
KABZ EVENTS – Marketplace App Structure & Monetization Plan

Overview

KABZ EVENTS is a peer-to-peer **event service marketplace** that connects **clients** (people planning events) with **vendors** (event service providers) such as DJs, caterers, decorators, photographers, and more.

The app **does NOT handle direct payments** between clients and vendors. Instead, vendors get paid **directly** by the client (via MoMo, cash, or bank transfer).

KABZ EVENTS earns money from:

1. **Vendor Subscriptions**
 2. **Featured Listings (Paid Ads)**
 3. **Vendor Verification Fees**
-

KABZ EVENTS – App Features

1. For Clients (People Looking for Event Services)

- Browse service categories
- Search for vendors by name, service, or location
- View detailed vendor profiles with images, videos, pricing, and reviews
- Contact vendors directly via chat, WhatsApp, or phone
- Save/bookmark favorite vendors

- Leave reviews after events
 - No in-app payment required
-



2. For Vendors (Service Providers)

- Create and update their business profile
- Upload work samples (images/videos)
- Add service descriptions and pricing
- Connect with clients via chat or direct calls

Vendors can also:

- Pay for account verification (one-time)
 - Subscribe for premium visibility and lead access
 - Promote their profile to appear on homepage or top results
-



3. For Admin (KABZ EVENTS Owner)

- Approve vendor applications and verification requests
 - Monitor reviews and reports
 - Manage featured ad placements
 - Handle vendor subscriptions and payments
 - Track user activity and platform analytics
-

How KABZ EVENTS Makes Money

Revenue Stream	Fee (GHS)	Description
Vendor Subscription	₵50/month	Unlock premium visibility, better search ranking
Featured Profile (Ad)	₵30 per 7 days	Boost listing to homepage or top of category
Profile Verification	₵40 one-time	Verified badge builds client trust

Vendor Verification Process

To gain a **Verified Vendor** badge on KABZ EVENTS, vendors must:

1. Upload a valid ID (Ghana Card, Passport, Driver's License)
2. Submit work samples or social media business pages
3. Pay a **₵40 one-time verification fee**
4. Once approved, the verified badge appears on their profile 

Categories on KABZ EVENTS

-  Event Organizers / Planners
-  Masters of Ceremonies (MCs)
-  Decorators

- Fashion & Styling (Clothing, Makeup, etc.)
 - Caterers
 - Photographers / Videographers
 - DJs / Musicians / Live Bands
 - Event Venues
 - Florists
 - Rentals (Chairs, Tables, Lights, Tents)
 - Transportation (Shuttles, Luxury Cars)
 - Invitation & Print Services
-



How the Platform Works (Simple Example)

Example:

Ama is planning her wedding. She visits **KABZ EVENTS** and searches for a wedding photographer in Accra. She finds three options, checks their photos and reviews, and contacts one via WhatsApp.

They meet, agree on a ₵1,000 fee, and she pays him directly.



You (**KABZ EVENTS**) make money if:

- The photographer paid ₵40 to be verified
 - He subscribed for ₵50/month
 - He promoted his profile for ₵30/week
-



Summary

- KABZ EVENTS connects vendors and clients but doesn't process their payments
- Vendors handle their own payments, bookings, and service delivery
- You earn **only from platform services** (subscription, verification, and ads)

✓ Platform Benefits:

- Simple, safe, and low-cost to run
 - Builds trust through verification and reviews
 - Scalable as more vendors join
-