Bizlead

EIAR Project

B2B Lead Matching Platform

Contents

1 Getting Started

This API connects businesses with buyer leads through a matching system. Here's the basic flow:

1. Register your business account

2. Log in to access your dashboard

3. Receive matched leads based on your preferences

4. Buyers submit enquiries that automatically match to relevant businesses

1.1 Authentication

Currently using email/password authentication. For production, implement JWT tokens or session management.

2 Business Endpoints

2.1 Register a Business

Endpoint: `POST /api/business/register`
    Creates a new business account with subscription settings. You'll start with 10 free lead credits.

Request Example:

```
{
  "businessName": "ABC Trading LLC",
  "email": "contact@abctrading.com",
  "password": "securepass123",
  "phone": "+971501234567",
  "country": "UAE",
  "category": "Electronics",
  "market": "UAE",
  "buyerType": "Wholesaler"
}
```

Required Fields:

- businessName
- email (must be unique)
- password (minimum 6 characters)
- category
- market
- buyerType

Field Options:

Category Options:
Electronics | Furniture | Clothing | Food | Automotive | Construction | Other
    Market Options:
UAE | Saudi Arabia | Europe | Asia | Other
    Buyer Type Options:
Retailer | Wholesaler | Distributor | End User | Other

Response (201 Created):

```
1  {
2    "success": true,
3    "message": "Business registered successfully",
4    "data": {
5      "businessId": "507f1f77bcf86cd799439011",
6      "businessName": "ABC Trading LLC",
7      "email": "contact@abctrading.com",
8      "subscription": {
9        "category": "Electronics",
10       "market": "UAE",
11       "buyerType": "Wholesaler",
12       "leadCredits": 10
13     }
14   }
15 }
```

2.2   Log In

Endpoint: `POST /api/business/login`
    Authenticate and retrieve your business details.

Request Example:

```
1  {
2    "email": "contact@abctrading.com",
3    "password": "securepass123"
4  }
```

Response (200 OK):

```
1  {
2    "success": true,
3    "message": "Login successful",
4    "data": {
5      "businessId": "507f1f77bcf86cd799439011",
6      "businessName": "ABC Trading LLC",
7      "email": "contact@abctrading.com",
8      "phone": "+971501234567",
9      "country": "UAE",
10     "subscription": {
11       "category": "Electronics",
12       "market": "UAE",
13       "buyerType": "Wholesaler",
```

```
14        "leadCredits": 8
15      }
16    }
17 }
```

2.3   Get Subscription Details

Endpoint: `GET /api/business/{businessId}/subscription`
Check your current subscription status and remaining lead credits.

Response (200 OK):

```
1  {
2    "success": true,
3    "data": {
4      "category": "Electronics",
5      "market": "UAE",
6      "buyerType": "Wholesaler",
7      "leadCredits": 8,
8      "isActive": true
9    }
10 }
```

2.4   Get Your Leads

Endpoint: `GET /api/business/{businessId}/leads`
Retrieve all leads matched to your business. Includes full buyer enquiry details.

Response (200 OK):

```
1  {
2    "success": true,
3    "count": 3,
4    "data": [
5      {
6        "_id": "507f191e810c19729de860ea",
7        "businessId": "507f1f77bcf86cd799439011",
8        "enquiryId": {
9          "_id": "507f191e810c19729de860eb",
10         "buyerName": "Tech Solutions Dubai",
11         "buyerEmail": "buyer@techsolutions.ae",
12         "buyerPhone": "+971509876543",
13         "category": "Electronics",
14         "market": "UAE",
15         "buyerType": "Wholesaler",
16         "productDescription": "Looking for 500 units",
17         "quantity": "500 units",
18         "budget": "$10,000 - $15,000",
19         "createdAt": "2026-01-20T14:30:00.000Z"
20       },
21       "status": "new",
22       "matchedAt": "2026-01-20T14:30:05.000Z"
23     }
24   ]
25 }
```

Lead Status Values:

- `new` - Just matched, not viewed yet
- `viewed` - You've opened this lead
- `contacted` - You've reached out to the buyer
- `closed` - Lead is complete or no longer active

3 Enquiry Endpoints

3.1 Submit a Buyer Enquiry

Endpoint: `POST /api/enquiry/submit`
Buyers use this to submit product requests. The system automatically matches enquiries to businesses with matching preferences.

Request Example:

```
{
  "buyerName": "Tech Solutions Dubai",
  "buyerEmail": "buyer@techsolutions.ae",
  "buyerPhone": "+971509876543",
  "category": "Electronics",
  "market": "UAE",
  "buyerType": "Wholesaler",
  "productDescription": "Looking for 500 units of wireless headphones",
  "quantity": "500 units",
  "budget": "$10,000 - $15,000"
}
```

Required Fields:

- buyerName
- buyerEmail
- category
- market
- buyerType
- productDescription (max 1000 characters)

Response (201 Created):

```
{
  "success": true,
  "message": "Enquiry submitted successfully",
  "data": {
    "enquiryId": "507f191e810c19729de860eb",
    "matchedBusinesses": 5,
    "enquiry": {
      "buyerName": "Tech Solutions Dubai",
      "category": "Electronics",
      "market": "UAE",
      "buyerType": "Wholesaler",
      "productDescription": "Looking for 500 units"
    }
  }
```

```
15 }
```

3.2 Get Enquiry Details

Endpoint: `GET /api/enquiry/{enquiryId}`
    Retrieve complete information about a specific enquiry.

Response (200 OK):

```
1  {
2    "success": true,
3    "data": {
4      "_id": "507f191e810c19729de860eb",
5      "buyerName": "Tech Solutions Dubai",
6      "buyerEmail": "buyer@techsolutions.ae",
7      "buyerPhone": "+971509876543",
8      "category": "Electronics",
9      "market": "UAE",
10     "buyerType": "Wholesaler",
11     "productDescription": "Looking for 500 units",
12     "quantity": "500 units",
13     "budget": "$10,000 - $15,000",
14     "createdAt": "2026-01-20T14:30:00.000Z"
15   }
16 }
```

4 Error Responses

When something goes wrong, you'll receive an error in this format:

```
1  {
2    "success": false,
3    "message": "Business with this email already exists"
4  }
```

4.1 HTTP Status Codes

- **200** - Request successful
- **201** - Resource created successfully
- **400** - Invalid request (check your data)
- **401** - Authentication failed
- **404** - Resource not found
- **500** - Server error

4.2 Common Errors

- Missing required fields
- Email already registered
- Invalid email format
- Password too short (needs 6+ characters)
- Business or enquiry not found

5   How Lead Matching Works

When a buyer submits an enquiry, the system:

1. Checks all active business subscriptions

2. Matches based on category AND market AND buyer type

3. Creates a lead record for each matching business

4. Each business-enquiry pair gets only one lead (no duplicates)

5. Businesses see the matched leads in their dashboard

Example: If a buyer submits an enquiry for "Electronics" in "UAE" as a "Wholesaler", it matches all businesses subscribed to that exact combination.

6   Implementation Notes

6.1   Security (for Production)

- Hash passwords using bcrypt
- Implement JWT tokens for authentication
- Add rate limiting to prevent abuse
- Validate all inputs on server side

6.2   Data Processing

- Strings are automatically trimmed
- Emails converted to lowercase
- Lead credits decrease when businesses access leads