

Township E-commerce Marketplace

Focus Areas:

Market Access, Infrastructure and Logistics Create a localized e-commerce platform that connects township businesses with customers both within and outside their immediate area.

- Key components: User-friendly interface for feature phones and smartphones
- Integration with local delivery services or creation of a community-based delivery network.
- Digital payment solutions, including mobile money and digital wallets
- Rating and review system to build trust.
- Local meter taxis for delivery
-
- It's a Marketplace
- Food court.

business court

*local meter
taxis*

Don't do too many things

Plug ins

☐ GPS

☐ Camera

To do

☐ Vendor profile

☐ Customer profile

☐ Problem statement

☐ Solution

☐ Do sonke profile

☐

PROBLEM STATEMENT

context, target, research

Problem Statement:

Unlocking the Potential of Township Economies

South African townships, vibrant centers of entrepreneurial activity, possess the potential to contribute significantly to the national economy. With an estimated annual value of R100 billion, these economies are a powerful force. However, limited market access hinders their full potential.

By addressing this challenge, we can unlock the economic potential of townships and drive sustainable development.