and runs on ordinary web hosting, so it is affordable to run and easy to move.

Where We Work

We serve businesses in South Africa, Botswana, Namibia, Zambia and Zimbabwe. Prices are set in rand and can be shown in pula, Namibian dollars, kwacha and US dollars.



A supplier storefront on MusikaB2B, running on Musika OS today.

WHAT WE BUILD

Three Editions, One Engine

Clients choose a ready-made edition for their business type. Features outside the edition, add-ons and other custom work are quoted on top.

ONE BUSINESS SELLING ONLINE

Store Edition

Your own online store on your own domain: catalogue, checkout, local payments and marketing, run for you.

From **R20,500** setup and **R1,500** monthly maintenance fee. 48 of 79 features included.

MANY SELLERS UNDER ONE ROOF

Marketplace Edition

A multi-vendor marketplace where sellers open their own storefronts and you take a share of every sale.

From **R204,000** setup and **R5,000** monthly maintenance fee plus a share of sales. 58 of 79 features included.

WHOLESALE AND CROSS-BORDER TRADE

Trade Edition

A business-to-business trade floor with quotes, trade credit, landed cost, border paperwork and escrow, as on MusikaB2B.

From **R255,000** setup and **R16,000** monthly maintenance fee plus a share of sales. 79 of 79 features included.

What Every Store Gets

Every MusikaTech store takes card payments, mobile money including EcoCash, MTN MoMo, Airtel Money and M-Pesa, EFT with proof of payment, money transfer agents, lay-by, deposits and vouchers. Marketing is built in, from discount codes, flash sales and bundles to newsletters, WhatsApp broadcasts, loyalty points and referral rewards. Customers can send a shopping list on WhatsApp and see it become a quote in the back office, where the team runs orders, stock across warehouses, tax documents, analytics and a help centre.

Add-Ons

Add-on	What it does	Price
Point of sale	Tills in your shop on the same stock, prices and customers as your online store.	Quoted on top
CRM	Every customer, lead, quote and conversation in one place for your sales team.	Quoted on top
Full accounting	Books, ledgers, VAT returns and financial statements tied to your orders.	Quoted on top

PRICING

Clear Prices In Rand

The setup fee is a once-off fee for design, development, setup and configuration, and includes loading up to 100 products with their photos, prices and categories. Products over 100 are loaded in blocks of 100 at R3,500 a block. The monthly maintenance fee covers hosting on the client's own domain, security, backups, every Musika OS update and support. Marketplace and Trade editions also carry a share of sales of about 1% to 2%, agreed in the proposal.

Edition	Setup fee from	Monthly maintenance fee from	Ready-made business types
Store Edition	R20,500	R1,500	Pharmacy, Hardware store, Clothing and fashion boutique, Supermarket and grocery, Restaurant and takeaway, Bakery, Butchery, Furniture store, Electronics and phone shop, Beauty and hair products, Wigs and hair extensions, Liquor store, Agro-dealer, School uniform shop, Stationery and printing shop, Auto parts store, Solar and energy store, Building materials yard, Gift and flower shop, Bookshop
Marketplace Edition	R204,000	R5,000	Shopping malls, Farmers' produce market, Crafts and curios market, Fashion designers' market, Second-hand cars market, Property listings, Services marketplace, Food delivery, Cooperative or women's group market, University or campus market
Trade Edition	R255,000	R16,000	FMCG wholesaler, Building materials distributor, Agricultural inputs distributor, Livestock and feed trader, Mining supplies distributor, Medical supplies wholesaler, Packaging supplier, Clothing and textiles wholesaler, Electrical and solar distributor, Motor spares wholesaler

The exact price for each business type is set in the client's written proposal, which confirms the full total, including any taxes, before the client signs.

Our Maintenance Policy. A client who chooses not to pay the monthly maintenance fee takes full liability for the platform and anything that happens on it, and any help we give is charged when it is needed.

Own-Server Licence

Clients who prefer to hold the software can license Musika OS once-off to run on their own server, at a higher price than the hosted setup fee and quoted in the proposal. The monthly maintenance fee stays available for updates and help; without it, the client carries full liability and help is charged when needed.

FEATURES

79 Features In 8 Groups

Store Edition includes 48 of these features, Marketplace Edition 58 and Trade Edition all 79. Any feature can be added to a lower edition as custom work.

Accounts 7 features

Customer sign-up

Customers open accounts to order, track and reorder.

Seller sign-up

Sellers open accounts and get their own storefront.

Agent sign-up

Sales agents apply and get their own shop link.

Partner sign-up

Logistics, finance, media and other partners apply to work with you.

Learner sign-up

Anyone can join your online school as a learner.

Sign in with Google

One-tap sign-in with a Google account.

Seller directory

A searchable directory of every live seller by category and country.

Catalogue 6 features

Catalogue imports

Products imported from a website, company profile or catalogue file.

Volume pricing

Price breaks by quantity and customer-group discounts.

Pricing rules

Discounts by catalogue, seller, customer group, country, quantity or order value.

Warehouses and stock

Stock held across several warehouses with every movement recorded.

Listing tiers

Basic, Featured and Featured Plus placement, sold to sellers.

Currency switcher

Customers see every price in their own currency.

Trade 11 features

Live exchange rates

Rates pulled automatically every few hours, with a manual table as backup.

Locked quote rates

A quote freezes its exchange rate for a set number of days.

Landed cost

Freight, duty, border fees and VAT shown up front to the customer's town.

Wallet and escrow

Payment is held until delivery is confirmed, then released to the seller.

Card payments

Card payments through Paystack, on your own merchant account.

Mobile money

EcoCash, MTN MoMo, Airtel Money, M-Pesa and others.

Trade credit

Approved buyers buy now and pay in 30 days, within a set limit.

Tax documents

Tax invoices, receipts, credit notes, purchase orders and goods received notes as PDF.

Border paperwork

Commercial invoice, packing list and SADC certificate of origin with every cross-border order.

Reviews

Customers review only after a delivered order.

Messages

Customers talk to sellers and your team, with files.

Growth 10 features

Bid requests

A buyer posts a bulk need and sellers compete with offers.

Group buying

Customers in one town pool orders to reach wholesale price.

Shared loads

Orders from different sellers travel together; transporters bid for loads.

WhatsApp ordering

Customers send a list on WhatsApp and it becomes a quote.

Restock alerts

The store learns how often a customer reorders and reminds them in time.

Agents

Agent shop links, customers tied to their agent, and commission on every order.

Live demand map

What customers search for and request, plotted by town.

Trade intelligence report

Demand reports for manufacturers, partners and government.

Compliance guides

A guide per market for customers, sellers, agents and partners.

Phone notifications

Push notifications on phones and desktops for anyone who allows them.

Marketing 18 features

Discount codes

Codes for a percentage, a fixed amount or free delivery, with dates and limits.

Promotions and deals

Deal of the day and scheduled promotions that start and end on their own.

Flash sales

Short sales with a live countdown on the products.

Bundles and volume offers

Buy-together bundles and buy-more-save-more offers.

Home banners

Hero slides and promo banners managed from the back office.

Announcement bar

A strip across the top of every page.

Pop-ups

Timed pop-ups for offers and sign-ups.

Newsletters

Email newsletters to subscribers and customer groups.

WhatsApp and SMS broadcasts

Broadcasts to customers who opted in.

App push campaigns

Push messages to everyone who installed the app.

Abandoned-cart reminders

A reminder by email and WhatsApp when a cart is left behind.

Referral rewards

Customers earn credit when someone they refer places a first paid order.

Loyalty points

Points on every paid order, spent on later orders.

Price-drop and back-in-stock alerts

Customers ask to be told when a price drops or stock returns.

Review requests

A review request goes out after every delivery.

Customer groups

Target customers by country, catalogue, order history or role.

Campaign links

Tracked links that show which post or advert brought each visit and sale.

Product feeds

Google Merchant Center and Facebook and Instagram catalogue feeds.

Content and learning 9 features

Analytics

Sales, traffic and funnel reports in the back office and for every seller.

Articles and guides

Shoppable articles, buying guides and news.

Starter kits

Ready-made product bundles for every type of customer.

Seller services store

Business services sold to sellers inside their dashboard.

Online school

Free courses, paid certification exams and certificates.

Jobs board

Members post jobs and internships.

Help centre

Searchable help articles, guides and support tickets.

First-time tours

A short walkthrough the first time someone opens their dashboard.

Live help button

A WhatsApp help button on every page.

Payment options 7 features

EFT and bank deposit

Bank transfer with proof upload, matched in the back office.

Money transfer agents

Mukuru, Mama Money, Hello Paisa, Western Union and others.

Lay-by

Pay in instalments; the goods are released when fully paid.

Deposit and balance

Part now, the balance before dispatch.

Buy now, pay later

A buy-now-pay-later provider for qualifying customers.

Vouchers and gift cards

Wallet vouchers and gift cards.

Someone else pays

Family or a sponsor pays for an order through a pay link.

Trade shifts 11 features

Town pools

Small orders to one town travel together at truck rates.

Season price lock

Reserve season stock at today's price with a deposit.

Collection points

Collect orders from an agent or depot in town.

Auto-reorder

Standing orders that repeat every week or month.

Live border board

Queue times and status at the border posts.

Slow-stock swap

Swap slow lines for other products where the seller agrees.

Resale kit

Shelf prices, shelf labels and a poster with every order.

Early pay for sellers

Sellers paid as soon as the buyer's money is in escrow, for a small fee.

Trade record

Every paid order builds a trade record that lenders can use.

Export VAT relief

Export paperwork so foreign buyers do not carry South African VAT.

Fraud checks

Flags for unusual orders, payment mismatches and duplicate accounts.

HOW IT WORKS

Brief To Live Store

Step	Stage	What happens
1	Send Your Brief	The client uses the store builder or the quote form to tell us their business type, customers, markets and how they pay.
2	Try It Live	The client opens a free supplier account on MusikaB2B and uses the engine: storefront, products, promotions, orders and the back office.
3	Get The Proposal	We match the brief to an edition and business type, list the features included and quote any custom work, with every fee shown.
4	Agree And Pay Setup	The client signs the proposal and pays the setup fee, choosing hosting on our platform or a licence on their own server.
5	We Build And Brand	We set up the store with the client's logo, colours, pages and domain, switch on features and connect their payment accounts.
6	Load And Train	We load the products from a website, price list or catalogue file, and show the team the back office.
7	Test Together	The client places real test orders and checks every page on a phone and a computer before anything goes public.
8	Go Live And Run	We switch the store on, and the monthly maintenance fee keeps it hosted, secured, backed up, updated and supported.

OUR WORK

Live And Trading Now

Store Edition

Platform	Address	Country	What it does
Global Governance Group	governancegroup.org	Australia	Course store selling PECB certification courses, with multi-currency checkout and live exchange rates.
Cabanga Bookshelf	bookshelf.cabanga.africa	Botswana, South Africa, Zimbabwe and Zambia	Online bookshop for Southern African authors, with digital titles unlocked by a code on the invoice.
Awesome Foods	awesomefoods.co.bw	Botswana	Brand store for a Botswana spice range: the full range, recipes and where to buy.

Marketplace Edition

Platform	Address	Country	What it does
Huyai	huyai.cabanga.africa	Zimbabwe	Zimbabwe's travel store: stays, meals, experiences and transport in one cart, paid once.
Awesome Marketplace	awesome.cabanga.africa	Botswana, South Africa, Zimbabwe, Zambia and Namibia	Catering marketplace matching corporate and social events with caterers, chefs and waiters.
FOLA - The Healing Marketplace	fola.cabanga.africa	Botswana, Namibia, South Africa, Zambia and Zimbabwe	Healthcare introduction and supply marketplace for practices, locums, home care and medical suppliers.

Trade Edition

Platform	Address	Country	What it does
MusikaB2B	musika.co.za	South Africa to Botswana, Namibia, Zambia and Zimbabwe	B2B trade floor sourcing South African stock and delivering it across borders, priced to the buyer's door.
AfrexMarket	afrex.africa	South Africa and Mozambique	B2B sourcing and procurement marketplace for the South Africa to Mozambique trade corridor.
Chinyama	chinyama.com	Botswana, Zimbabwe and South Africa	Livestock marketplace where holders post stock, buyers post needs and transporters post routes.
Mashofe.com	mashofe.com	Twelve SADC countries	Load board for Southern Africa: loads, trucks and clearing agents on one board.
magraft.com	magraft.com	Botswana, Zimbabwe, Zambia and South Africa	Property and premises work: trades, crews, suppliers, equipment and plant, verified.
Kleana Africa	kleana.africa	Botswana, South Africa, Zimbabwe and Zambia	Checked cleaners, nannies and housekeepers for homes, offices and businesses.

CLIENTS

Businesses We Serve

Reference Clients

Client	Country	Platform
Global Governance Group	Australia	Governance, risk and compliance training and advisory. Store Edition. governancegroup.org
AfrexMarket	South Africa and Mozambique	South Africa to Mozambique B2B marketplace for Afrexpay (Pty) Ltd. Trade Edition. afrex.africa
Awesome Foods	Botswana	Spice and food brand from Gaborone. Store Edition. awesomefoods.co.bw

E-Commerce Clients On MusikaB2B

Twenty South African suppliers sell through their own storefronts on MusikaB2B, each with its own catalogue, prices, promotions and dashboard.

Department	Clients
Apparel and workwear	Highveld Workwear Co., Cape Stitch Wholesale
Stationery	Jacaranda Office Supply, Paperline Distributors
Building	Vaal Building Supply, Bedrock Trade Depot
Medical	Meridian Medical Wholesale, Karoo Health Supplies
Energy and power	Sunveld Power Supply, Highline Energy Traders
Commercial equipment	Steelpoint Commercial Equipment, Benchmark Trade Equipment
Livestock and agriculture	Bushveld Agri Supply, Kraal and Field Livestock
Industrial	Forge Industrial Supply, Reef Engineering Wholesale
Mining	Deep Reef Mining Supply, Shaft and Stope Supplies
Packaging	Boxline Packaging, Sealwell Packaging Wholesale

CAREERS

Sales Agents Wanted

MusikaTech recruits commission-only sales agents: hunters who find businesses and close them. Agents earn 10% of the setup fee and 10% of the monthly maintenance fee on every client they bring, with no salary and no allowance. A Marketplace Edition client at the starting price earns its agent at least R20,400 on the setup fee and R500 on each monthly maintenance fee. Agents bring their own data, smartphone and laptop, get a company email and help with leads, and pass the free Musika Certified Sales Professional exam at 80% before they sell.

Talk To Us

See it working at musika.co.za/suppliers. Build your price at musika.co.za/tech/features. Email tech@musika.co.za. Telephone +27 69 342 8500.

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