

Everything your business does. One place.

What Ekime is, how it helps your business, and every step from opening your shop to every menu of your dashboard. For supermarkets, fashion, beauty, phones and gadgets, pharmacies, cooking gas and every shop that sells goods.

Free to open, and free to keep. No monthly fee, no yearly fee, and nothing to renew.

What Ekime is

Open your shop

Serve and sell

Get paid

Grow

WHAT IS EKIME?

An online shop, a till and a back office. **In one.**

Customers find you and order from your own link. Your team serves them from one list. You see the money, the stock and the numbers as they happen, on your phone or a laptop.

1

Your shop online

Your own link and QR codes, in your colours.
Customers order on their phone, with no app to download.

2

Your counter

A till for the people in front of you. Cash, a transfer or your own POS, and every sale counted the same way.

3

Your back office

Stock, money, staff and reports in one dashboard, for you and the team you trust.

- **£0 to open**

- **No subscription**

- **Nothing to renew**

- **You pay per order, and to withdraw**

MADE FOR YOUR KIND OF BUSINESS

Ekime speaks your trade's language.

Choose what you do when you sign up, and your dashboard shows your own screens and your own words.

Food

Restaurants, bars, kitchens, bakeries, cakes and small chops

- ✓ QR codes on your tables
- ✓ A kitchen ticket screen
- ✓ Recipes and what each dish costs
- ✓ Table bookings
- ✓ Orders for a date, with a deposit

THIS GUIDE

Shops

Supermarkets, fashion, beauty, phones and gadgets, pharmacies, cooking gas

- ✓ Barcode scanning at the till
- ✓ Sizes and colours, each with its own stock
- ✓ Sell by the kg, litre or mudu
- ✓ Shelf labels
- ✓ Orders for a date, with a deposit

Services

Salons, spas, barbers, laundries, car washes, clinics

- ✓ Appointments booked online
- ✓ Each person's own diary
- ✓ Check-in when they arrive
- ✓ Your own booking rules
- ✓ Their work on My Shift

HOW EKIME HELPS YOUR BUSINESS

Sell more. Lose less. **Know where you stand.**

SELL MORE**Open all day**

Your shop takes orders online even when you are busy or closed: from Instagram, WhatsApp, a QR code at your door and the Ekime marketplace.

GET PAID**And know it**

A customer paying online sends a transfer to an account made for the order. It marks itself paid when the money lands. No screenshots to check.

STOP THE LEAKS**Nothing goes missing**

Stock counts itself down with every sale. Every change is recorded with who made it. Refunds and withdrawals stay with you.

SAVE TIME**One list, not five**

Every order, online, by phone or in person, lands in one place your whole team works from. No notebook, no re-typing.

KNOW YOUR NUMBERS**Every day**

What sold, what you made and your busiest hours, emailed to you. Reports and VAT ready for your accountant.

KEEP THEM COMING**Regulars return**

Offers that come off by themselves, coupon codes, reward points, and reviews you can answer.

WHAT YOUR CUSTOMERS GET

Easy for them. Good for you.

- ✓ **No app, no account.** They open your link or scan your QR code.
- ✓ They order to collect or to have delivered, or order ahead for a date, on their own phone.
- ✓ They **pay by bank transfer** from their own banking app, or pay you in person.
- ✓ They **follow it live**, get a **receipt by email**, and earn your reward points.

From your link to done

What a customer does, start to finish.

- 1 **Opens your link**
From Instagram, WhatsApp, a QR code or the marketplace
- 2 **Chooses and orders**
Their size and colour, to collect or delivered
- 3 **Pays by transfer, or in person**
The order marks itself paid when the money lands
- 4 **Follows it live**
And gets a receipt by email
- 5 **Comes back**
For your offers and their reward points

WHY EKIME

You are already running all of this. Just not in one place.

Nothing to install. Your customers need no app and no account.

~~The order notebook~~



One queue for every order

Online, by phone, or rung up at your counter: they all land in the same place.

~~The WhatsApp catalogue~~



A shop with your own link

Your products, ready to search and order from, in your colours.

~~The stock list on the wall~~



Stock that counts itself

Your shop stops selling what you have run out of.

~~The calculator at closing~~



Takings you can read

What came in, how it was paid, and what you made today.



WHAT IT COSTS

₦0

to open your shop.
No subscription.

- ✓ Every tool in this guide is included: products, orders, stock, team, wallet.
- ✓ Ekime earns a **small service fee your customer pays** on what they pay through Ekime, shown to them before they pay.
- ✓ Your own cost is a **small fee when you withdraw** to your bank.
- ✓ **No VAT is added** unless your business is registered for VAT and switches it on. Filing it is then yours.

Service fee, paid by your customer **₦60 – ₦350**

By the size of the order: ~~₦60~~ up to ~~₦2,500~~ · ~~₦100~~ up to ~~₦5,000~~ · ~~₦150~~ up to ~~₦20,000~~ · ~~₦250~~ up to ~~₦100,000~~ · ~~₦350~~ above. On every order paid through Ekime, however small.

Paid at your counter **No fee**

Cash, a transfer straight to you, or a card on your own POS. Ekime charges nothing on money you take yourself.

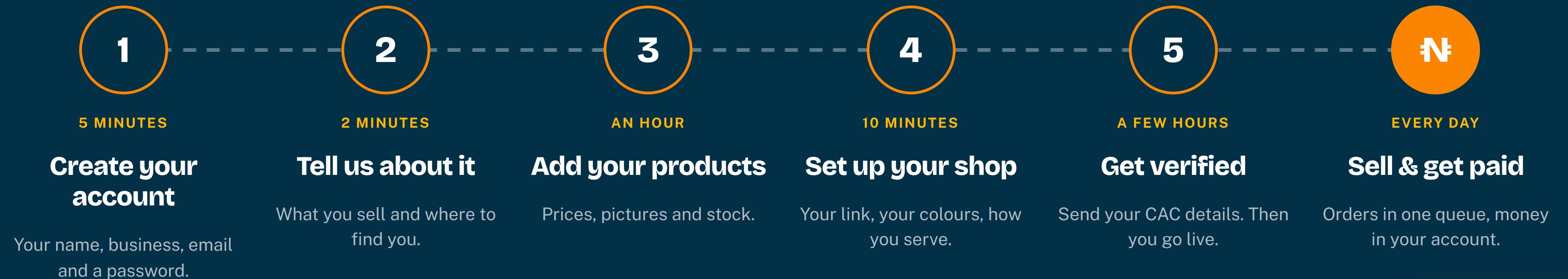
Withdrawing to your bank **₦0 · ₦10 · ₦20**

~~₦0~~ up to ~~₦5,000~~ · ~~₦10~~ up to ~~₦49,999~~ · ~~₦20~~ from ~~₦50,000~~. The smallest withdrawal is ~~₦100~~.

Setup fee or monthly fee **None**

OPEN BY THIS AFTERNOON

Six steps from sign-up to your first order.



PART 1

Getting started

From sign-up to a verified shop that customers can order from.

[Sign up](#)[Your business](#)[Your products](#)[Your shop](#)[How you get paid](#)[Verification](#)

STEP 1

Sign up at ekime.app

- ✓ Tap **Create your shop**. Give your name, your business name, email and phone.
- ✓ Choose a **password**, then type the **6-digit code** we email you.
- ✓ For extra safety, turn on **two-step sign-in** in Settings: a code from an authenticator app, so a stolen password is not enough. It is your choice.

i A partner introduced you? Their **referral code** goes in during the next step, or their link fills it in for you.

ekime

Get Started

Welcome to Ekime! Let's get you started by creating your account

Full Name

Adewale Bakare

Business Name

Ade Supermarket

Email Address

adewale@adesupermarket.ng

Phone Number

812 345 6789

Create Account

Have an Account? [Login](#)

STEP 2

Tell us about your business

- ✓ Business name, address, phone, and **what kind of business** it is: a supermarket, a fashion, beauty or phone shop, a pharmacy, a gas refill, and more.
- ✓ That choice sets your screens and words: Products, barcodes, sizes and weights, and Packing.
- ✓ Tap **Create my store**. Everything can be changed later.
- ✓ Your **Setup Guide** then walks you through the rest, and ticks each step off as you go.

i Run more than one branch? Add another store from the same account.

Get your store ready

Six steps to go from signed up to taking orders.

2 of 6 done



Add your business details

Tell customers who you are and where to find you.

Done



Add your products

Add the products you sell, with a price and a picture.

Done

3

Set up your storefront

Choose your link and publish your shop.

Set up storefront

4

Add a payout account

Tell us where to send your money.

Add payout account

5

Invite your team

Give your staff the access they need.

Invite team

6

Verify your business

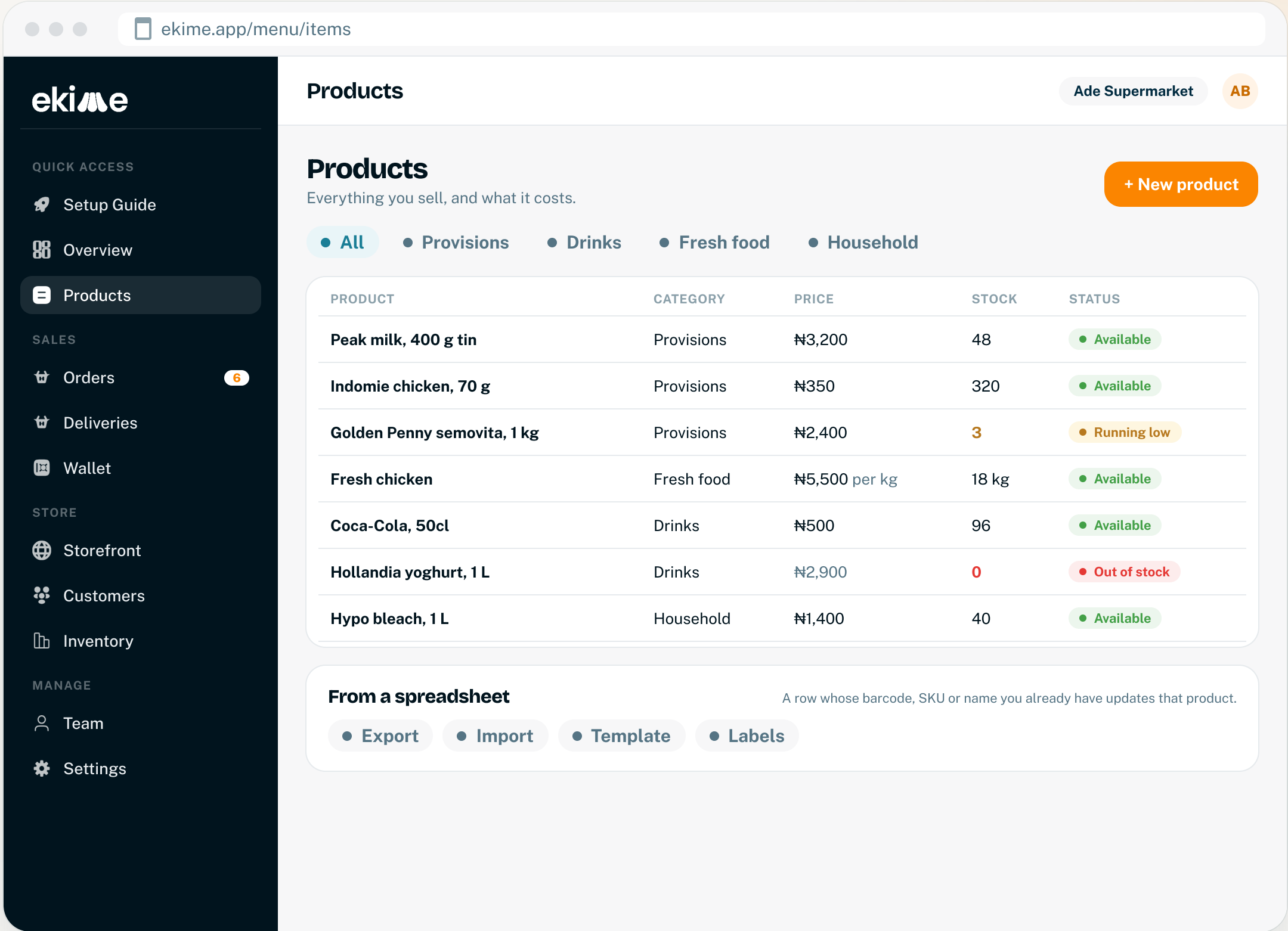
Send your CAC registration so Ekime can confirm your business.

Send details

STEP 3

Put your products in.

- ✓ **Products and categories**, with prices and up to **five photos** each: the first is the cover. Customers can search, so five hundred products are not one long scroll.
- ✓ Each product can carry a **stock count**, an **SKU** and its **barcodes**. Search by any of them.
- ✓ Some come in **sizes and colours**, some are **sold by the kilo**, some by the carton. More on that next.
- ✓ Already have a list? **Import** it from a spreadsheet, or **Export** yours.



PRODUCTS · SIZES AND COLOURS

One product, every size and colour.

- ✓ Switch on **This product comes in different sizes or colours**. Up to **three options**: size and colour, a shade for make-up, storage for a phone.
- ✓ Ekime makes every combination. Each has **its own price, stock, picture and barcode**, and **Set all** fills them in one go.
- ✓ Sell a size 12 in red, and **only that one's stock** moves. A sold-out combination is **greyed** on your shop; the rest still sell.



Up to 50 values in an option, and 250 combinations in a product.

Ankara wrap dress

Yaba Threads · Dresses · ₦18,000

Sizes and colours on

Size

• 10 • 12 • 14 • 16

Colour

• Red • Blue

COMBINATION	PRICE	STOCK	BARCODE	ON SALE
10 · Red	₦18,000	4	YT-0101	● On sale
12 · Red	₦18,000	0	YT-0102	● Sold out
14 · Red	₦19,500	6	YT-0103	● On sale
12 · Blue	₦18,000	5	YT-0106	● On sale

On your shop

What the customer sees when they choose

Size

● 10 ● 12 ● 14 ● 16

Colour

● Red ● Blue ₦18,000

PRODUCTS · SOLD BY

Sell by the kilo, the litre or the mudu.

- ✓ **Sold by** each, weight, volume or a **market measure**: kg (priced per kg or per 100 g), litre, mudu, paint, derica or bag. Set the steps, the least and the most.
- ✓ **The shop weighs it**: an online order is an estimate. Before it is ready, tap **Weigh** and type what the scale says.
- ✓ Not paid yet? They pay the exact total. Paid and it came **under**? The difference goes back. **Over**? They pay the balance at the till or from their order page, or you **waive** it.

i In Settings, choose how far over a weighed order may come: **10%** unless you change it, up to 25%.

Fresh chicken

Ade Supermarket · Fresh food

Sold by

☐ Each
 ☒ Weight
 ☐ Volume
 ☐ Market measure

Price per kg

Measured in kg

₦5,500

Sold in steps of

Least 0.5 kg · most 5 kg

0.5 kg

The shop weighs it

The customer orders about how much they want; the price follows the weight.

☒ On

Weigh

Order 1043 · type what the scale says

Fresh chicken

Ordered 1.5 kg, about ₦8,250 · charged up to 1.65 kg

1.62 kg

1.62 kg: ₦8,250 → **₦8,910**

Customer pays a little more. Never more than 10% over what was ordered. They can pay it at the till or from their order's page.

Cancel

Save weight

PRODUCTS · BARCODES, PACKS, LABELS

Scan it in. Sell the carton. Label the shelf.

- ✓ **Barcodes:** scan the code on the packet, type it, or **Make a shop code** for something without one. Each size or colour can have its own.
- ✓ **Also sold as a pack:** a carton of 12 at its own price, with its own barcode. Selling one takes 12 off the stock.
- ✓ **Shelf labels:** in Products choose **Labels**, tick what you want, then **Print labels:** A4 sheets or a 58 or 80 mm roll. Anything without a barcode is given a shop code.

Peak milk, 400 g tin

Provisions · ₦3,200 · 48 in stock

Barcodes

Scan the code on the packet, type it, or make one.

● 8710400311379

Make a shop code

Also sold as a pack · Carton

Holds 12 · ₦3,000 each, against ₦3,200 singly · its own barcode

₦36,000

● On sale

Shelf labels

Name, price and barcode, for the shelf or the goods.

Print

Peak milk, 400 g tin

₦3,200



8710400311379

Peak milk, carton of 12

₦36,000



8710400311386

Hypo bleach, 1 L

₦1,400



Shop code

Paper

A4 sheet, 21 labels · A4 sheet, 24 labels · 58 mm roll · 80 mm roll

● Print the price

PRODUCTS · CATEGORIES & MODIFIERS

Group it, and let customers choose.

- ✓ **Categories** organise your products, in the order your shop shows them. Give one **available times** if it only sells at certain hours. Two icons on each open its products, or add one straight into it.
- ✓ **Modifiers** are extra choices on a product, like gift wrap: pick one or several, required or not, each with its own price.
- ✓ Mark a product **Featured** and it shows as the shop’s pick.

Categories

Your shop shows categories in this order.

Provisions

142 products

Drinks

64 products

Fresh food

18 products · 8:00–18:00

● Available times

Household

37 products

Make it a gift

Optional

Pick any · optional

Gift wrap	+ N 1,000
Gift bag	+ N 700
Card with your message	+ N 500

STEP 4

A shop that looks like yours, not like a form.

- ✓ Choose your link: **ekime.app/s/ade-supermarket**. Add a headline, a banner, up to **12 photos** of your shop and your **theme colour**.
- ✓ Choose how customers get their orders: **pickup or delivery**, or **in store**. Name your **delivery areas**, each with its own fee, minimum and time.
- ✓ Tap **Save & publish**, then share one link on Instagram, WhatsApp, a card or a QR code.

Storefront

Your link

ekime.app/s/ade-supermarket

Headline

Your groceries, delivered in Surulere.

Theme colour

#C2410C

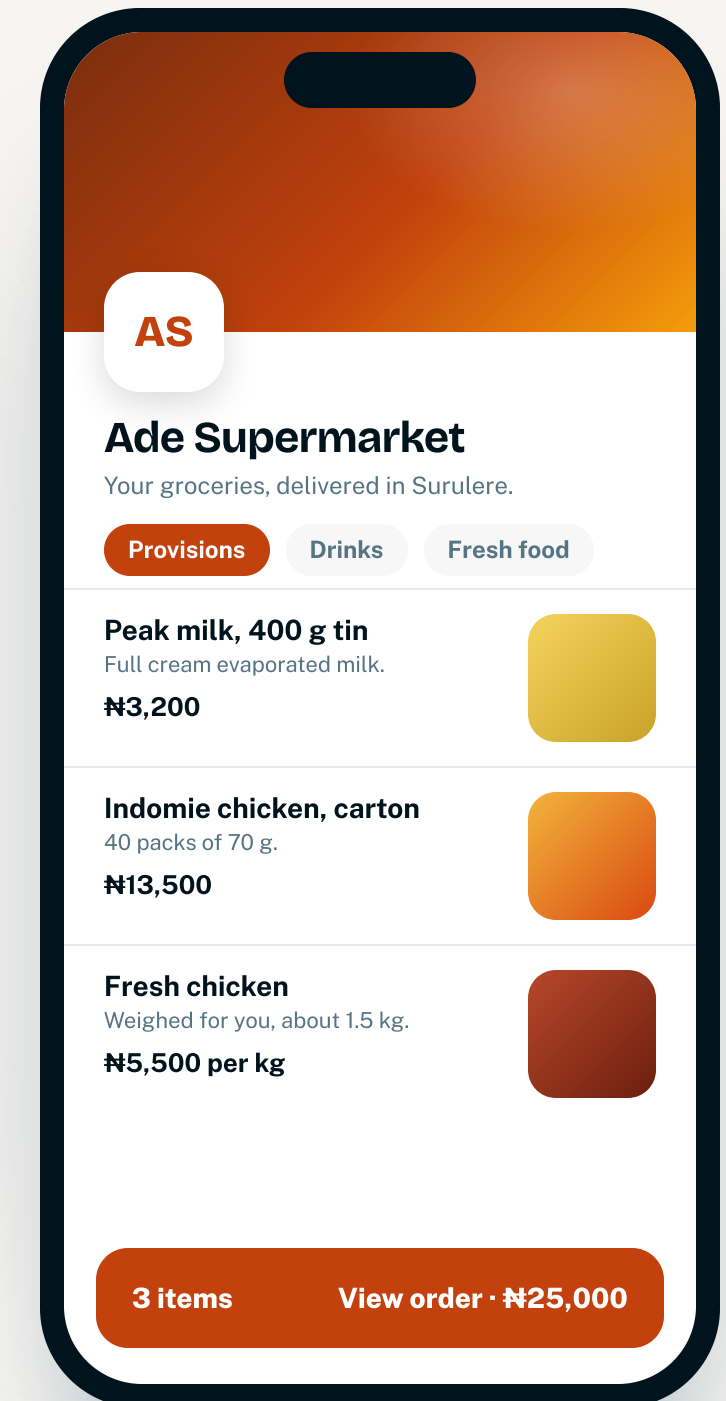
How customers receive their orders

In store Pickup Delivery

Publish — make the shop visible to everyone



Save & publish



Decide how customers pay, and when.

- ✓ **How customers can pay:** online by bank transfer on their own phone, cash, card on your POS, or a transfer to you. Turn on any you take. There is no card payment online.
- ✓ **When they pay:** when they collect, before you pack (nothing is packed until it is paid), or let the customer choose.
- ✓ How far over a **weighed** order may come, and your **TIN, VAT and CAC numbers** for receipts.
- ✓ **VAT is off** until you switch it on. Registered for VAT? Switch it on with your **TIN**, mark each product **standard, zero-rated or exempt**, and every order gets a **numbered VAT invoice**.
- ✓ Opening hours are under **Business**; your own riders under **Orders**.

Settings

Payments & tax

Business

Orders

Payments & tax

Your account

Data & connections

How customers can pay

Online

Cash

Card on your POS

Transfer to you

When customers pay

Before we pack: the order waits for the money

Weighed items may come to up to

% over what was ordered

10%

Tax identification number (TIN)

Printed on your bills and receipts

12345678-0001

VAT

Off: your orders carry no VAT

Switch VAT on

Save

Verify your business, and go live.

- ✓ Send your **CAC registration** (BN, RC or IT number) and the ID of a director, proprietor or trustee. A pharmacy or a gas refill adds its **licence**; a pharmacy lists **over-the-counter** medicines only.
- ✓ Ekime checks it, **usually within a few hours**. A banner on your dashboard shows where it stands.
- ✓ Until then your shop stays **hidden**, it **takes no orders**, even at your till, and **withdrawals wait**. Build everything else meanwhile.

🔒 ID numbers are stored encrypted. Ekime staff see only the last four digits, and the pictures are deleted 90 days after a decision.

ekime.app/settings/verification

Business verification

• Being checked

THE BUSINESS

Registered name

Ade Supermarket Enterprises

Registered as

Business name (BN)

Registration number

BN 3291157

WHO ANSWERS FOR IT

Full name

Adewale Bakare

ID type

NIN

ID number

.....4417

Pictures

CAC certificate

NIN slip

Ekime is checking your business. Your shop goes live as soon as it is verified, usually within a few hours.

PART 2

Running the day

Orders from every door, the till and its scanner, packing, pre-orders and deliveries.

[Overview](#)[Orders](#)[Packing](#)[The till](#)[Scanning](#)[Pre-orders](#)[Deliveries](#)[My Shift](#)



YOUR DASHBOARD, MENU BY MENU

Twenty-four menus in five groups.
Each person sees what their job needs.

QUICK ACCESS

Setup Guide
What is left to do

Overview
Today at a glance

My Shift
Staff: clock in, pick up

Products
Products, categories, labels

SALES

Orders
Every order, one queue, and the till

Deliveries
Riders on the road

Wallet
Your money and payouts

Disputes
Payments a bank queries

INSIGHT

Analytics
How you are doing

Reports
Figures for your accountant

STORE

Customers
Everyone who bought

Storefront
Your shop page

Reviews
What they said

Discounts
Offers and coupons

Rewards
Points and tiers

Marketing
Posts, offers, emails

Promotions
Top of the marketplace

Inventory
Stock items and suppliers

MANAGE

Team
People, access, hours

Rota
Who works when

Settings
Your store and account

Payroll
Pay, PAYE, pension and leave

Activity Logs
Who changed what

Help & support
Ask Ekime

OVERVIEW

Today, at a glance.

- ✓ Today’s **orders, revenue, open orders** and customers, and your revenue over 7, 30 or 90 days.
- ✓ The latest orders, and anything **running low** on stock.
- ✓ Whether your shop is **live**, with a button to share it, or what is left to set up.

Good to see you, Adewale

Here is how Ade Supermarket is doing.

Orders today	Revenue today	Open orders	Customers
128	₦486,900	9	2,317



Running low

Golden Penny semovita, 1 kg · 3 left

Update stock

Your shop is live

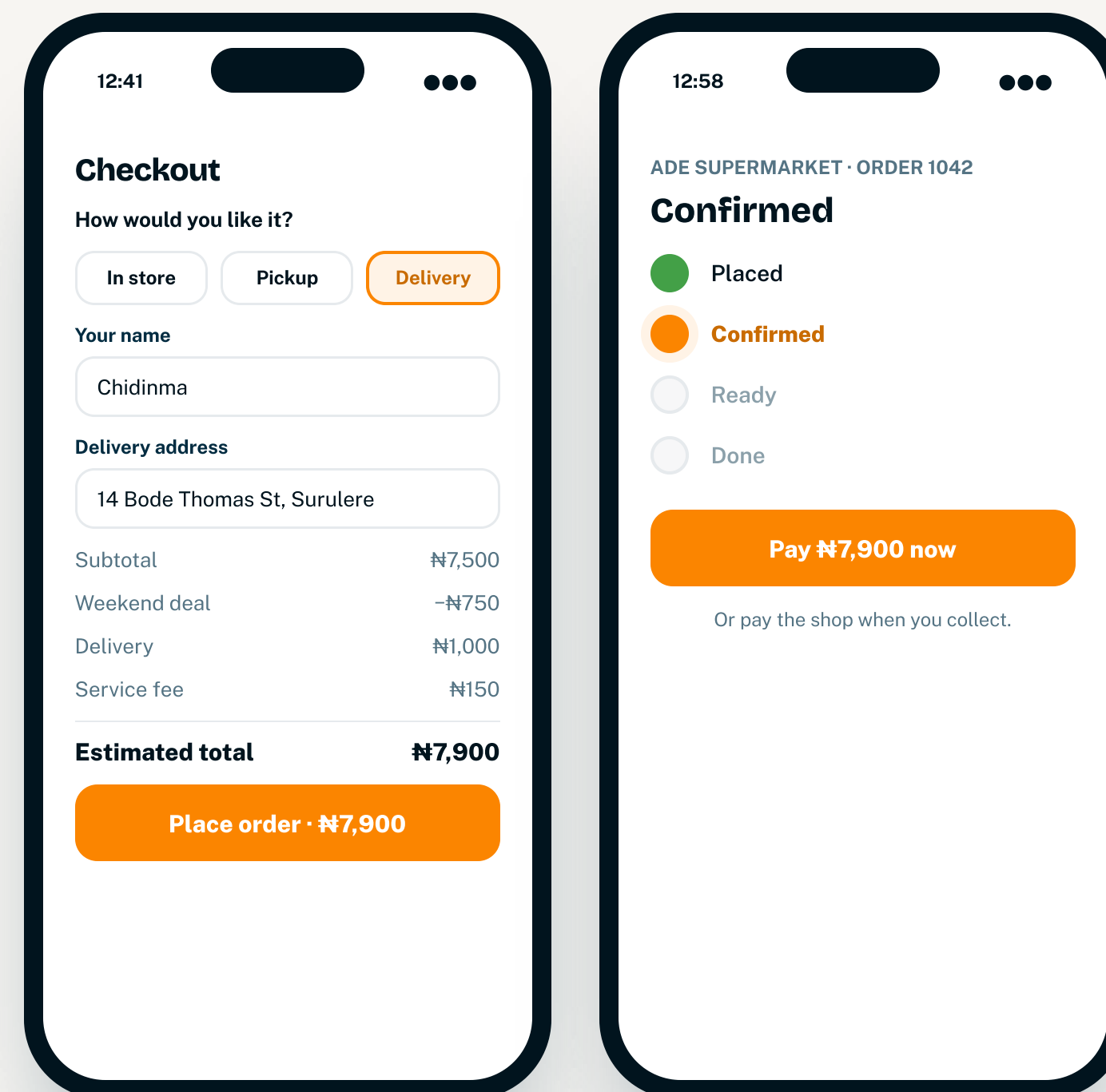
ekime.app/s/ade-supermarket

Share shop

YOUR CUSTOMERS

They tap your link and order. No app, no account.

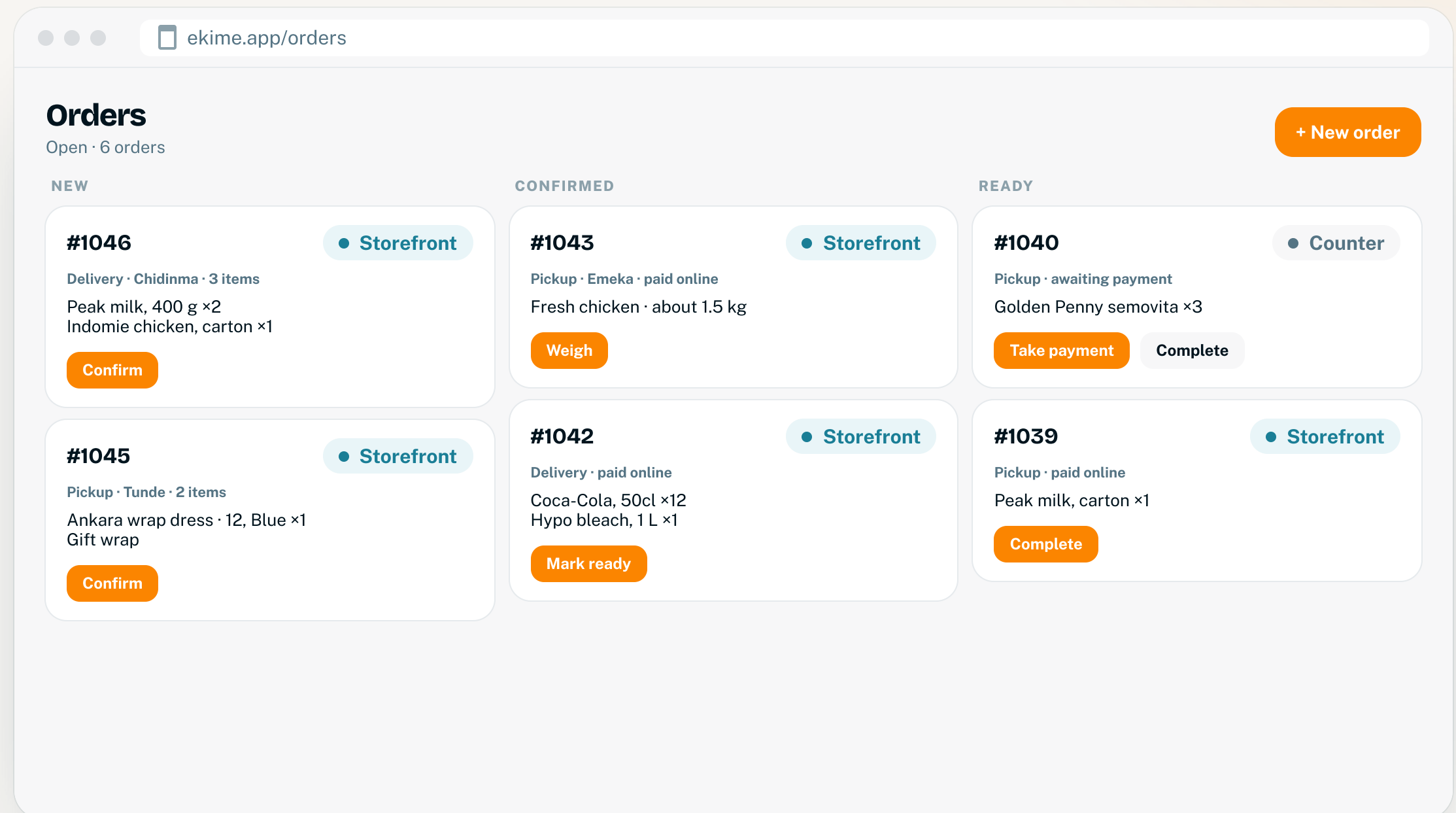
- ✓ They pick their **size and colour**, choose **pickup or delivery**, and add a note or a discount code. Your offers come off by themselves, before they pay.
- ✓ They **pay online** straight away, or **pay at your counter** when they collect. Anything **sold by weight** is an estimate until you weigh it.
- ✓ They follow the order live, get a **receipt by email**, and rate it when it is done.



THE COUNTER

Every order in one queue, whatever door it came through.

- ✓ Online, by phone, or rung up at the counter with **+ New order**: they all land here.
- ✓ Three taps move each one on: **Confirm**, **Mark ready**, **Complete**. Anything sold by weight is **weighed** before it is ready. A bigger team can turn on **every step** in Settings.
- ✓ Open an order to add or take off items, mark it a **rush**, give it to somebody, add a note, or print a ticket or receipt.



THE TILL

Scan, sell, take payment.

- ✓ **New order** opens the till. A **USB scanner** works straight away and beeps; or tap **Camera**, or search. Type **3*** then scan to add three; **Ctrl**  takes the last line off.
- ✓ A code nobody has added? **Nothing has this barcode**: add it as a new product, or put it on one you have.
- ✓ No customer chosen: it is sold to the **walk-in customer**. **Place order**, then **take payment** by cash, card or transfer. A regular can **spend their points**.
- ✓ **Refund** all of an order, or part of it. The owner decides who may refund.

New order

Ring up a sale at the counter.

Camera

Scan or search products

3*

Peak milk, 400 g tin ₦3,200 × 3	₦9,600
Indomie chicken, carton ₦13,500 × 1	₦13,500
Coca-Cola, 50cl ₦500 × 6	₦3,000

Order type

None chosen: sold to the walk-in customer.

☒ In store

☐ Pickup

☐ Delivery

Total

3 lines · 10 items

₦26,100

Place order

Nothing has this barcode

6154000213456

Add a new item

A name, a price, and it goes in Uncategorized

Add and sell

Put it on an item

Find the item, then Use this code

Use this code

SETTINGS · PRE-ORDERS

Orders for a date, with a deposit.

- ✓ Switch on **Take orders for a date**. Each product can ask for days of notice, or be made to order only.
- ✓ The customer picks the day. You **Accept** or **Decline**.
- ✓ Take the deposit **after you accept**, or **with the order**: Ekime holds it until you accept, and gives it all back if you decline or do not answer.
- ✓ Half the bill by default. **Free to cancel** until 3 days before; after that, the deposit is yours.

Pre-orders

Settings

On

When the deposit is paid

With the order, held until you accept

Deposit

Of the bill

50%

Free to cancel until

3 days before

Orders per day

A full day cannot be chosen

10

Ankara dress, made to measure

Ready on Saturday 18 Oct

Waiting for you

Deposit ₦15,000

Held by Ekime until you accept

Accept

Decline

DELIVERIES · MY SHIFT

Riders on the road, and staff on the clock.

- ✓ **Deliveries**, once you switch it on, keeps your riders: name, phone, vehicle and fee per drop. Every delivery order you confirm **waits for a rider**, and is tracked: picked up, delivered, or failed with a reason.
- ✓ **My Shift** is where staff start: **Clock in**, pick up waiting orders to pack, and see their own orders, hours and tips.
- ✓ Owners land on the Overview; everyone else lands on My Shift.

On the road (2)

#1039 · Emeka
Motorcycle · out 18m · 14 Bode Thomas St

DeliveredFailed

#1042 · Sani
Bike · out 6m · 7 Adeniran Ogunsanya St

DeliveredFailed

My Shift · Kemi

Clocked in at 9:02 · 3h 14m so far

Orders today
14

Completed
11

Average time
16m

Tips today
N1,500

Waiting to be picked up
#1051 · Pickup · 4 items

Pick up

PART 3

Stock and money

What you have, what to buy again, and getting paid.

[Product stock](#)[Inventory](#)[Suppliers](#)[Wallet](#)[Withdrawals](#)[Disputes](#)

STOCK

12 left. 3 left. Sold out.

Find out before your customer does, not when they order the last tin.

- ✓ Every order counts stock down: a carton takes its 12 tins, a weighed sale its kilos. At zero, the product stops selling **by itself**.
- ✓ At five left it shows as **Running low** on your Overview. Anyone on shift can mark a product out, or back on.
- ✓ Sold-out products, and sold-out sizes and colours, stay on your shop **greyed**, and cannot be ordered.



Peak milk, 400 g tin

Provisions · ₺3,200

12 left



Ankara wrap dress · 14, Red

Dresses · ₺19,500

3 left



Hollandia yoghurt, 1 L

Drinks · ₺2,900 · stopped selling

Sold out



Running low: Ankara wrap dress, 14 in red, has 3 left. **Update stock**

INVENTORY

What you buy, what is left, and what to order.

- ✓ Add your **stock items**: what you sell, bags, packaging. Set a level to warn you, and how much you usually order.
- ✓ **Count** what is really there, and record **waste**, like damaged goods, with a reason. Ekime keeps the stock value.
- ✓ Keep your **suppliers**, then **Draft from what is low**: one purchase order per supplier, ready to check and send.

Inventory

Stock value ₦2,486,200

2 need ordering

Indomie chicken, cartons Reorder at 20 · Balogun Wholesale	8	● Low
Shopping bags, large Reorder at 200 · Idumota Packaging	0	● Out
Peak milk, cartons Reorder at 5 · Balogun Wholesale	14	
Gift bags, small Reorder at 50	120	

Count

Waste

Draft from what is low (2)

GETTING PAID

Money you can read, in an account of your own.

- ✓ Your shop gets **its own account number**. Print a **sign for your counter** so walk-ins can transfer to it.
- ✓ **Online payments** are split as they arrive: the bill and any tip are yours, the service fee is Ekime's.
- ✓ A transfer is in your balance **the moment it lands**. Link it to an order and the order is marked paid.

Your account number

Active

90 2215 6083

CBPAY Microfinance Bank
Ade Supermarket

Show it on my shop page



Available balance

₦184,350

Withdraw

Transfers into your account

• ₦8,600 from CHIDINMA OKEKE

• Order 1042

• ₦12,000 from EMEKA NWOSU

Link to an order

• ₦4,500 from BOLA ADE

Link to an order

WITHDRAW TO YOUR BANK

Your money, to your bank, when you want it.

Up to ₦5,000

₦0

₦5,001 – ₦49,999

₦10

₦50,000 and above

₦20

- ✓ The smallest withdrawal is **₦100**. Add your **payout account**: pick your bank from the list, type the ten digits, and the account name fills itself in. A new one can receive money after **24 hours**.
- ✓ Only the owner withdraws, with a **4-digit transaction PIN**, after confirming it is them: an authenticator code, or one we email. Five wrong PINs lock it for 15 minutes.

Withdraw funds

₦184,350 available

To account

GTBank · 0231847765 · ADE SUPERMARKET ENT.

Amount

150,000

Withdrawal fee ₦20 · ₦150,020 leaves your balance

Transaction PIN

• • • •

Withdraw

The smallest withdrawal is ₦100, and up to ₦2,000,000 in 24 hours. Your business must be verified before you withdraw.

DISPUTES

When a shopper's bank asks for a payment back.

- ✓ The amount is **held** while it is decided. You see what the bank says, the order, and the deadline.
- ✓ **Answer** with what happened and up to 10 photos as proof: the receipt, the delivery, the message.
- ✓ Win and the money is yours. The owner can also **accept and refund**.

Disputes

1 waiting on your answer · ₦8,600 held until decided

Order 1042 · ₦8,600

"The customer says they did not receive the order."

● Needs your answer

● 2 days left

Order 0977 · ₦4,500

Closed 12 Sep

● Won

What happened

Delivered by our rider Sani at 1:10pm; the customer signed and messaged to say thanks (photo attached).

Add photo

Send answer

PART 4

Know and grow

How you are doing, and bringing customers back.

[Analytics](#)[Reports](#)[Customers](#)[Reviews](#)[Discounts](#)[Rewards](#)[Marketing](#)[Promotions](#)

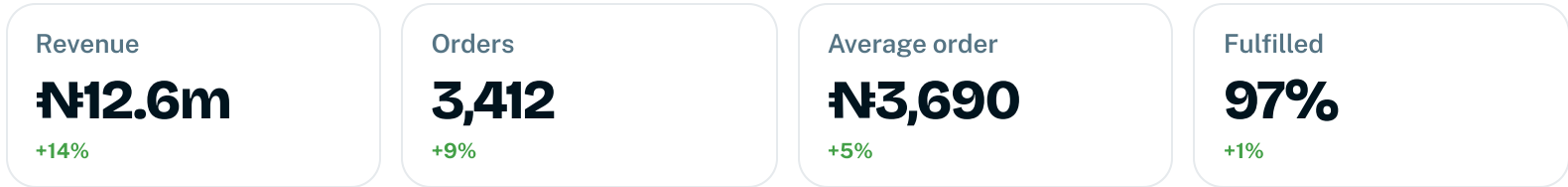
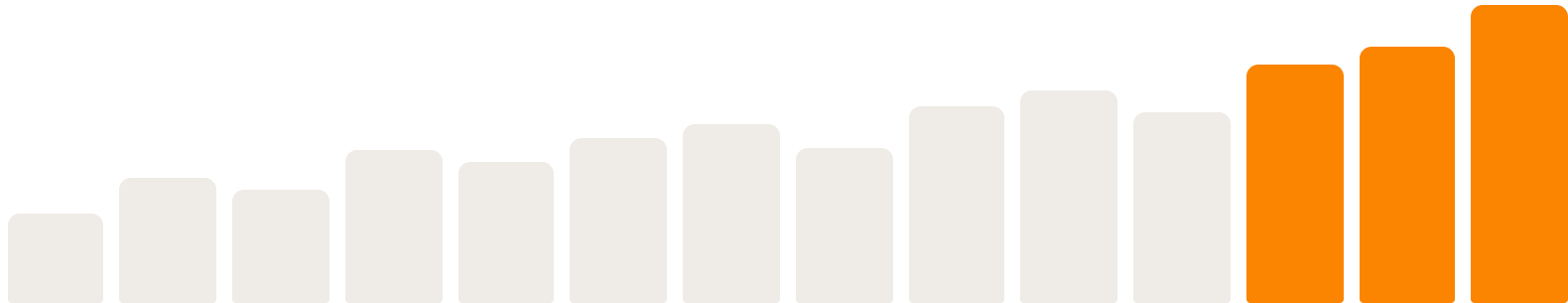
ANALYTICS

How the shop is doing, against how it was doing.

- ✓ Revenue, orders, average order and more for **7, 30 or 90 days**, each against the period before.
- ✓ **Best sellers**, what is **not moving**, busiest hours, how people pay, and revenue by category.
- ✓ Customers new and lapsed, **abandoned checkouts**, the average time to ready, and **QR scans**.

Analytics

Last 30 days



Best seller
Indomie chicken, carton · 412 sold

Busiest hour
5pm–6pm

Not moving
Tin tomatoes, 2.2 kg · 2 sold

REPORTS

Take the figures away in whatever your accountant reads.

- ✓ Sales, orders, financial, products, customers, staff, inventory, VAT and withholding tax, as **CSV, Excel or PDF**.
- ✓ A **journal** and **trial balance** to import into QuickBooks, Sage or Excel.
- ✓ Daily, weekly and monthly summaries are **emailed** to you. With several stores, **All locations** ranks them.

Reports

1 Oct – 31 Oct

Sales What sold, by day and by item	CSV	Excel	PDF
Financial Takings, refunds, charges and what reached the bank	CSV	Excel	PDF
Tax (VAT) Month by month, for the accountant	CSV	Excel	PDF
Staff Who handled what, and their tips	CSV	Excel	PDF
Inventory As it stands today	CSV	Excel	PDF

CUSTOMERS · REVIEWS

Know your regulars, and what they thought.

- ✓ **Customers:** everyone who has bought from you, with their orders and spend. Sort by spend or by last order.
- ✓ **Reviews:** stars for **products, service and the shop**, comments and photos. Reply, and feature the best one on your shop.
- ✓ Photo reviews wait for you to **approve** them. Staff see the feedback about orders they looked after.

Customers

Everyone who has bought from you.

Chidinma Okeke

23 orders · last order today

₦142,800

Emeka Nwosu

11 orders · 3 days ago

₦61,300

★★★★★ **Bola A.**

Featured

Products 5 · Service 5 · Shop 4 · served by Kemi

“Everything I ordered was there and well packed, and the chicken was weighed fairly.”

Your reply: Thank you, Bola! See you on Saturday.

DISCOUNTS · REWARDS

Offers that bring them in, and points that bring them back.

- ✓ **Offers** that come off by themselves, or **coupon codes** customers type: a percentage or an amount off, on everything or certain items, with a minimum, dates and limits.
- ✓ **Rewards:** turn on a points scheme. By default every ₦1,000 spent earns a point worth ₦10, and **tiers** earn faster.
- ✓ Regulars **spend their points** on a bill when they pay, and see them on their account.

Discounts

A discount with a code is a coupon.

Weekend deal

10% off everything · no code needed

Automatic ● Active

Friday Treat

10% off · minimum ₦5,000 · until 31 Dec

FRIDAY10 ● Active

Carton treat

₦1,000 off a carton · once per customer

CARTON ● Active

Rewards

Points, tiers, and what they are costing you.

Spend for one point

₦1,000

A point is worth

₦10

Gold tier

Spent at least ₦100,000

Earns ×1.5

MARKETING

Drafts written from what your shop is actually selling.

- ✓ Ready-to-post **drafts**: your best sellers, a new product, a great review, scan-to-order. Copy, or share to WhatsApp, X, Facebook or Telegram.
- ✓ **Send an offer** to the phones of customers who asked for your offers: one a day.
- ✓ **Email your regulars** who opted in: preview it, send yourself a test, then see who opened it.

What people are ordering

A draft from this week's best sellers

This week at Ade Supermarket, everyone's buying Indomie by the carton and our fresh chicken. Order from your phone: ekime.app/s/ade-supermarket

[#Surulere](#) [#LagosShopping](#) [#Groceries](#)

Copy

WhatsApp

X

Facebook

Telegram

Send an offer to customers' phones

"20% off everything this weekend"

Send offer

Email your regulars

Sent 2 Oct · 412 delivered · 188 opened

PROMOTIONS · MARKETPLACE

Be found by people who have never heard of you.

- ✓ Once your shop is **published and verified**, it appears in the **Ekime marketplace**, ranked by its reviews.
- ✓ A **promotion** puts your shop, or one item, at the top of the marketplace, marked Sponsored, and shows what it brought in.
- ✓ While the marketplace grows, **Ekime is giving promoted places free**. If you get one, it appears here with its results.

Promotions

Free from Ekime · Ade Supermarket, whole shop

Seen

8,240

Tapped

612

Orders

96

Order value

₦842k

Sponsored · Ade Supermarket

Top of “Shops on Ekime” until 14 Oct

● Running

PART 5

Your team and settings

The people who work with you, and everything about your account.

- Team
- Permissions
- Rota
- Hours
- Payroll
- Leave
- My pay & leave
- Activity Logs
- Help & support
- Settings

YOUR TEAM

Everyone sees their job. Refunds and withdrawals stay with you.

- ✓ Invite people from **Team** by email. Each one signs in with their own account.
- ✓ Change exactly what one person can do with **Permissions**. A pharmacy calls its sales assistant a pharmacy assistant; a gas refill, an attendant.
- ✓ Everyone can turn on **two-step sign-in** for their own account, in Settings.

Manager

Runs the shop, payments and reports.
Refunds and withdrawals stay with you.

Sales assistant

Serves customers and takes their orders.

Stock & packing

Packs orders and looks after the stock.

Cashier

Takes orders and payment at the counter.

Owner (you)

Everything, including withdrawals, refunds and payroll. Give one person refunds if you trust them with it.

ROTA · HOURS · PAYROLL

Who works when, the hours they did, and what they are owed.

- ✓ **Rota:** plan the week’s shifts. Orders that assign themselves go to whoever is on and least busy.
- ✓ **Hours:** staff clock in and out on My Shift. Managers correct an entry with a reason, and download it as CSV.
- ✓ **Payroll:** start a run and Ekime fills in salaries, clocked hours, tips, **PAYE and pension**. More on the next pages.

Rota

Week of 6 October

Chidi

Mon–Fri · 9:00–17:00

● On now

Amaka

Wed–Sun · 16:00–23:00

Pay run · September

Approved · 6 people

Chidi

Monthly ₦120,000 · tips ₦18,500

₦138,500

Amaka

142 hours × ₦800 · tips ₦12,300

₦125,900

Pay from your balance

Bank file

PAYROLL

Everybody paid right, tax and pension included.

- ✓ **Their pay:** a salary split into basic, housing and transport, or hours and shifts from My Shift, plus tips.
- ✓ **Worked out for you:** PAYE, pension and NHF on the current Nigeria Tax Act rates, which Ekime keeps up to date. Loans and unpaid leave come off too. You can change any figure on a draft.
- ✓ **Pay from your balance** with your PIN, each salary a transfer with the usual fee, or download **the file for your bank**. A salary account changed today waits a day, and its owner is told.
- ✓ **Payslips:** each person sees theirs under **My pay & leave**.

Pay run · October

Draft

Draft · 2 people

Chidi

₦300,000 · PAYE ₦32,180 · pension ₦24,000

₦243,820

Amaka

₦150,000 · PAYE ₦10,700 · pension ₦12,000

₦127,300

Approve

Pay from your balance

Chidi · October payslip

Paid to GTBank ending 7891

Gross pay

₦300,000

PAYE and pension

-₦56,180

Net pay

₦243,820

TAX · PENSION · LEAVE

Every return ready, every deadline remembered.

- ✓ **Tax & pension:** PAYE to each state by the 10th, pension to each fund within seven working days, and the annual return by 31 January.
- ✓ **Returns made for you** as PDFs with your numbers on them, and a reminder before each is due. You pay through Remita or your bank, file on the office’s site, and mark it done.
- ✓ **Leave:** staff ask on their phones, and you or a manager answer. Unpaid days come off pay.
- ✓ **Leave starts afresh in January:** what is not taken by 31 December is gone.

Tax & pension · 2026

What you owe, and by when

PAYE to Lagos · October

Due 10 November

● Due

Pension to the PFAs · October

Paid and filed

● Done

Annual return to Lagos · 2026

Due 31 January

● Upcoming

Amaka · leave

Ends 31 December

Annual leave

15 days a year

11 left

Sick leave

12 days a year

12 left

ACTIVITY LOGS · HELP & SUPPORT

A record of who did what, and a person to ask.

- ✓ **Activity Logs:** orders taken and moved, payments and refunds, product and price changes, team changes, withdrawals. Kept for three years.
- ✓ **Help & support:** ask Ekime about a payment, a payout, an order or anything else, with screenshots.
- ✓ A person at Ekime replies there, and by email.

Activity Logs

Who changed what, and when.

Refunded an order

Adewale · #1036 · 10 minutes ago

Changed an item

Musa · Peak milk, 400 g tin · 1 hour ago

Clocked in

Kemi · 9:02

Payout on 3 Oct

EK-2214 · Payout

Ekime

It reached your GTBank account at 11:42. The reference is on your wallet receipt.

● Resolved

SETTINGS

Everything about your store, in five tabs.

- ✓ Five tabs: **Business** (name, logo, address, hours), **Orders** (how orders move, your own riders), **Payments & tax**, **Your account** (two-step sign-in) and **Data & connections**.
- ✓ Turn on **notifications** on each device: new orders, even with the tab closed. A **New order, paid** email comes once an order from your link is paid.
- ✓ Run another branch? **Add a store** from the store menu at the top; **All locations** compares them.
- ✓ **Download everything** as spreadsheets. Deleting a business can be undone for **30 days**.

Notifications

Get told when an order comes in, on this browser.

Two-step sign-in

A code from your phone as well as your password, and recovery codes.

Shop code

A QR code for your shop: PNG for WhatsApp, SVG for a sign-maker, PDF to print.

Business verification

Your CAC registration, checked by Ekime.

Your data

Download everything: orders, items and customers, as spreadsheets.

API keys & webhooks

Let your website or a delivery partner read your products and orders.

How orders move

Simple: Confirm, Mark ready, Complete. Or every step, for a team that passes orders on.

Delete this business

Goes offline at once; you can restore it for 30 days.

READY?

Put your shop online this afternoon.

START

ekime.app

Tap Create your shop. It takes about five minutes.

ALREADY STARTED?

Setup Guide

In your dashboard: the next step, and this guide again.

QUESTIONS

hello@ekime.app

Or Help & support in your dashboard. A person answers.