Kit + Manager Bundle

WhatsApp Business Seller Starter Kit + Money & Stock Manager · US$29



One download with two folders: WhatsApp_Business_Seller_Starter_Kit (5 files) and Money_Stock_Manager (2 files). These sample pages show the bundle cover, what is included, and a few real pages and tabs from each product.

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What's included in the bundle

Bundle_v1_download.zip contains two folders. Everything is a digital download: PDF, Word, plain text and Excel files that also open in Google Sheets and LibreOffice. No macros.

WhatsApp_Business_Seller_Starter_Kit/

Seller_Kit.pdf
17-page guide: setup checklist, 49 reply scripts, catalogue templates, Marketplace listing formula, policy templates, pricing cheat sheet, content calendar, photo tips, weekly review, FAQ

Seller_Kit.docx
The same guide as an editable Word file

quick_replies.txt
The 49 scripts with their shortcuts, ready to paste into WhatsApp Business Quick Replies

Order_Tracker.xlsx
Orders log with dashboard, payment status and delivery status

Content_Calendar.xlsx
30-day posting plan

Money_Stock_Manager/

Money_Stock_Manager.xlsx
8 tabs: Start Here, Dashboard, Cash vs Owed, Settings (currency selector), Stock (reorder alerts), Purchases, Sales, Expenses

Money_Stock_QuickStart.pdf
5-page quick-start guide

Price: US$29 for both (US$19 + US$15 = US$34 bought separately). 14-day money-back guarantee: email sellerstarterkit@gmail.com.

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3. Auto-reply & quick-reply scripts

49 copy-paste messages. The grey tag is the suggested quick-reply shortcut. Set Greeting ('hi') and Away ('away') as your automatic messages.

Greeting & away messages

1. Greeting message /hi

Hi there. Welcome to [Shop Name]! Thanks for messaging us. What are you looking for today? You can also browse our catalogue here: [catalogue link]

2. Away message (after hours) /away

Hi! Thanks for your message. We're closed right now. Our hours are [Mon-Fri 08:00-18:00, Sat 09:00-13:00]. We'll reply first thing when we open. Browse while you wait: [catalogue link]

3. Busy / delayed reply /busy

Hi! We've seen your message. We're packing orders right now and will reply properly within [30 minutes]. Thanks for your patience!

4. Holiday / closed notice /holiday

Hi! [Shop Name] is closed from [date] to [date] for the holidays. Orders placed now will be sent from [date]. Thank you for supporting a local business!

5. Menu of options /menu

Hi! How can we help? Reply with a number:
1. See products & prices
2. Place an order
3. Delivery info
4. Payment options
5. Track my order

'Is this available?' & product questions

6. Yes, it's available /avail

Yes, it's available ✔ [Item] in [size/colour] is N$[price]. Would you like me to reserve it for you? I can hold it until [time] today.

7. Sold out + alternative /sold

Sorry, that one is sold out. But we have [similar item] for N$[price] - here's a photo. Want me to keep one for you? I can also tell you when the original is back.

8. Back-in-stock waitlist /restock

It's out of stock right now, but more arrives around [date]. Shall I add you to the waitlist? I'll message you first before we post it.

9. Sizes / options /sizes

We have it in: [S / M / L / XL] and colours [black, white, red]. Which one would you like? If unsure, send me your usual size and I'll advise.

10. More photos /pics

Sure! Here are more photos [send photos]. Let me know if you want a video too.

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7. Pricing & margin cheat sheet

Know your numbers before you discount.

Calculation	Formula / example
Total cost per item	Buying price + transport/import share + packaging + data/airtime share
Selling price (markup)	Total cost x (1 + markup %). e.g. N$100 cost x 1.6 = N$160
Selling price (target margin)	Total cost / (1 - margin %). e.g. N$100 / (1 - 0.40) = N$167
Profit per item	Selling price - total cost
Margin %	Profit / selling price x 100
Break-even items per month	Monthly fixed costs / profit per item

Quick price table

Total cost (N$)	+30% markup	+50% markup	+80% markup	+100% markup
N$50	N$65 (profit N$15, margin 23%)	N$75 (profit N$25, margin 33%)	N$90 (profit N$40, margin 44%)	N$100 (profit N$50, margin 50%)
N$100	N$130 (profit N$30, margin 23%)	N$150 (profit N$50, margin 33%)	N$180 (profit N$80, margin 44%)	N$200 (profit N$100, margin 50%)
N$150	N$195 (profit N$45, margin 23%)	N$225 (profit N$75, margin 33%)	N$270 (profit N$120, margin 44%)	N$300 (profit N$150, margin 50%)
N$200	N$260 (profit N$60, margin 23%)	N$300 (profit N$100, margin 33%)	N$360 (profit N$160, margin 44%)	N$400 (profit N$200, margin 50%)
N$300	N$390 (profit N$90, margin 23%)	N$450 (profit N$150, margin 33%)	N$540 (profit N$240, margin 44%)	N$600 (profit N$300, margin 50%)
N$500	N$650 (profit N$150, margin 23%)	N$750 (profit N$250, margin 33%)	N$900 (profit N$400, margin 44%)	N$1,000 (profit N$500, margin 50%)

Pricing tips

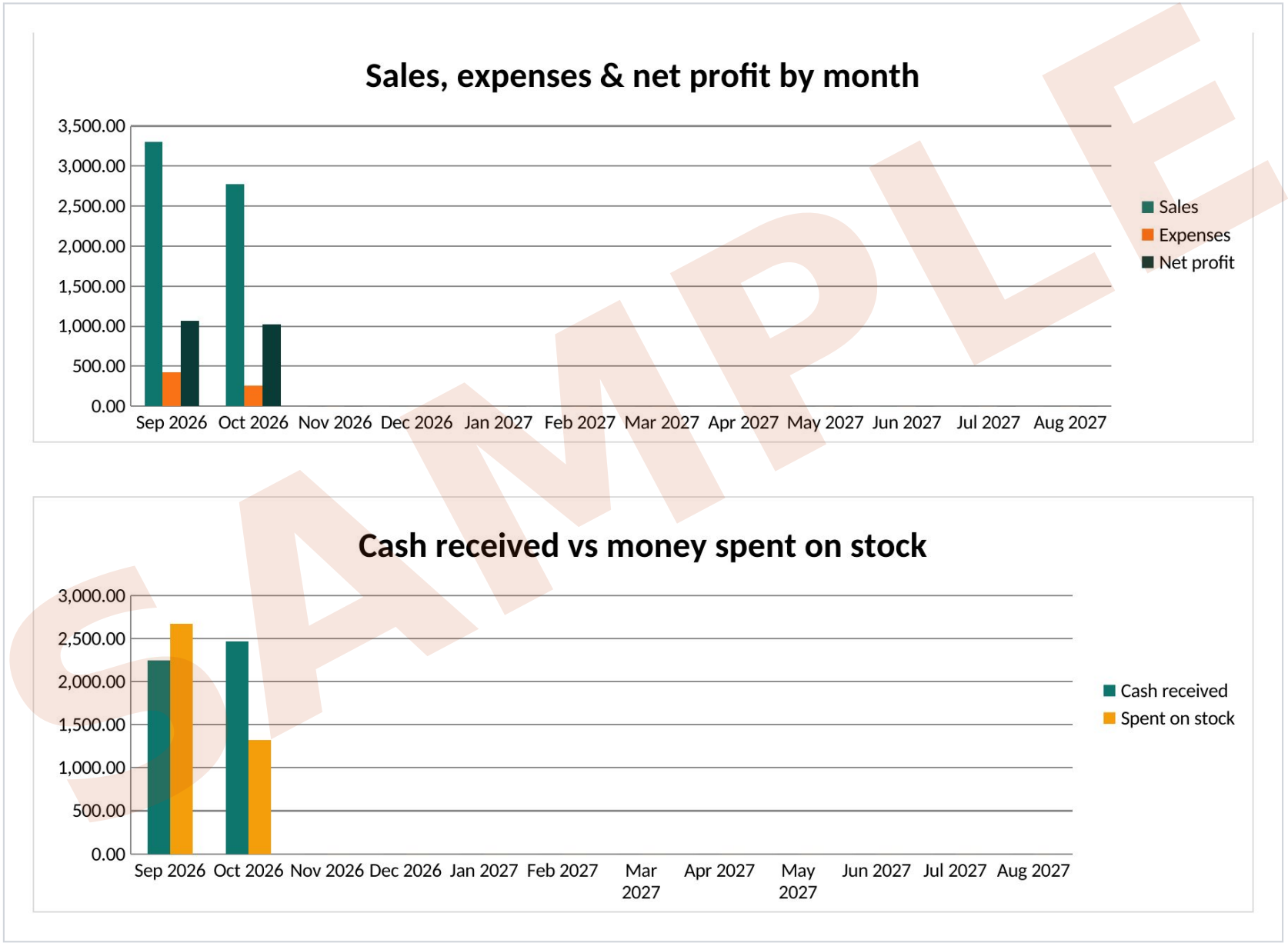
- Price delivery separately so buyers in different towns see a fair total.
- End prices at round, easy numbers for cash (N$150, N$250) - change is often a problem with COD.
- Check the cost of your payment method (bank/eWallet fees) and build it into your price.
- Discounts come out of your profit, not your cost. A 20% discount on a 40% margin item halves your profit.
- Review your prices every month against your Order Tracker totals.

Worked example: dress bought for N$180	
Transport share + packaging	N$20
Total cost	N$200
Selling price at 75% markup	N$350
Profit per dress	N$150 (43% margin)
Fixed costs per month (data, airtime, transport)	N$900
Break-even	6 dresses per month (N$900 / N$150)

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Money & Stock Manager: Dashboard charts

The two Dashboard charts (sales, expenses and net profit by month; cash received vs money spent on stock) update from the example rows.



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Money & Stock Manager: Stock tab with reorder alerts

Stock on hand is worked out from opening stock, purchases and sales. Items at or below their reorder level are flagged REORDER.

Code	Item	Category	Unit cost (N$)	Selling price (N$)	Opening qty	Purchased qty	Sold qty	In stock	Reorder level	Status	Stock value at cost (N$)	Margin %
DR01	EXAMPLE Wrap dress	Clothing	180.00	350.00	10	11	6	15	4	OK	2,700.00	49%
SH01	EXAMPLE Sneakers size 5	Shoes	260.00	450.00	6	4	3	7	2	OK	1,820.00	42%
BB01	EXAMPLE Shea body butter 250ml	Beauty	55.00	120.00	20	10	7	23	5	OK	1,265.00	54%
PC01	EXAMPLE USB-C fast charger	Electronics	70.00	150.00	12	6	5	13	4	OK	910.00	53%
WG01	EXAMPLE Wig 14 inch	Hair	700.00	1,200.00	3	0	1	2	2	REORDER	1,400.00	42%

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