



Everything you need to sell on ASMATA

A practical guide to setting up your shop, listing products, handling orders, and getting verified as a trader on Anambra's online marketplace.

ASMATA TRADER GUIDE

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A simple rule

Keep your product details, prices, stock, order status, and payment evidence up to date. If something is unclear, ask before taking the next step.

1. What is ASMATA, for a trader?

ASMATA is the online marketplace for the Anambra State Markets Amalgamated Traders' Association. Think of it as putting your physical stall online.

Instead of a buyer having to visit your market before they know what you sell, your products can be listed on ASMATA so buyers across Nigeria can find them. Your shop page gives buyers a place to see your products and the information you choose to provide about your business.

You remain the trader and seller. You are responsible for your stock, your product information, your prices, and preparing orders correctly.

What ASMATA does not do for you

- We do not buy your stock. You provide and manage the goods you list.
- We do not deliver for you unless you use ASMATA logistics. If you use another arrangement, that remains your responsibility.
- We do not guarantee sales. Being listed gives buyers a way to find you, but customers still decide what to buy.

Tip

Keep your shop information and product listings honest and current. Buyers are more likely to contact a trader when the listing answers their basic questions.

2. Registering as a trader

The registration wizard is designed to collect your account information first, then your business information, before you review everything and submit.

- 1 Create your account.** Enter your name, phone number, email address, and password.
- 2 Enter your business details.** Add your business name, business phone, WhatsApp number, and market.
- 3 Review and submit.** Check the information you entered and submit the registration.

You can sign in immediately after registering. However, your products stay hidden from buyers until ASMATA verifies your business.

Tip

Use a phone number and WhatsApp number you actually check. ASMATA may need to reach you about your account or orders.

3. Setting up your shop

Your shop is the page customers land on when they click on any of your products. It should help a buyer understand who they are dealing with and what your shop sells.

Set up these details:

- **Shop name** — use the name buyers know your business by.
- **Shop number** — enter your stall number in the market.
- **Description** — briefly explain what you sell and any useful information buyers should know.
- **Shop phone** — provide a number buyers can reach.
- **WhatsApp number** — use the number you are comfortable using for customer communication.
- **Shop image** — use a clear photo that helps customers recognise your shop.

A good shop image and a clear description help customers understand your business before they contact you.

Tip

Make the shop information match your real stall. If a buyer comes to your market, the name and shop number should help them find you.

4. Adding products

When you add a product, give the buyer enough information to understand exactly what you are offering.

For each product, enter:

- **Name**
- **Description**
- **Price in Naira** — use whole numbers; no decimals.
- **Quantity in stock**
- **Category**
- **Up to 8 images**

If you do not set a main image yourself, the first image becomes the main image.

Every product you add goes to ASMATA for review before it appears publicly. This means a product can be saved in your account without immediately being visible to customers.

Tip

Use clear product photos and describe the item as it really is. A buyer should not have to guess what they are ordering.

5. Products with variants

Use variants when one product comes in different sizes, colours, or other options. For example, a shirt might have the attributes **Color** and **Size**.

- 1 **Turn on the variants toggle** for the product.
- 2 **Add an attribute axis**, such as “Color”, then enter its options such as Black, White, and Blue.
- 3 **Add another axis**, such as “Size”, then enter options such as Small, Medium, and Large.
- 4 **Review the combinations** created from those options.
- 5 **Set the price and stock** for each combination. Each combination can have its own price and stock.

For example, Black + Medium can have a different stock quantity from White + Large. This lets your listing match what you actually have in your shop.

When you edit variants, existing combinations keep their price and stock. You do not lose that data just because you changed the variant setup.

Tip

Keep variant stock accurate. If a size or colour is finished, update its stock instead of leaving customers to order something you no longer have.

6. Managing your products

Your product listing can change as your stock, price, or information changes. There are two important things to remember when managing it.

Editing a product

Editing a product resets its approval status. After you edit it, you will need to wait for ASMATA to re-review it before the updated product is approved again.

Deactivating a product

Deactivating a product hides it from customers without deleting it. This is useful when you temporarily do not want to sell an item but still want to keep its record.

Your order history stays

Historical orders are preserved forever, so you do not lose the record of what you sold even when you change or deactivate products.

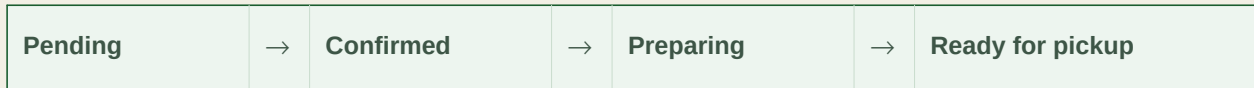
Warning

If you edit a product, remember that its approval status is reset. Plan your changes carefully so you know it will need another review.

7. Handling orders

When a customer places an order, it appears on your Orders page. Your job is to keep the order moving and prepare the items correctly.

The item status flow you control is:



You cannot confirm an order until payment is settled.

Once all items in an order reach **Ready for pickup**, the order rolls up and ASMATA can assign a rider for delivery when the order is using ASMATA logistics.

You are responsible for preparing the order correctly. Check the product, variant, quantity, and any other order details before handing it over.

Tip

Watch your Orders page and Notifications bell. Acting on an order quickly helps prevent avoidable delays.

8. How you get paid — Escrow vs Direct

ASMATA has two payment approaches for eligible orders. The main difference is who receives and holds the customer's money.

ESCROW

Customer pays ASMATA.

ASMATA holds the money, verifies the payment, and tells you to prepare the order. You get paid after the customer receives the goods. A small protection fee applies to the customer.

DIRECT

Customer pays your bank account directly.

You confirm receipt from your Order page. There is no escrow fee, but the money moves through your bank and ASMATA is not involved in that payment.

Important

Direct payment is only available for pickup orders. Delivery orders always use escrow.

If you use Direct, check your bank account and confirm the payment from the Order page. If you use Escrow, follow the order status and prepare the goods when ASMATA confirms the payment.

9. The two verification levels

Verification tells buyers more about the trader behind a product. There are two levels: Verified and KYT Verified.

VERIFIED

Market association verification.

ASMATA has confirmed that you are a registered member of a market association. This is what makes your products eligible for approval.

KYT VERIFIED

Know Your Trader.

You submit four documents: your NIN slip, latest shop rent receipt, photo of you, and a recent NEPA / electricity bill. ASMATA reviews them and, if approved, adds a gold “KYT Verified” badge to your products and shop.

KYT is optional but strongly recommended. It gives customers more information about who you are and can help build trust when they are choosing between traders.

Tip

Keep your KYT documents clear and current. If ASMATA rejects your KYT, you can resubmit — nothing is lost.

10. Submitting KYT documents

Open the KYT page from your dashboard. Have the required information and documents ready before you submit.

- 1 Enter your 11-digit NIN number.
- 2 Upload a photo of your NIN slip.
- 3 Upload a photo of your latest shop rent receipt.
- 4 Upload a clear photo of your face.
- 5 Upload a recent NEPA / electricity bill.
- 6 Submit the documents for review.

Each image must be **JPEG, PNG, or WEBP** and under **5 MB**. Make sure the document is readable before uploading it.

After submitting, ASMATA reviews your KYT within 48 hours. If ASMATA rejects your KYT, you can resubmit — you do not lose your account.

Warning

Do not upload a blurry, cropped, or unreadable document. Check that the important details can be seen before submitting.

11. Boosting your products

Boosting is paid placement. A boosted product appears at the top of the Homepage or at the top of a category for the duration you choose.

To request a boost, choose:

- **One product**
- **One placement** — Homepage or category
- **One duration** — 7, 14, or 30 days

Pay by bank transfer to the ASMATA account shown, then upload your payment proof. ASMATA verifies the payment and activates the boost.

Important

Boosting gets eyes on your product, but customers still choose whether to buy. Paid placement is not a guarantee of sales.

Before paying, check the product, placement, duration, amount, and bank details shown on ASMATA. Keep your transfer receipt until the boost is activated.

12. Getting help

When you need help, use the route that matches the problem.

1. Open a support ticket

Use the Support page for questions, account issues, payment questions, order problems, or other platform issues. Include your order number or account details and explain what happened. Add screenshots or receipts when useful.

2. Contact your market admin

If your problem is specific to your market, contact your market admin through ASMATA. They can help with market-specific issues.

3. Call or WhatsApp the customer

If an order needs clarification, you can call or WhatsApp the customer directly. Their phone number is available on the order.

Check your Notifications bell

Check your Notifications regularly. ASMATA sends messages about order updates, KYT decisions, payment confirmations, and other account activity.

Tip

When reporting a problem, give three things: what happened, the order or account involved, and evidence such as a receipt or screenshot.