

MARKET READINESS: ARE YOU READY FOR A BIGGER BUYER?

You want to sell to retailers, corporates or government.

BEFORE YOU START

HAVE THESE READY (ABOUT 30 MINUTES)

- ✓ Your CIPC and SARS details.
- ✓ Any licences and certificates, with their dates.

STEP BY STEP

8 STEPS

Step 1 of 8 Screen: Market readiness

How to get there: Services, then Market readiness.

What you see: What the check gives you, and "Free with your account".

Tap: Start now

What happens next: Access to market readiness opens.

If something goes wrong: If it still does not work, tap "WhatsApp us" at the bottom of the guide and tell us what you see.

Step 2 of 8 Screen: Access to market readiness

How to get there: From Start now, or the Market readiness tile at home.

What you see: The status strip, then your documents and questions.

Tap: Start the questions

What happens next: The first question opens.

If something goes wrong: If it still does not work, tap "WhatsApp us" at the bottom of the guide and tell us what you see.

Step 3 of 8 Screen: the question itself

How to get there: From Start the questions.

What you see: One question with "not sure" allowed.

Tap: Save and next

Type: Yes, No, or Not sure yet.

What happens next: The next question.

If something goes wrong: Not sure? Choose it. It is saved and you can come back.

Step 4 of 8 Screen: Access to market readiness

How to get there: Back on the page.

What you see: Each licence or certificate, with an Upload box.

Tap: Upload

Type: The document (a photo or a PDF, up to 10 MB), the date on it, and the date it runs out.

What happens next: The document is on your checklist, with its expiry date.

If something goes wrong: Too big? Take the photo again at a smaller size.

Step 5 of 8 Screen: Access to market readiness

How to get there: The same page.

What you see: "Is there a licence or permit your business needs that is not here?"

Tap: Add it to my checklist

Type: Its name, for example "Certificate of acceptability".

What happens next: It joins your checklist.

If something goes wrong: If it still does not work, tap "WhatsApp us" at the bottom of the guide and tell us what you see.

Step 6 of 8 Screen: My readiness

How to get there: "See your readiness report".

What you see: Your band: Ready, Almost, Not yet, or Not started.

Tap: Go to your market readiness

What happens next: The report, with what to fix first.

If something goes wrong: If it still does not work, tap "WhatsApp us" at the bottom of the guide and tell us what you see.

Step 7 of 8 Screen: Access to market readiness

How to get there: From the report.

What you see: What is missing, in order.

Tap: the first thing listed

What happens next: You fix it; your band moves.

If something goes wrong: If it still does not work, tap "WhatsApp us" at the bottom of the guide and tell us what you see.

Step 8 of 8 Screen: My Progress

How to get there: Your home screen.

What you see: Market readiness ticked, with its band.

Tap: Get your readiness score

What happens next: Your next step moves on.

If something goes wrong: If it still does not work, tap "WhatsApp us" at the bottom of the guide and tell us what you see.

WORDS EXPLAINED

Ready / Almost / Not yet

How ready you are. "Not started" means you have not answered yet.

Certificate of acceptability

The municipal certificate food businesses need.

Stakeholder

Anyone who can help or block the work.