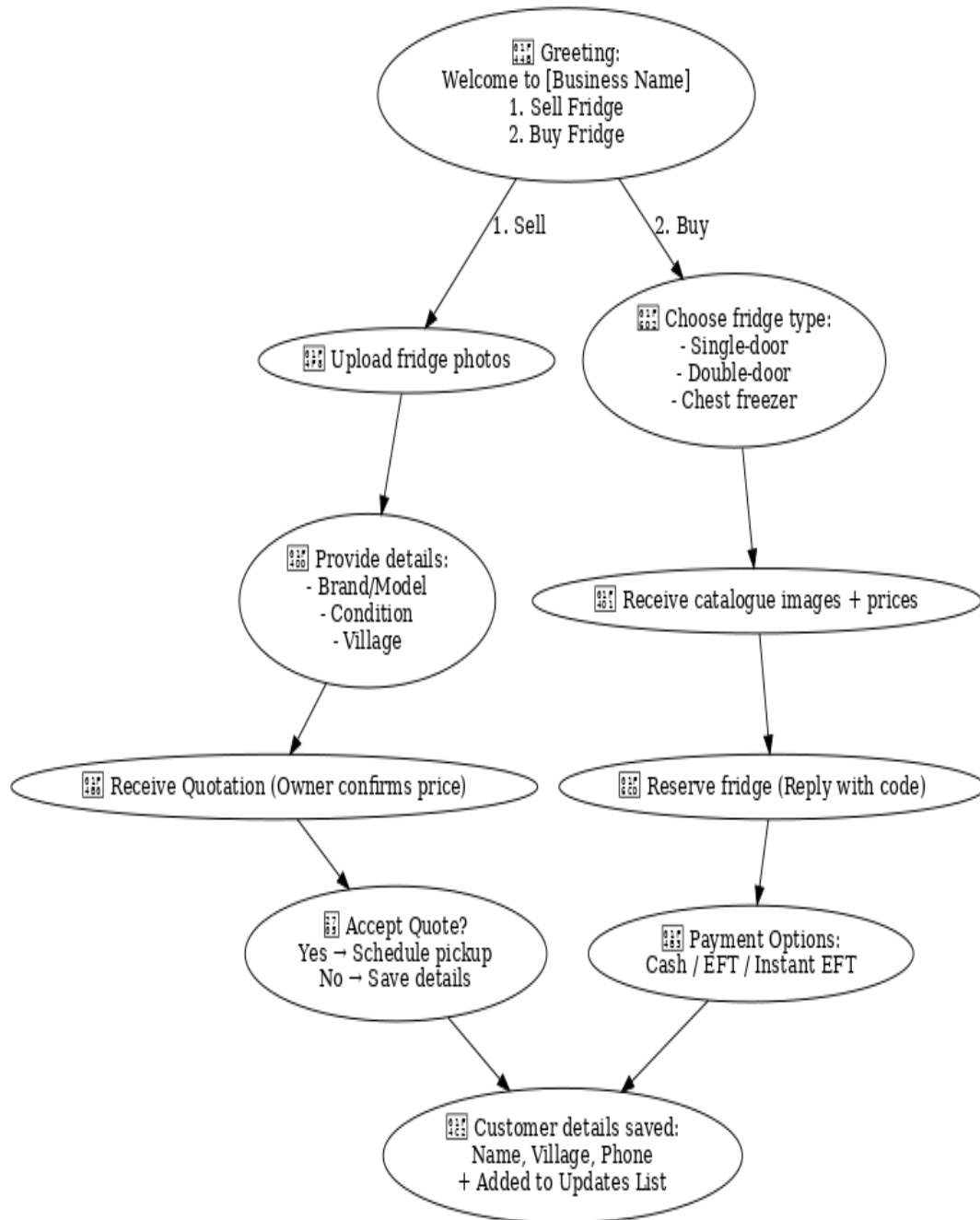


WhatsApp Workflow for Fridge Business

This document outlines a simplified and structured WhatsApp workflow for the fridge buying, repairing, and reselling business. The goal is to move away from unstructured chats into a system that reduces friction, captures customer details consistently, and creates a database for long-term growth.



Workflow Overview:

1. Customers enter via WhatsApp link or QR code from lamp pole ads or social groups.
2. They are presented with two clear paths:

- Sell a fridge
- Buy a fridge

3. Sell Flow:

- Upload fridge photos
- Provide brand, condition, and village
- Receive a quotation
- Accept (schedule pickup) or Decline (details saved)

4. Buy Flow:

- Select fridge type (single, double, freezer)
- Receive catalogue with images and prices
- Reserve by code
- Confirm payment and delivery method

5. All interactions end with structured data capture (Name, Village, Phone) and customers are added to a list for future broadcast updates.

Benefits:

- Saves time and reduces repetitive questions
- Builds a database of sellers and buyers
- Enables targeted broadcasts (e.g., new fridge arrivals)
- Scales beyond lamp pole ads into digital reach