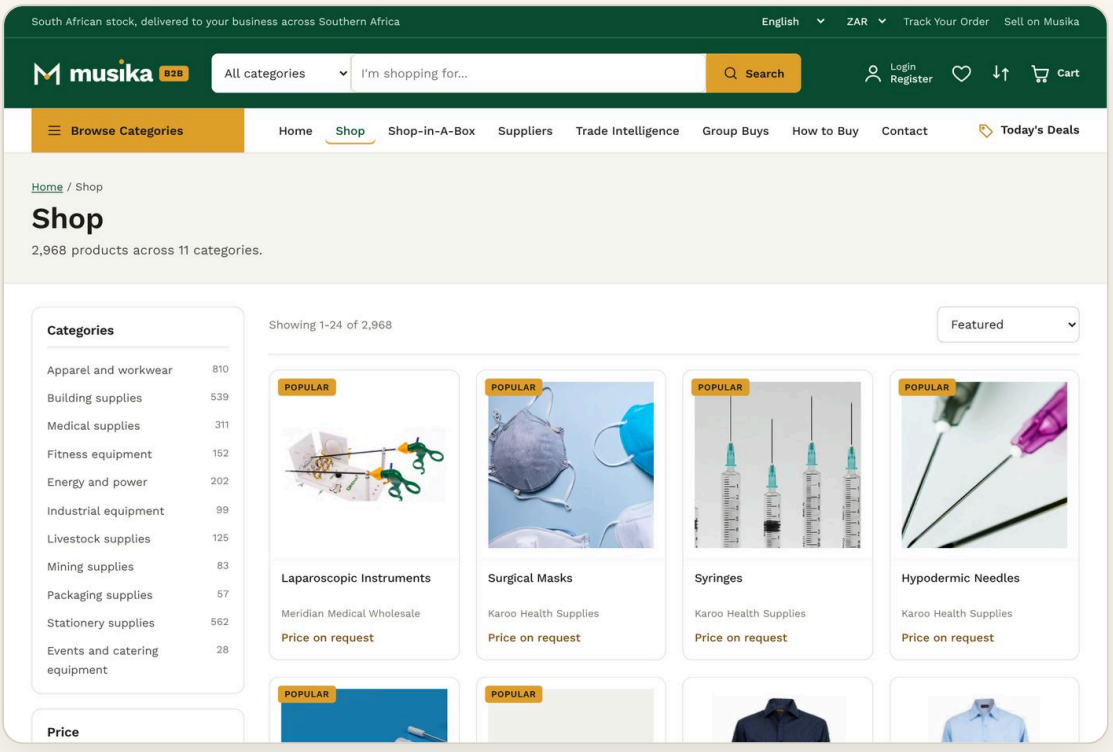
musika TECH

STORE EDITION PROFILE

Your Own Online Store

Your own online store on your own domain: catalogue, checkout, local payments and marketing, run for you. From R20,500 setup.

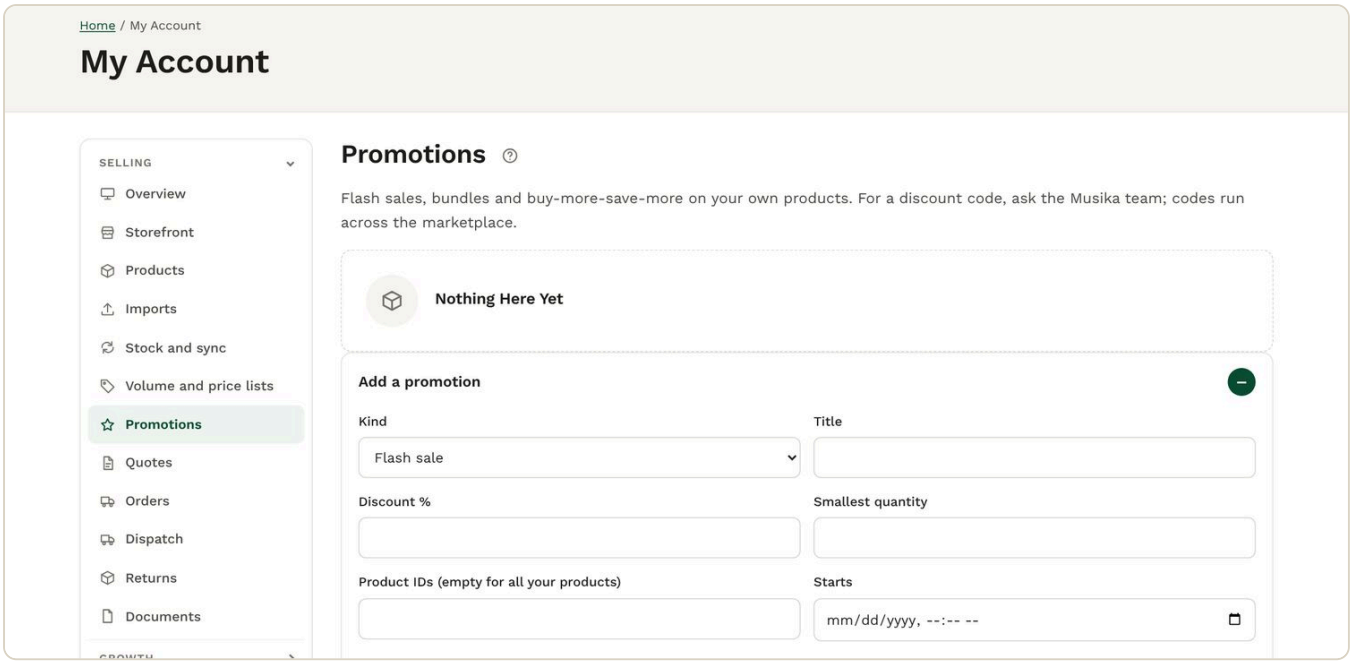


ONE BUSINESS SELLING ONLINE

Who It Is For

Store Edition is for one business selling online: a pharmacy, a hardware store, a boutique, a supermarket or a restaurant. The business gets its own online store on its own domain, with its own brand, catalogue, checkout, local payments and marketing, built and run by MusikaTech on Musika OS.

- One business, one brand, one domain.
- Customers pay by card, mobile money, EFT, lay-by, deposits and vouchers.
- Marketing built in: discount codes, flash sales, bundles, newsletters, WhatsApp broadcasts, loyalty and referrals.
- The team runs orders, stock and analytics from one back office.



Promotions 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.

Store Edition	From
Setup fee, once-off	R20,500
Monthly maintenance fee	R1,500

Ready-Made Business Types

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.

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

48 Features Included

Store Edition includes 48 of the 79 Musika OS features as standard.

Accounts 2 included

Customer sign-up

Customers open accounts to order, track and reorder.

Sign in with Google

One-tap sign-in with a Google account.

Catalogue 5 included

Catalogue imports

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

Warehouses and stock

Stock held across several warehouses with every movement recorded.

Volume pricing

Price breaks by quantity and customer-group discounts.

Currency switcher

Customers see every price in their own currency.

Pricing rules

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

Trade 5 included

Card payments

Card payments through Paystack, on your own merchant account.

Tax documents

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

Mobile money

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

Reviews

Customers review only after a delivered order.

Messages

Customers talk to sellers and your team, with files.

Growth 3 included

WhatsApp ordering

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

Phone notifications

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

Restock alerts

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

Marketing 18 included

Discount codes

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

Bundles and volume offers

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

Promotions and deals

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

Home banners

Hero slides and promo banners managed from the back office.

Flash sales

Short sales with a live countdown on the products.

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 5 included

Analytics

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

Articles and guides

Shoppable articles, buying guides and news.

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 3 included

Collection points

Collect orders from an agent or depot in town.

Auto-reorder

Standing orders that repeat every week or month.

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 Store Edition as custom work, quoted on top: Seller sign-up, Agent sign-up, Partner sign-up, Learner sign-up, Seller directory, Listing tiers, Live exchange rates, Locked quote rates, Landed cost, Wallet and escrow, Trade credit, Border paperwork, Bid requests, Group buying, Shared loads, Agents, Live demand map, Trade intelligence report, Compliance guides, Starter kits, Seller services store, Online school, Jobs board, Town pools, Season price lock, Live border board, Slow-stock swap, Resale kit, Early pay for sellers, 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

Store Platforms We Run

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.

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. Store 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.