

TradeBRICS offers "Sustainability Vouchers" to help businesses

TradeBRICS, a South African-based online sourcing marketplace, has pledged R1 million in "Sustainability Vouchers" to businesses affected by Covid-19. These vouchers will give affected businesses full access to TradeBRICS, allowing them to promote their business to interested buyers or to source from the supplier directory.



Shaarad Maharaj

"Sustainability for businesses is the most serious consideration currently. We strongly feel that instead of a once-off cash subsidy, we create more value by investing R1 million in providing businesses with sustainability vouchers that they can use to showcase their business to interested buyers and potentially support their sales funnels and opportunities to drive conversion," says co-founder, Shaarad Maharaj.

"TradeBRICS wants to help companies keep their shelves stocked whilst helping local businesses survive and thrive," says Maharaj.

The company is quickly connecting local businesses with each other to stop the economy from collapsing under severe financial stress. With a 70 year history, TradeBRICS has grown into the largest community of its kind in Africa. It lists over 50,000 suppliers and has a selection of 1.5 million products and services.

“Understanding the challenges that South African businesses are facing right now under lockdown is key. Opening up more online opportunities to local businesses and creating a more inclusive economy by giving all companies equal access to supply chains will hopefully make a meaningful impact,” he says.

The sustainability vouchers can help businesses go a long way in urgently finding suppliers, promoting themselves as sellers to interested buyers, or getting insights into the supply chain itself.

Sustainability Vouchers

TradeBRICS has made the following vouchers available:

- R3,000 for readers of this publication
- R4,000 for existing TradeBRICS clients
- R2,500 for new businesses

TradeBRICS data shows demand for international products and service drop, especially from China, which was previously the backbone of global manufacturing and commerce.

“We predict that due to the current economic climate, businesses will have to start looking to local suppliers and manufacturers to diversify their supply chains. As obvious as this sounds, accessing these structures is often the barrier – and why we feel a more sustainable solution that supports these businesses in the long-term is critical,” says Maharaj.

Businesses wanting to claim their vouchers can go to www.tradebrics.com

For more, visit: <https://www.bizcommunity.com>