Functions of users:

Businesses:

* Register their business dealings by selecting their respective industry
* Provide relevant information about their businesses i.e.
* business owner (in case of an individual)
* business registration number
* locations
* contact information
* list products or services
* upload pictures or videos of products and services and indicate pricing
* pay subscription fees (Mandatory)
* Pay for other services (optional) – digital marketing, content development, delivery in case of products, and supervision in case of a service.
* Chat with the company (Tasniya.com) and customers.
* Receive payment notification
* Receive payment after shipment or delivery of product or service

Function for Customers;

* Maneuver through the website
* Select products or service they are interested in
* Pay for services or products (through PayPal or mpesa)
* Post reviews for businesses they have previously dealt with
* Share and recommend a business
* Register their personal information on the site
* Receive payment notification, shipping of products notification, discount notification, promotional notifications
* Access business information except for contact information
* Chat with a business, through chat messaging system and not via phone.

**Website or Tasniya functions;**

* Approve all businesses registered
* Automatic approve consumer registration
* Receive payment on behalf of the businesses and release after the customer is fully satisfied
* Market customers products and services through social media (Facebook, Instagram, and Twitter)
* Develop content marketing for each business as well as its main operations
* Communicate with both the business and customer whenever required
* Deactivate a business
* Disapprove a customer
* Handle dispute arising.
* Oversee all activities on the website

**Revenue structure for Tasniya.com**

* Business registration on the platform
* Monthly subscriptions
* Other services;
* Digital marketing for the same period
* Content development and marketing
* Visual marketing (a future product)