



An easy to use portal for both trade buyers and consumers to access suppliers of organic and natural products in and from the African continent.

www.organicandnaturalportal.com

PARTNERS





HOW IT WORKS

Companies contracted to exhibit at the Organic & Natural Products Expo Africa

- Companies contracted are entitled to a 12 month company listing on the portal at no extra cost.
- Qualifying exhibitors need to complete the form on the portal and upload a high res company logo

Other non-exhibiting companies who manufacture, import, supply and sell products in O&N categories

- Qualifying companies may register on the portal with payment for a 6 month, or discounted 12 month, contract.
- Form to be completed and logo uploaded via the website
- Listing will go live once payment is received
- Companies will need to be approved by SAOSO as being organic and/or natural

A photograph of an olive branch with several green and yellow olives, and a small glass bowl of golden olive oil, set against a dark, textured background. The branch is positioned on the left side of the frame, extending towards the center. The oil is in a small, round glass bowl at the bottom left corner.

WHO ARE PORTAL USERS?

Portal users are those people who visit the site looking for organic & natural products and/or suppliers. They are local, continental and international and fall into both trade and consumer categories

Trade

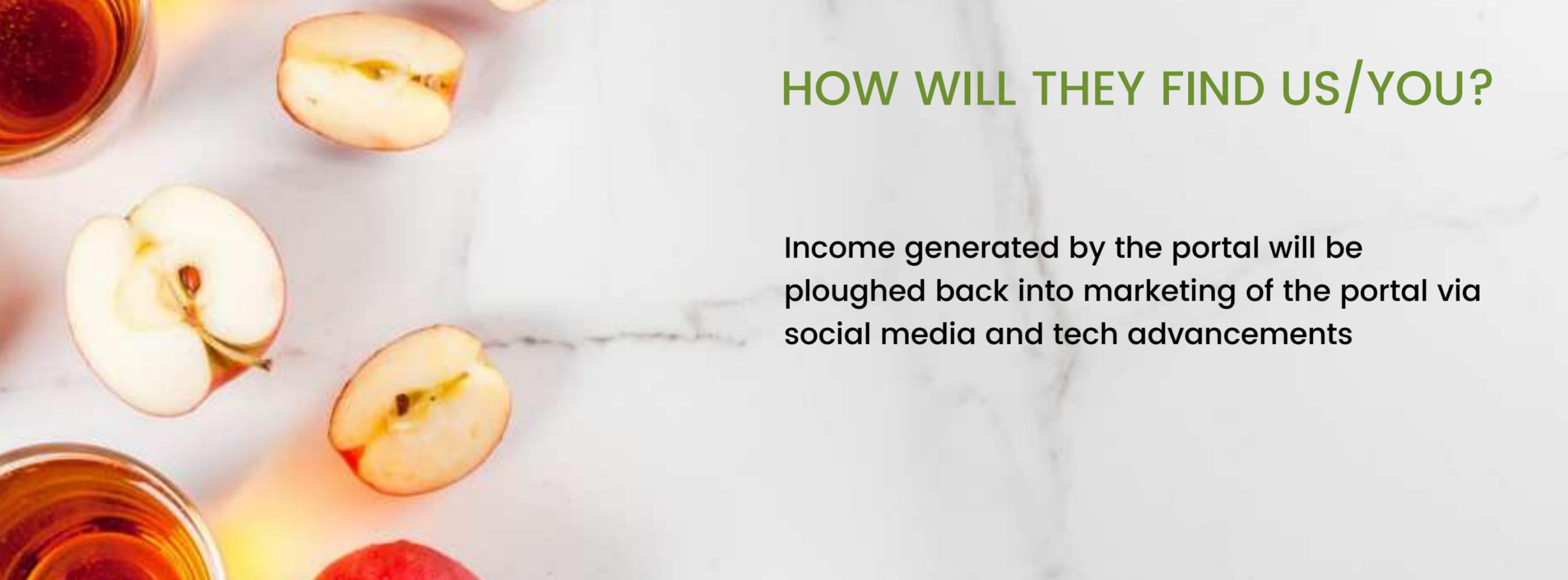
- Raw material suppliers/buyers
- Manufacturers
- Importers/exporters
- Wholesalers
- Retailers (online, chainstore, health shops, pharmacies)
- Restaurant owners/operators



Consumers

- Ever increasing number of the world's population that are changing their lifestyles and eating habits, and looking for new products





HOW WILL THEY FIND US/YOU?

Income generated by the portal will be ploughed back into marketing of the portal via social media and tech advancements

As this is a dedicated portal designed to support the physical Organic & Natural Products Expo, and participating exhibitors, it is not a money-making model.

All income generated by subscriptions to the portal will be used to:

- Market the portal via LinkedIn, Instagram, Facebook and Twitter
- Build new tech features to enhance the user experience as well as add further lead generating features for the listed companies.
- Allow some income relief to the O&N sales team who, since postponement of the expo, have been out of work

Portal partners and sponsors:

- As part of their contribution to the success of this portal, our dedicated partners and sponsors will be utilising their own extensive databases, contacts and marketing initiatives to drive additional traffic to the portal

ONGOING PORTAL UPGRADES

SUBJECT TO SUBSCRIBER SUPPORT

USER REGISTRATION AND LOGIN

- This will aid in the building of a database to be used in further marketing of the portal
- Users will be able to add companies to their 'favourites'

LIKES AND LEAD GENERATION

- Users will be able to 'like' any listed company
- 'Liked' companies will receive a notification, including the user's contact details



AUTOMATED COMPANY LISTING AND ECOMMERCE

- Companies can list themselves by completing an online form, with credit card payment

GAMIFICATION TO ENHANCE ENGAGEMENT

- Users get rewarded for visiting more company pages
- Rewards will be in the form of site tokens for use as discounts when purchasing from listed companies participating in a promotion





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