



Connecting South Africa, One Business at a Time 



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

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
<input type="checkbox"/> Time Saved	80% reduction (3 hours → 30 minutes)
<input type="checkbox"/> Cost Savings	15-30% through competition
<input type="checkbox"/> Response Rate	5-8 quotes per request
<input type="checkbox"/> Convenience	Zero phone calls required

Perfect For:

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

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
<input type="checkbox"/> Free Listings	Zero cost to start online business
<input type="checkbox"/> Mobile-First	Manage from basic smartphone
<input type="checkbox"/> WhatsApp Integration	Use tools they already know
<input type="checkbox"/> Location-Based	Customers find them locally
<input type="checkbox"/> Product Showcase	Professional display of offerings

Success Metrics:

- **50-100%** average income increase after 3 months
- **10x** customer reach expansion beyond local area
- **80%** business sustainability after 1 year
- **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
- **Services:** Hair braiding, car wash, repairs, gardening
- **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 

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

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
-  **Help Center:** Available in platform

Thank You for Choosing BizBase!

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! 