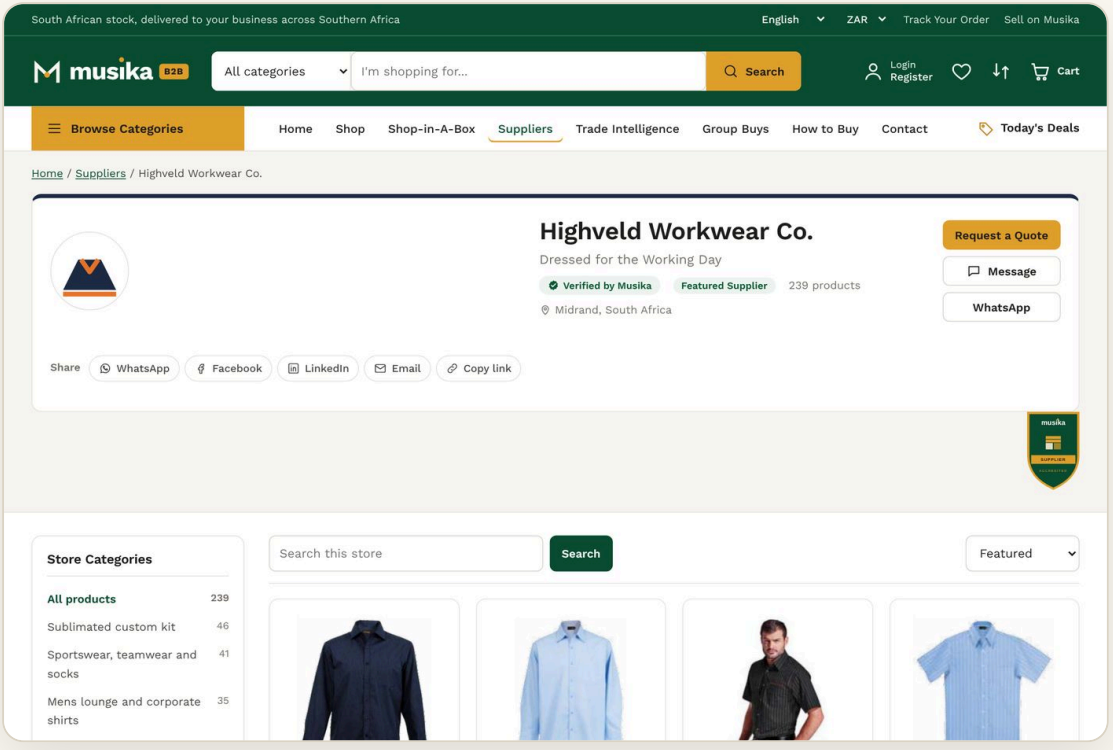
musika TECH

MARKETPLACE EDITION PROFILE

# Many Sellers, One Roof

A multi-vendor marketplace where sellers open their own storefronts and you take a share of every sale. From R204,000 setup.



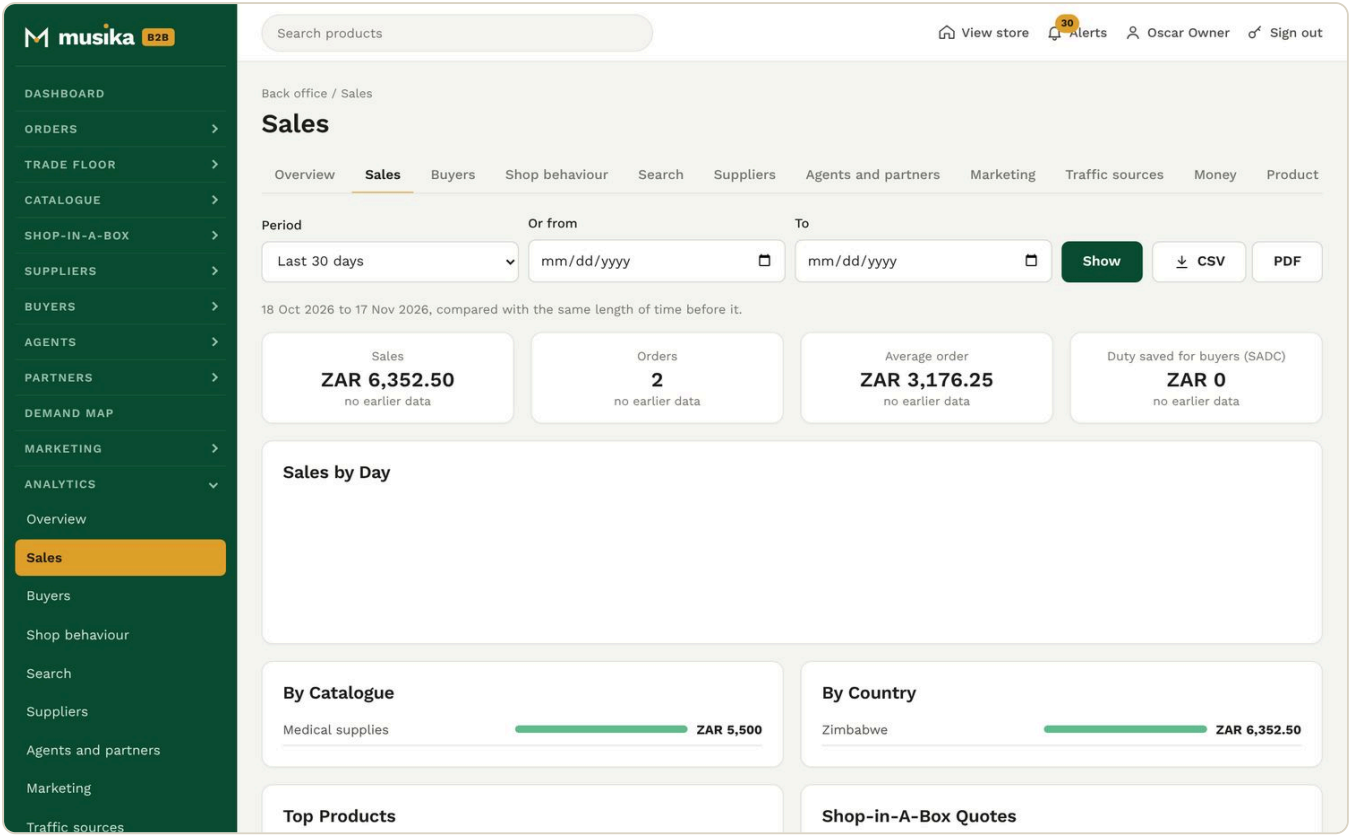

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MANY SELLERS UNDER ONE ROOF

# Who It Is For

Marketplace Edition is for an operator who brings many sellers under one roof: a shopping mall, a farmers' market, a crafts market, a property or car listing site, a services marketplace or a food delivery platform. Each seller opens a storefront, the operator approves sellers, sets commission and takes a share of every sale.

- Sellers open their own storefronts with their own catalogue, prices and promotions.
- The operator approves sellers, sets commission and pays sellers out.
- One checkout for buyers across every seller.
- Built for malls, markets, cooperatives, listings and delivery.



Sales analytics in the Musika OS back office.

PRICING

# 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 your own domain, security, backups, every Musika OS update and support. The edition also carries a share of sales of about 1% to 2%, agreed in the proposal.

| Marketplace Edition | From |
|---|---|
| **Setup fee, once-off** | R204,000 |
| **Monthly maintenance fee, plus a share of sales** | R5,000 |

## Ready-Made Business Types

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.

The exact price for your business type is set in your written proposal, which confirms the full total, including any taxes, before you sign.

**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.

FEATURES

# 58 Features Included

Marketplace Edition includes 58 of the 79 Musika OS features as standard.

## Accounts 5 included

### 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.

### 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 included

### 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 7 included

### Live exchange rates

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

### 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.

### Tax documents

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

### Reviews

Customers review only after a delivered order.

### Messages

Customers talk to sellers and your team, with files.

## Growth 4 included

### 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.

### Phone notifications

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

## Marketing 18 included

### 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 7 included

### 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.

### 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 included

### 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 4 included

### Collection points

Collect orders from an agent or depot in town.

### Auto-reorder

Standing orders that repeat every week or month.

### Early pay for sellers

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

### Fraud checks

Flags for unusual orders, payment mismatches and duplicate accounts.

## Available As Custom Work

These features belong to a higher edition and can be added to Marketplace Edition as custom work, quoted on top: Partner sign-up, Learner sign-up, Locked quote rates, Landed cost, Trade credit, Border paperwork, Bid requests, Group buying, Shared loads, Live demand map, Trade intelligence report, Compliance guides, Online school, Jobs board, Town pools, Season price lock, Live border board, Slow-stock swap, Resale kit, Trade record, Export VAT relief.

HOW IT WORKS

# Brief To Live Platform

| Step | Stage | What happens |
|---|---|---|
| 1 | Send Your Brief | Use the store builder or the quote form to tell us your business type, customers, markets and how you take payment. |
| 2 | Try It Live | Open a free supplier account on MusikaB2B and use the engine yourself. |
| 3 | Get The Proposal | We match the brief to the edition and business type and show every fee. |
| 4 | Agree And Pay Setup | Sign the proposal and pay the setup fee. |
| 5 | We Build And Brand | Your logo, colours, pages, domain, features and payment accounts. |
| 6 | Load And Train | We load your products and show your team the back office. |
| 7 | Test Together | Real test orders on a phone and a computer before going public. |
| 8 | Go Live And Run | The monthly maintenance fee keeps the platform hosted, secured, backed up, updated and supported. |

## 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 |

OUR WORK

# Marketplace Platforms We Run

| 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. |

## 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.

MusikaTech is operated by Cabanga Africa Group (Pty) Ltd, Midrand, South Africa. Marketplace Edition Profile v1.1, November 2026. Prices are set in rand; each written proposal confirms the full total, including any taxes, before the client signs.