

Serv: South Africa's first SME B2B marketplace

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According to the [Assessment of South Africa's SME Landscape Report](#) conducted by SME South Africa, access to markets is a huge challenge for 52% of SME owners in South Africa and up to 40% of these owners find the industries they are operating in extremely competitive. [SME South Africa](#), an online resource platform that provides strategic content and resources that help SMEs, recently launched South Africa's first B2B marketplace that caters solely for SMEs.



Serv is a B2B marketplace that aims to address some of the big challenges South African SMEs face, namely generating sales and revenue, access to markets as well as marketing and sales. "We saw a gap in the market to provide a niche marketplace that connects businesses seeking professional firms with top service providers," said founder and digital entrepreneur Velly Bosega.

A B2B marketplace is an online market that connects B2B service providers with businesses seeking professional services (qualified leads). This is done through a lead-matching program which matches them based on project requirements. South Africa has a number of lead-matching programs, however Serv has a unique product offering and fills a gap in the market. "Serv is the only B2B marketplace in South Africa dedicated to SMEs, other places cater for both consumers and businesses," said

Bosega.

"We wanted to provide entrepreneurs and SMEs free access to quality B2B service providers in South Africa," said Bosega. Since its inception in September of 2020, Serv has 570 service providers on their platform, providing a minimum of 10 qualified leads a day. The industries generating the most leads are IT, web development and marketing.

Small businesses looking to advertise their products and services can do this at a much cheaper rate than any other advertising channels. Advertising is not cheap but is necessary for small businesses and a platform like Serv makes it possible for small businesses to put themselves out there and obtain new customers. SMEs can choose from three different packages, this includes the Basic Plan, Standard Plan (R125 p/m or R1,500 p/a) and Premium Plan (R200 p/m or R2,400 p/a).

Serv aims to bridge the gap between SMEs and business seeking professional firms by helping to address the issues small businesses face including access to markets and generating sales. Imagine how far your small business can go if it is more accessible. Register your SME at www.serv.co.za to get qualified leads today.

About Serv

Serv is a B2B Marketplace, powered by SME South Africa. The online platform aims to connect business seeking professionals with verified SME business providers. Established in September of 2020, with 570 live service providers and currently receiving 10 leads a day, Serv is on the rise whilst helping small businesses grow.

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