


















# ShopTrack

Business Management Platform

Sales · Inventory · Rentals · Customers · Expenses · Documents · AI Studio · Reports

 Dashboard	 Sales	 Inventory	 Rentals
 Appointments	 Customers	 Expenses	 Documents
 AI Studio	 Reports	 Purchases	 Accounting

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# Everything you need to run your business.

On your phone. No training needed. If you can use WhatsApp, you can use ShopTrack.

## Before ShopTrack — the daily struggle

- Sales written in a notebook — or forgotten entirely
- You never know how much stock you actually have
- Customers owe you money and you forget who or how much
- No professional receipts, invoices, or contracts
- Rentals leave your shop and due dates slip your mind
- Staff sell below your price and you find out too late
- You guess whether you made a profit this month
- No way to know what your staff sold, changed, or deleted

## After ShopTrack — total control

- Every sale recorded in seconds. A receipt is sent instantly.
- See your live stock levels anytime. Get a WhatsApp alert before you run out.
- See every customer debt in one place — who owes what, and for how long.
- Generate a professional PDF receipt, invoice, or contract in one tap.
- A calendar tracks every rental. Late fees are added automatically. Customers get a WhatsApp reminder.
- Set a minimum price. Staff cannot sell below it — ever.
- See your exact profit every single day — no calculator, no notebook.
- Every action is recorded — who did what, and exactly when.

## Here is what you get — and what it does for you

### ■ Live Dashboard

See today's sales, profit, and money owed to you — the moment you open the app.

### ■ Stock Management

Track every item you own. Get a WhatsApp alert before any product runs out.

### ■ Customer Records

See every customer's purchase history, what they owe you, and send a payment reminder in one tap.

### ■ Expense Tracking

Record every business cost. Keep business money separate from personal money.

### ■ WhatsApp Automation

More than 12 automatic alerts — to you and your customers — for sales, stock, rentals, and more.

### ■ Business Reports

See your profit and loss, what customers owe you, and your full stock value — any date, one click.

### ■ Professional Documents

Create receipts, invoices, rental contracts, product catalogs, and supplier orders instantly.

### ■ Multi-User Access

Add your staff with their own login. Control exactly what each person can see and do.

### ■ Sales & Receipts

Record a sale in 10 seconds. A professional receipt is sent to the customer automatically.

### ■ Rental Management

See all active rentals and due dates. Late fees are calculated and added automatically.

### ■ Supplier Management

Send orders to your suppliers. Track what you owe them and when it is due.

### ■ Appointments & Bookings

Customers book online from your link. Staff see their schedule. Reminders are sent automatically.

### ■ AI Content Studio

Type a product name. AI writes a ready-to-post caption, flyer, or WhatsApp message in seconds.

### ■ Bank & Tax Documents

Generate a full profit and loss report and cash flow statement — ready for a loan or tax filing.

### ■ Price Protection

Set a minimum selling price per item. Staff cannot sell below it — even by accident.

### ■ Run From Anywhere

Your manager logs sales in-store. You watch every transaction live from wherever you are.

■ Works on any phone

■ No training needed

■ Works without internet

■ Your data is always saved

■ Manage from anywhere

■ Ready for banks and tax

### ■ Your bank, your tax office, and any investor will ask for financial records.

ShopTrack builds those records for you — automatically, every single day.

## ■ Start your FREE 30-Day Trial — today

No credit card · No installation · Full access, all features · Cancel anytime → [shoptrack.org](https://shoptrack.org)



## Dashboard & Sales

**847K XAF**

Total Revenue

**312K XAF**

Net Profit

**95K XAF**

Customers Owe You

**2.1M XAF**

Inventory Value



### Record a sale in 10 seconds

Select customer, add items, choose payment, click Save. Done.



### Auto receipt with your logo

Professional PDF sent to customer by WhatsApp or email instantly.



### Partial payments tracked

Customer pays 50% now, 50% later — ShopTrack remembers the balance.



### Minimum price protection







Set a floor price. Staff cannot sell below it. No more discount losses.



### Real example

Marie runs a boutique in Douala. She used to forget 3-4 sales a week. Now she records every sale in ShopTrack in under 10 seconds. At the end of the month she clicks Reports and sees her exact profit — no calculator, no notebook.







 **Inventory & Stock Management**

 <b>Cost price (hidden from staff)</b> Only you see what each item cost you. Staff see the sale price only.	 <b>Sale price</b> What customers pay. Owner or manager can change it.	 <b>Minimum price (price floor)</b> Staff cannot sell below this amount. Protects your margin.
 <b>Product photo</b> Upload your own photo or use built-in illustrations.	 <b>Low stock alert</b> Set a minimum quantity. ShopTrack sends you a WhatsApp alert when stock falls below it.	 <b>SKU / code</b> Give each item a unique code for fast search. Import 1,000 items from Excel.

 **Real example**

Alain sells fabrics. He imports 50 types of fabric. He set minimum stock at 5 rolls per type. Now ShopTrack texts him automatically when any fabric is almost out — no more selling items he doesn't have.

## Rental Management

 <b>Rental calendar</b> See all active rentals and due dates at one glance.	 <b>Automatic late fees</b> Set a daily late fee. ShopTrack adds it to the customer's balance automatically.	 <b>WhatsApp reminder</b> Customer gets a WhatsApp alert 1 day before the item is due back.
 <b>Rental agreement PDF</b> Professional rental contract generated automatically — sign or share by WhatsApp.	 <b>Deposit tracking</b> Record deposits paid. Release them on return. See all deposits held.	 <b>Overdue alert to owner</b> You get a WhatsApp message whenever a rental is overdue.

### Real example

Celeste rents out wedding gowns. She used to lose track of 2-3 gowns a month. Now ShopTrack reminds the customer AND sends Celeste an alert if the gown is not returned on time. Late fees are added automatically.

## Customers & Accounts Receivable (AR)

### Every customer has a full profile

- Full purchase history
- Rental history
- Appointment history
- Outstanding balance (what they owe)
- VIP tag — given automatically by spend
- Notes — private notes only you see
- One-click WhatsApp to send a message

### Track who owes you money

- See all balances on your dashboard
- 30 / 60 / 90 day aging buckets
- One click — WhatsApp payment reminder
- Full invoice breakdown sent with reminder
- Record partial payments easily
- Collect all outstanding balances at once

### Real example

Joseph has 12 customers on credit. He opens ShopTrack and sees the full list — who owes what, for how long. He sends WhatsApp reminders to 3 customers in 30 seconds.



## Expenses & Keeping Business Money Separate

### Record every business expense



#### Fixed costs

Rent, loan repayments



#### Payroll

Staff wages, commissions, bonuses



#### Utilities

Electricity, water, internet, mobile data



#### Cost of goods

Stock purchases, raw materials, fabric



#### Marketing

Social ads, flyers, promotions



#### Transport

Courier, import fees, fuel



#### Miscellaneous







Office supplies, gifts, repairs

### Why this matters

- If you mix business and personal money, you never know your real profit.
- Banks and investors will not lend money to a business with no financial records.
- Paying tax becomes impossible without clean expense records.
- ShopTrack shows your exact profit after ALL expenses — any time you want.



## Appointments & Online Bookings









 <b>Public booking page</b> Share a link. Customers book from their phone — 24h a day.	 <b>WhatsApp confirmation</b> Customer gets a WhatsApp message the moment they book.	 <b>24h reminder</b> Automatic reminder sent the day before. Reduces no-shows significantly.
 <b>Staff scheduling</b> Assign appointments to staff. Each staff member sees their own calendar.	 <b>Service revenue report</b> See revenue per service, per staff member, per period.	 <b>Repeat booking</b> Easy to rebook from the customer profile. Build loyalty.

### Real example






Sandra runs a hair salon. She shares her ShopTrack booking link on Instagram. Customers book online. She gets zero phone calls for bookings. Staff see their schedule and ShopTrack reminds customers automatically.

## WhatsApp Notifications — All Alerts Listed










### Alerts sent to YOU (the owner)

-  **New sale recorded**  
Every time a staff member makes a sale
-  **Low stock warning**  
Item falls below your minimum stock level
-  **Rental overdue**  
A rental item was not returned on time
-  **Payment received**  
Customer pays on their account balance
-  **Price block alert**  
Staff tried to sell below your minimum price
-  **New booking made**  
A customer booked an appointment online
-  **Weekly summary**  
Every Monday — total sales, profit & AR
-  **Large order alert**  
Any order above your set threshold









### Alerts sent to YOUR CUSTOMERS

-  **Booking confirmed**  
Sent the moment they book — date, time, service
-  **Appointment reminder**  
Sent 24 hours before their appointment
-  **Rental due soon**  
Sent 1 day before rental item is due back
-  **Payment reminder**  
Manually sent — full invoice breakdown included
-  **Birthday message**  
Automatic birthday greeting to build loyalty

## Professional Documents — All in One Click

 <b>Sales receipt</b> PDF with your logo, stamp and itemized detail. Sent by WhatsApp or email.	 <b>Invoice</b> For credit sales or formal billing. Professional layout — ready to send.	 <b>Rental agreement</b> Legal rental contract auto-generated. Customer signs it digitally.
 <b>Product catalog</b> Your full product list with photos and prices — share on WhatsApp.	 <b>Price list</b> Current prices formatted and ready to send to customers or suppliers.	 <b>Business card (digital)</b> Your business name, phone, address and services — share anywhere.
 <b>Purchase order (PO)</b> Send POs to your suppliers directly from ShopTrack.	 <b>Customer statement</b> Full account statement for any customer — what they owe and why.	 <b>Vendor statement</b> Full account of what you owe each supplier. Share by WhatsApp.

 **Reports & Analytics — Know Your Numbers**

 <b>Profit &amp; Loss (P&amp;L)</b> Revenue, cost of goods, gross profit, expenses, net profit. Any period.	 <b>Sales report</b> Total sales by period, product, customer or staff member.	 <b>Inventory valuation</b> Current stock value at cost price AND retail price. Know what you own.
 <b>Rental report</b> Utilization rate, revenue from rentals, and late fees collected.	 <b>Customer report</b> Top customers, AR aging, spending history, loyalty overview.	 <b>Expense report</b> Spending by category, vendor and period. See where money goes.
 <b>AR aging (who owes you)</b> Debts by 0-30, 31-60, 61-90, 90+ days. Know the old debts.	 <b>Appointment report</b> Booking rates, no-shows, revenue per service, staff performance.	



## Get a Loan — Use ShopTrack as Proof



### What banks and investors ask for

- Proof of monthly revenue
- Profit & Loss statement
- List of assets (inventory value)
- History of cash flow
- Record of expenses
- Customer base evidence



### ShopTrack gives you all of this










- Monthly revenue report — one click
- Full P&L statement — any date range
- Inventory valuation at cost and retail price
- Accounting ledger with every transaction
- Full expense records by category
- Customer list with spending history

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A business with clean records gets the loan. A business with a notebook does not.



## AI Studio — Professional Content in Seconds

 <b>Instagram captions</b> Paste your product name. AI writes a ready-to-post caption.	 <b>New arrival post</b> Announce a new product with a professional post — French or English.	 <b>Flash sale post</b> Limited-time offer with urgency. Customers act fast.
 <b>AI product photo</b> Upload a phone photo. AI turns it into a professional studio image.	 <b>Email campaign</b> Subject line + full email body written by AI. Send to your list.	 <b>Seasonal campaign</b> Month-themed promotion — AI plans the whole week of posts.
 <b>Product description</b> Type the product name. AI writes a compelling description for your catalog.	 <b>Multilingual</b> Generate content in French or English. Perfect for Cameroon, Nigeria, CI.	 <b>Campaign planner</b> AI plans a full week of posts, captions and hashtags for a campaign.







## Multi-User Access & Remote Management

 <b>Owner</b> Full access. Sees cost prices, profit, all reports and billing. Can change any setting.	 <b>Manager</b> Full operations — sales, inventory, customers. Cannot see cost prices or billing.	 <b>Staff</b> Sales only. Cannot see cost prices, reports or delete records.
 <b>Accountant</b> Read-only financial access. Reports and expenses only. Cannot change data.		

### Real example — Owner in the USA, shop in Cameroon

David lives in Houston. He buys inventory and ships to his boutique in Douala. His manager Sophie logs in and records every sale. David sees every transaction in real time from Houston. Sophie cannot see cost prices or sell below the minimums David set. Every Monday, David gets a WhatsApp summary: total sales, profit, and stock alerts. David manages his business without being physically there.







 **Purchases, Vendors & Accounting**

 <b>Create purchase orders (PO)</b> Send POs to suppliers directly from ShopTrack. Track status.	 <b>Receive stock from PO</b> Mark PO as received — inventory updated automatically.	 <b>Vendor management</b> Full vendor profiles with contact info, balance owed and history.
 <b>Accounting ledger</b> All transactions — sales, expenses, purchases in one clean ledger.	 <b>AP (what you owe suppliers)</b> Track what you owe each vendor. Pay and mark it off.	 <b>Import from Excel/CSV</b> Bulk import 1,000 inventory items from Excel in one click.

 **Real example**

Jean orders stock from 6 different suppliers. He creates a PO in ShopTrack for each order. When goods arrive, he clicks Received — stock is updated automatically. He can always see what he owes each supplier.

## Audit Log, Import & Export

 <b>Audit log</b> Every action in the system is recorded — who did what, and when.	 <b>User tracking</b> See which staff member made each sale, edit or deletion.	 <b>Search and filter</b> Filter the audit log by date, user or action type.
 <b>Import from Excel</b> Bulk-upload inventory, customers or expenses from a spreadsheet.	 <b>Export to Excel</b> Export any data — sales, expenses, customers — to Excel with one click.	 <b>Multi-currency</b> XAF, NGN, GHS, USD, EUR, GBP — set your currency in Settings.

### Real example

Thierry found that items were disappearing from his stock. He opened the Audit Log and saw exactly which staff member had deleted the records — with timestamp. He fixed the problem the same day.

# ■ Pricing & Plans

■ **FREE 30-day trial — full Premium access included — no credit card required**

## ■ Free

# 0 XAF

forever · no card needed

- ✓ 1 user account
- ✓ 30 products in inventory
- ✓ 30 customers · 10 vendors
- ✓ Unlimited sales & expenses
- ✓ Unlimited purchases
- ✓ 30 invoices/month (watermarked)
- ✓ Catalog (with watermark)
- ✓ WhatsApp — document sharing
- ✓ Monthly PDF reports
- Appointments & Bookings
- Rental Management
- AI Studio
- WhatsApp full automation
- Custom Business Branding

## ■ Premium

# 8,900 XAF

/month · cancel anytime

- ✓ Up to 5 user accounts
- ✓ Unlimited products
- ✓ Unlimited customers & vendors
- ✓ Unlimited sales & expenses
- ✓ Unlimited invoices · No watermark
- ✓ Custom Business Branding
- ✓ Catalog — no watermark
- ✓ WhatsApp — full alerts & automation
- ✓ Appointments & Bookings — unlimited
- ✓ Rental Management — included
- ✓ AI Studio — included
- ✓ Real-time reports + CSV & PDF export
- ✓ Multi-staff scheduling
- ✓ 30-day full Premium trial to start

■ Pay by Mobile Money · Orange Money · Bank Transfer · Card

The 30-day trial gives full Premium access. At expiry, the account automatically reverts to the Free plan — your data is always retained.



## Affiliate Program — Earn by Sharing ShopTrack

**20%**

Commission — month 1

**10%**

Commission — months 2-12

**No limit**

No limit on referrals

**48h**

Approval time

**01**

**Apply**

Fill the form at [shoptrack.org/affiliates](https://shoptrack.org/affiliates).  
Takes 2 minutes.

**02**

**Get your link**

You get a unique link:  
[shoptrack.org/?aff=YOURCODE](https://shoptrack.org/?aff=YOURCODE)

**03**

**Promote**

Share on TikTok, Instagram,  
WhatsApp, YouTube — your  
way.

**04**

**Get paid**










20% month 1, then 10% for  
11 more months. Paid  
monthly.



Apply now at [shoptrack.org/affiliates](https://shoptrack.org/affiliates) · [info@shoptrack.work](mailto:info@shoptrack.work)



## Who Is ShopTrack For?

 <b>Boutiques &amp; Fashion</b> Track stock, sizes, colors. Record sales. Print receipts.	 <b>Bridal Studios</b> Gowns, rentals, fittings, appointments, AR, rental agreements.	 <b>Salons &amp; Spas</b> Appointments, services, staff schedules, retail products.
 <b>General Retail</b> Inventory, POS sales, restock alerts, purchase orders.	 <b>Rental Businesses</b> Equipment, vehicles, event items — calendar, late fees.	 <b>Photographers</b> Bookings, equipment rental, invoices, customer notes.
 <b>Contractors</b> Quotes, expenses, purchase orders, client invoices.	 <b>Pharmacies</b> Stock management, expiry tracking, daily sales, reports.	 <b>Restaurants &amp; Catering</b> Menu items, daily sales, expenses, supplier orders.

## Start Your FREE 30-Day Trial Today

No credit card. No installation. No commitment. Cancel anytime.

<p><b>1</b></p> <p><b>Go to shoptrack.org</b></p> <p>Click Start Free Trial. Enter your email and business name.</p>	<p><b>2</b></p> <p><b>Set up your profile</b></p> <p>Add your logo, WhatsApp number and currency. 5 minutes.</p>	<p><b>3</b></p> <p><b>Add your products</b></p> <p>Name, price, quantity. Start with your top 10 items.</p>	<p><b>4</b></p> <p><b>Record your first sale</b></p> <p>Your first professional receipt is ready in 30 seconds.</p>	<p><b>5</b></p> <p><b>Invite your team</b></p> <p>Settings &gt; Users. Add staff and set their role. They log in immediately.</p>
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