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What is Wachikart

Wachikart is a digital platform offering marketing and promotional solutions for businesses. It provides tools to automate marketing, communication, and service delivery, including online shopping, secure payments, order fulfillment, digital marketing, SMS and email campaigns, WhatsApp automation, and customer care.

Products

I. Wachikart

Online shopping

We register shops/businesses at www.wachikart.com to allow access to quality goods and services by

showcasing a wide variety of products and business services for online shopping.

We promote seller's shops by allowing access to potential buyers for order placement.

2. Delivery Boy

Order fulfillment

We ensure timely deliveries by partnering with reputable logistics companies and delivery personnel, using reliable tracking mechanisms for your orders.

3. Duka Pay

Safe Payments

We provide secure payment processing gateways known as duka pay in partnership with reliable

payment service providers such as checkouts which process all payments transactions to fulfill orders.

Features of Online Shops

Shop Visibility: Upload up to 100 products, making them easily accessible for orders.

Shop Analytics: Track visits, clicks, and followers through the seller dashboard.

Shop Mapping: Pin your shop location for convenient access by offline customers.

Point of Sale: Access reports on sales, order statuses, and deliveries via the dashboard.

Shop Linking: Integrate your shop with social media platforms like Facebook, Instagram, TikTok, and YouTube for better conversions.

Why Wachikart

Affordability: Wachikart offers competitively priced products, delivering exceptional value that meets diverse customer needs without compromising quality.

Innovation: Wachikart prioritizes innovation, delivering products with advanced features and cutting-edge technology that set new market standards.

4. Online Billboards

Online Marketing

We use our platform for extensive advertising businesses using banners, posters and info graphs in form of photo slides and video slides to reach a broad audience.

5. Featured Brands

Brand Awareness

We create brands awareness through extensive marketing and advertising of products under the featured brands.

6. Classified Ads

Classified Products

Facilitate direct sales of products and services to customers. Customers can independently upload their products using their accounts, ensuring full control over their listings and interactions.

7 SMS

Bulk SMS

Effortlessly send personalized SMS to thousands of contacts using our advanced APIs. These tools enable seamless integration of automated alerts into your systems, ensuring efficient communication. SMS remains a reliable solution, accessible on all mobile devices.

8. MAILS

Bulk Emails

Everything you need to send bulk emails in one place. It Drive more conversions with interactive emails It has Scalable infrastructure and better support. Has Managed deliverability for high inbox placement.

9. Dealpoints

Whatsapp Automations

We let users manage chat bots, automated replies, multiple Whatsapp accounts and more at one place. Drives more conversions with Whatsapp. Scalable infrastructure and better support. Managed deliverability for high inbox placement

10. Feedbacks

Market Survey Market Survey

SMS based therefore can be accessed on any phone to reach a wide audience.

Data collection is automated and instant.

Instant generation of reports in textual and graphical format.

Feedback Advantages

Helps organizations collect instant feedbacks on their needs and wants.

Helps improve service delivery that goes along way into enhancing customer retention, customer satisfaction and increased profits.

Helps build brand identity which increases brand loyalty. Helps business to get market insights.

Can be used to generate leads.

Helps to understand consumer behavior.

Core Features

Online Shopping

Our online shopping revolutionizes retail by offering secure payments, streamlined order processing, personalized marketing, and responsive customer support for a seamless experience.

Digital Marketing

Our online branding services boost your business visibility through impactful strategies like website optimization, targeted marketing, and engaging content creation.



Automated

Communications

Our automated connection services streamline communication through SMS, email, and WhatsApp, ensuring timely updates, personalized messages, and efficient feedback collection to enhance customer engagement.

Timely Deliveries

We ensure timely deliveries by partnering with reputable logistics companies and delivery personnel, using reliable tracking mechanisms for your orders.

Customer Care Support

Wachikart Customer Care support service is committed to enhancing your experience by addressing product inquiries, order tracking, returns, payment issues, and account management with prompt and reliable support.

Safe Payments

We provide secure payment processing gateways known as duka pay in partnership with reliable

payment service providers such as checkouts which process all payments transactions to fulfill orders.

Pricing

Online Shop

Package	Rates(Ksh)
Shop Activation	200 -500
Shop Subscription	5406500
Order fulfilment	8% -10%

Delivery Boy

	Time(Hrs)	Shipping Cost	Weight
Nairobi CBD	24	100-500	
Nairobi Metropol	36	500-1000	
Country Wide	72	1000-2000	

Featured Brands

Featured Brands	Charges(Ksh)
1 Month	10000
6 Months	50000
12 Months	100000

Dealpoints

Item description	Cost (Ksh)
Set Up Fee	0.0
Maintainace Fee	10,000

Online Billboards

Billboard Section	Pay Per Click (Ksh)
Pop Up Banners	1.0
Home Page Banners	0.9
Login Banners	0.8
Sign Up Banners	0.7
Seller Login Banners	0.6
Phone Verif Banners	0.5
Forgot Pass Banners	0.4
Delivery Boy Login	0.3
Category Banners	0.2
Sub-category Banner	0.1

Classified Ads

Package	Duration(Days)	Boost Price(ksh)
Platinum	7	500
Gold	5	300
Silver	3	200
Bronze	1	50

Mails

No of mails purchase	Cost per email (Ksh)
1 - 100,000	0.5
100,001 - 500,000	0.4
500,001 - 1000,000	0.3
Above 1M	0.2

Feedbacks

No of feedbacks	Costs each (ksh)
1 - 50,000	1.0
50,001 - 500,000	0.8
500,001 - 1000,000	0.7
Above 1M	0.6

SMS

No of SMS purchased	Costs per SMS (ksh)
1-20,000	0.6
20,001 - 400,001	0.5
400,001 - 1000,000	0.45
Above 1M	0.4

SMS Sender IDs

Safaricom	Ksh 7,000 + VAT
Airtel	Ksh 7,000 + VAT
Telkom	Ksh 7,000 + VAT
Equitel	Ksh 10,000 + VAT

Short Codes

Dedicated Short Codes

Item Description	Cost (ksh)
Monthly Renewal	Ksh 15,000 + VAT
2 Months Deposit	Ksh 30,000

Shared Short Codes

Item Description	Cost (ksh)
Monthly Renewal	0.0
2 Months Deposit	Ksh 2,000 + VAT

USSD Codes

Dedicated USSD (Saf)

Item Description	Costs (ksh)
Set Up Fee	150, 000
One Month Test Bed	30, 000
1 month Deposit	50, 000
Monthly Maintainance	58, 000

Dedicated USSD (Airtel)

Item Description	Costs (ksh)
Set Up Fee	120, 000 + VAT
1 month Deposit	35, 000
Monthly Maintainance	35, 000 + VAT

Shared USSD (Saf)

Item Description	Costs (ksh)
2 Digits (e.g. *254*11#)	8,000 + VAT
3 Digits (e.g. *254*111#)	6,000 + VAT
4 Digits (e.g. *254*1111#)	3,000 + VAT

Shared USSD (Safaricom & Airtel)

Item Description	Costs (ksh)
2 Digits (e.g. *254*11#)	16,000 + VAT
3 Digits (e.g. *254*111#)	12,000 + VAT
4 Digits (e.g. *254*1111#)	4,000 + VAT

