

# SME South Africa launches online B2B service marketplace for SMEs

Issued by [SME South Africa](#)

3 Sep 2020

[SME South Africa](#), the leading business resource platform for entrepreneurs and small businesses, launched [Serv.co.za](#), a B2B service marketplace.



Serv helps to connect B2B service providers with businesses seeking professional services.

The platform addresses some of the biggest challenges South African SMEs face, namely access to markets, marketing and sales, by helping them to expand their digital presence as well as gain qualified B2B leads.

SME South Africa founder and digital entrepreneur, Velly Bosega, says there was a need for such a product in the SME market.

“Serv is the only B2B service marketplace in South Africa dedicated to SMEs, other marketplaces cater for both consumers and businesses.

“We saw a gap in the market to provide a niche marketplace that connects businesses seeking professional firms with top service providers.”

Bosega adds: “We wanted to provide entrepreneurs and SMEs free access to quality B2B service providers in South Africa.”

## How it works

SMEs can choose from three different packages, this includes the Basic Plan (free), Standard Plan (R125 p/m or R1,500 p/a) and Premium Plan (R200 p/m or R2,400 p/a).

Depending on the plan, SMEs get access to some of the following professional services: a listing in the business directory, access to the lead matching program, links to their websites and social media, access to reviews and testimonials and more.

The platform currently caters for B2B companies in the following categories: marketing, accounting, IT services, HR personnel, development and design and business services.

[Register your SME on Serv today!](#)

## More about SME South Africa

SME South Africa provides entrepreneurs with business tools and resources to further develop their businesses. Their mission is to contribute to the growth and sustainability of the local entrepreneurship ecosystem by providing valuable insights.

Its content marketing hub specialises in crafting B2B content marketing and lead generation campaigns for brands such as Telkom, Nedbank, Vodacom Financial Services and Bolt for Business.

Earlier this year, SME South Africa launched its [White Paper, Advancing Technology Use Among South African SMEs to Accelerate Growth](#), sponsored by Telkom. The White Paper offers insight into how small businesses are using technology.

SME South Africa is also behind the [SME landscape report, An Assessment of South Africa's SME Landscape: Challenges, Opportunities, Risks and Next Steps 2018/2019](#), which gives a comprehensive assessment of the state of SMEs in South Africa.

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