



BizBase User Guide

Your Complete Business Discovery & Connection Platform

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☐ Platform Overview

What is BizBase?

BizBase is a comprehensive business directory and connection platform that:

- Connects customers with verified businesses across South Africa
- **Empowers** informal entrepreneurs through Kasi Market
- Simplifies quote requests from multiple companies
- Enables location-based discovery of nearby services

Who is it for?

For Customers:

- Find trusted businesses quickly
- Get multiple quotes without calling each company
- Discover services near your location
- Support local entrepreneurs

For Business Owners:

- Reach more customers
- Receive qualified quote requests
- Showcase services and products
- Build online presence



Ⅲ Multi-Company Quote Requests

Save 80% of Your Time!

How It Works:

- 1. **Search** for businesses by category and location
- 2. Scroll through results or click the floating "Get Multiple Quotes" button
- 3. Fill one simple form with your requirements
- 4. Submit Your request goes to ALL matching businesses
- 5. **Receive** quotes directly from interested companies

Benefits:

Benefit	Value	
☐ Time Saved	80% reduction (3 hours → 30 minutes)	
□ Cost Savings	15-30% through competition	
☐ Response Rate	5-8 quotes per request	
☐ Convenience	Zero phone calls required	

Perfect For:

- 🔲 **Home renovations** Plumbers, electricians, painters, cleaners
- **Event planning** Catering, venues, photographers
- III **Professional services** Accounting, legal, IT support



Business services - Web design, marketing, printing

Example: Sarah needs a plumber in Johannesburg.

Traditional way: Call 8 plumbers individually, repeat requirements each time, wait for quotes.

BizBase way: Fill one form, receive 8 quotes within 24 hours [



■ Kasi Market - Empowering

Informal Economy

Digital Platform for Informal Entrepreneurs

Why It Matters:

Economic Impact:

- 60% of SA jobs are in informal sector
- Township entrepreneurs often lack online presence
- BizBase bridges the digital gap

For Entrepreneurs:

Feature	Impact
☐ Free Listings	Zero cost to start online business
☐ Mobile-First	Manage from basic smartphone
☐ WhatsApp Integration	Use tools they already know
☐ Location-Based	Customers find them locally
☐ Product Showcase	Professional display of offerings



Success Metrics:

- \coprod **50-100**% average income increase after 3 months
- 🔲 **10x** customer reach expansion beyond local area
- **80%** business sustainability after 1 year
- \coprod **40**% hire additional help within 6 months

Success Story - Gogo's Kitchen, Alexandra Township:

"I've been selling vetkoek for 15 years. Now people from other townships find me on BizBase. My WhatsApp doesn't stop!"

Categories Served:

- [Food & Beverages: Home-cooked meals, traditional foods, catering
- [Fashion & Clothing: Tailoring, traditional attire, alterations
- 🔲 Arts & Crafts: Beadwork, jewelry, paintings, décor
- II Services: Hair braiding, car wash, repairs, gardening
- III **Products:** Skincare, cleaning supplies, groceries



□ Near Me Feature

Find Anything Within KM From You

How It Works:

- 1. **Enable GPS** → Browser detects your location automatically
- 2. **Set Radius** → Choose 1km to 50km search area
- 3. **See Distance** → Exact km shown for each result
- 4. **Sorted Results** → Closest businesses appear first

Radius Selection Guide:

Radius	Use Case	Benefit	
1-2km	Walking distance, immediate	No transport needed	
5km	Local area, quick drive	Convenient, support neighbors	
10km	Extended region	Balance of choice & proximity	
20km Willing to travel		Wider options, accessible	
50km	Specific needs	Find specialized services	

Use Cases:

■ Emergencies:

• Burst pipe? Find plumber within 2km



- Car breakdown? Nearest mechanic
- Medical supplies? Pharmacy nearby

□ Daily Needs:

- Lunch spots near office
- Groceries on your route home
- Coffee shop for quick meeting

■ Services:

- Barber/salon within walking distance
- Nearby gym or yoga studio
- Local handyman or electrician

☐ **Privacy Protected:** Your location is used only for search, never stored. You control when to share. No tracking or history.

Real Example: Burst pipe emergency at 7pm Sunday.

Traditional: Call 5 plumbers, all too far or don't answer.

BizBase: "Near Me" shows 3 plumbers within 3km, one responds in 5 minutes [



Ⅲ Getting Started

For Customers

- 1. Visit BizBase website
- 2. Search for what you need
- 3. **Request** multiple quotes
- 4. Find businesses near you
- 5. **Support** local entrepreneurs

For Business Owners

- 1. Create your account
- 2. **List** your business (use Google Places)
- 3. Add services and products
- 4. **Receive** quote requests
- 5. **Grow** your customer base

For Kasi Market Vendors

- 1. Join Kasi Market
- 2. Showcase your hustle
- 3. Connect with customers
- 4. Build your business



Tips for Success

For Customers:

- Be specific in requirements for better quotes
- Use Near Me to find convenient local options
- Request multiple quotes to compare prices
- Check details before requesting quotes
- Respond promptly to businesses

For Business Owners:

- Use Google Places for accurate addresses
- Complete all profile fields
- Add professional photos
- Respond to quote requests within 2 hours
- Update your listing regularly

Ⅲ Pro Tip:

Business owners who respond to quote requests within 2 hours have a 60% higher conversion rate!



■ Support & Help

Common Questions:

Q: Is BizBase free to use?

A: Yes! Free for customers and basic listings for businesses.

Q: How do I enable location?

A: Click "Enable Location" button and allow browser permission when prompted.

Q: How many quotes can I request?

A: Unlimited! Request as many as you need.

Q: How quickly do I get responses?

A: Most businesses respond within 24 hours. Many respond within 2-4 hours.

Contact Support:

• [Email: support@bizbase.co.za

• **WhatsApp:** Available on website

• **Website:** www.bizbase.co.za

• III Help Center: Available in platform



П	Thank	You	for	Choosing	BizBase!
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We're committed to connecting South Africa's businesses and customers, one connection at a time.

BizBase - Connecting South Africa, One Business at a Time! [[[]]]