

SellsAdvantage — Full Feature List

Point of Sale (Checkout)

- Fast product search by name or barcode scan
- Scan-to-add — a barcode scan adds the product immediately on checkout, New Purchase, Purchase Orders, and Transfer screens, no Enter key or extra click needed
- Split payments (cash, card, transfer, etc. combined on one sale)
- Coupon code redemption at checkout
- Customer credit sales (buy now, pay later)
- Sell on credit — track customer balances and collect payments later
- Hold & resume sales later — park a customer's cart, suspend it and serve the next customer without losing it
- Discounts (fixed or percentage, per-sale or via coupon)
- Auto-generated receipt numbers per store
- **WhatsApp receipts** — send a digital receipt straight to the customer's WhatsApp, no app needed
- Print physical receipts
- **Offline mode** — keep selling through power/internet outages; sales queue locally and auto-sync when back online. Never lose a sale to bad network.
- Cash shift management (open/close till, track cash drawer sessions)

Inventory & Stock

- Full product catalog with categories and companies/brands
- Product photos — attach an image to each product
- Stock levels tracked in real time per store
- Expiry date tracking for perishable/dated goods
- Bulk product import via Excel spreadsheet
- Barcode label printing (manufacturer barcodes or internal codes; thermal roll or sheet label sizes)
- Stock adjustments/edits with audit trail
- Full product catalog with auto-generated barcodes — every product is scannable, even ones without a manufacturer barcode
- Sell by weight or fraction (e.g. 2.5kg of rice) — not just whole pieces
- Multiple units per product (e.g. sell as Piece, Carton, or Bag — quantities and pricing convert automatically)
- Real-time stock levels across every branch
- Low-stock and expiry alerts, so you never run out or get caught with expired goods
- Smart Reorder Suggestions — based on actual sales velocity, not guesswork
- Bulk import your entire product catalog from an Excel spreadsheet in minutes
- Print professional barcode labels — thermal roll, sheet labels, or auto-fit, with a built-in scan-to-select tool
- Full stock adjustment history — every correction logged with who, when, and why

Purchases & Vendor Management

- New Purchase — record a delivery from a supplier product-by-product with per-line discount, shipping, and payment tracking

- Bulk Import — upload a spreadsheet to restock many products at once; auto-creates one invoice per matched vendor, or restocks directly with no invoice
- Purchase Orders (create and receive against a PO)
- Purchase Returns (return stock to a vendor)
- Vendor-centric accounts payable — outstanding balance per vendor, payment recording, full purchase ledger
- Purchase reports: daily, weekly, monthly, yearly
- Reorder suggestions based on stock levels



Sales & Returns

- Full sales history and receipt detail lookup
- Product returns handling
- Return reports: daily, weekly, monthly, yearly
- Export sales data for accountants (Excel)



Customers

- Customer database with purchase history
- Credit sales tracking and credit ledger/log
- Per-customer detail view



Multi-Store / Multi-Branch

- Run one business across multiple store locations from a single login
- Stock transfers between branches (send, receive, print transfer receipts)
- Compare performance across stores
- Transfer stock between branches with a full audit trail
- See stock, sales, and performance across every store



Staff & Security

- Staff accounts with granular permissions (sell, create products, create purchases, create vendors, take returns, view reports, move stock, give credit, manage settings, etc.)
- Full audit log of staff actions
- Role-based access control – Control what your staff can see and do.



Marketing & Growth Tools

- Discount coupons (fixed ₦ or percentage, usage limits, expiry dates, active/inactive status)
- Agent referral program — independent agents get their own referral link and portal, and earn a commission on every business that subscribes through it: an upfront percentage of the first payment, plus a smaller ongoing percentage for as long as that business stays subscribed



Reports & Analytics

- Live dashboard — today's sales, trends, top products, payment breakdown, at a glance
- Daily, weekly, monthly, and yearly reports for sales, purchases, and returns
- Reprint any past receipt in seconds
- Sales, purchase, and return reports broken down by day/week/month/year
- One-click Excel export for accounting



Business Customization & Settings

- Business branding on every receipt and the storefront — name, logo, address, phone, email, and registration number
- Custom color theme — set your own primary, secondary, and background colors to match your brand
- Configurable VAT rate and default profit margin, used to auto-suggest selling prices
- Configurable credit term — set how many days before a customer's balance counts as overdue
- Per-store receipt paper size — 58mm or 80mm thermal roll, or standard A4
- Per-branch settings — e.g. require an open cash shift before any sale at that store
- Change your own password and any staff member's password anytime



Help & Training

- Searchable in-app Help guide covering every feature, organized by topic
- Built-in video tutorial library
- One-click support messaging straight to the SellsAdvantage team, with replies tracked in-app



Built for Real Nigerian Business Conditions

- Affordable subscriptions plans for small businesses
- Works reliably even with unstable internet
- WhatsApp-native receipt sharing
- Mobile-friendly, fast-loading on any device
- Free 30-day trial, no credit card required
- Simple, transparent pricing — Starter, Pro, and Elite plans to match your business size