

# Online B2B marketplace for SMMEs goes live

Launching to small, medium and micro-sized enterprises (SMMEs) servicing the retail sector in South Africa, [XAfricaMart](#) offers sellers and their customers a trade secure payment platform that mitigates online trading risks and non-delivery.



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The online B2B service offers companies marketing to the retail sector a new platform to build their brand, promote products and negotiate and sell online to businesses nationally. Order payments are made to the PASA-approved TradeSafe escrow trust account. The customer takes delivery, inspects the merchandise, accepts it online and then the payment is immediately made to the seller.

“This service offers businesses the opportunity set up and host an online shop and to trade online for a sales transaction fee of only 1.2%,” says CEO, Stephen Oehley.

“We invite small and growing businesses that offer products to the retail sector to register as soon as possible so that they can start reaping the benefits that this marketplace offers.”

## Sales and distribution channel

The e-commerce platform is not only a new B2B marketplace, but it is also a sales and distribution channel. Sellers registering on the site receive a number of benefits that usually come at a premium. These include the ability to negotiate deals, agree terms, lock and exchange contracts, configure packaging, price packs by minimum order quantities, display unlimited products, manage leads, have access to automated orders and invoices, integrated delivery services and financial reports.

“We are excited to offer a place for owners of small businesses to sell their goods online, without the usual restrictive costs involved to set up shop online.”

The site connects companies across supply chains and assists international exporters looking for importers, importers looking for agents and distributors, suppliers of input products to manufacturers, manufacturers looking for sales agents and channels and suppliers of industrial and consumer products looking to increase sales into new local business markets affordably. “XAfricaMart holds all the right ingredients especially for SMEs seeking new markets and growth nodes,” adds Elton Plaatjes: Brandenburg Small Business Engineering.

“The CEO of Digital Planet, Neil Watson, said, ‘The percentage of B2B buyers completing their work-related purchases online, will hit 56% by 2017’, it is therefore clear that online trading is essential, especially as our economy continues to battle,” concludes Oehley

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