



Meliora Marketplace
FOR RETAILERS & WHOLESALERS

Your products. Nigeria's online marketplace.



Meliora Marketplace puts your shop in front of customers who are ready to buy — and handles the payments, the delivery choices and the paperwork, so you can focus on selling.



Online shop



Vendor portal



Instant & same-day payouts



Your riders or ours



Run by a professional admin team

SELLER BROCHURE · 2026

Start today at
melioramarketplace.com

Customers are shopping online. Is your business there to serve them?

Selling online on your own means building a website, taking card payments safely, chasing delivery, answering every query and waiting to be paid. Most retailers and wholesalers simply don't have the time. Meliora does all of that for you — and gives you a professional storefront from day one.



No website to build

Your products appear in Meliora's shop with photos, videos, prices, stock and your star rating — ready for customers to buy.



No payment headaches

Customers pay securely by card through Paystack or by bank transfer. Meliora verifies every payment before you ship.



No waiting to be paid

Your money goes straight to your bank account by automatic transfer — within minutes on the Instant and On delivery plans.

“Meliora gives every serious retailer and wholesaler a world-class online channel — without the cost, the risk or the technical work.”

For retailers

Supermarkets, restaurants, pharmacies, electronics, fashion and more: reach shoppers beyond your street, take orders around the clock, and fulfil them from your own shop.

For wholesalers

List hundreds of products in one spreadsheet, sell from several warehouses or dispatch points, and keep prices and stock up to date in minutes — not days.

One platform. Two powerful sides.

Meliora is made of a customer-facing **Shop** and a professionally run **Admin Portal**, connected to your own **Vendor Portal**. Together they take an order from the first click to money in your bank.



The Shop — where customers buy

Customers browse by category, search by name or brand, discover trusted sellers near them with their ratings, and check out in a few taps. Delivery is priced fairly by road distance from *your* dispatch point, and customers can earn and spend loyalty points — paid for by Meliora, not by you.



The Admin Portal — quality behind the scenes

Meliora's team approves every vendor, offer and new product, checks photos and videos, verifies bank-transfer payments, assigns riders, moderates reviews and runs payouts. Customers trust the marketplace because it is actively managed — and that trust becomes your sales.

From order to payout — the journey

1 • Customer orders

and pays securely by card or bank transfer.

2 • You prepare it

Accept, pack, and mark it ready in your portal.

3 • It's delivered

by your own rider or a Meliora rider, confirmed with a secure PIN.

4 • You're paid

automatically, straight to your bank account.

5 • Customer rates

your items and packaging — and comes back.

6 • You grow

with analytics, suggestions and loyal buyers.

Every delivery is protected by a **6-digit PIN** emailed to the customer: the order only counts as delivered when the rider enters it at the door. No disputes about whether goods arrived — for you or for the customer.

Paid as fast as your business needs.

Cash flow is everything. Meliora pays vendors by automatic bank transfer on a plan that fits how your trade works — and shows you exactly what you are owed, order by order.

INSTANT

Paid as customers pay

For supermarkets and restaurants. Your share of the goods is sent within minutes of each confirmed payment (up to a generous daily limit), and your own riders' delivery fees once delivered.

ON DELIVERY

Paid when delivered

For every other business. The moment an order is delivered and the PIN confirmed, your full share is on its way to your bank — usually the same day.

TRANSPARENT

Every naira tracked

Your Settlement page shows each order, when it will be paid, every payout made and its status. Nothing hidden, nothing to chase.

You keep the full price of your goods

Under Meliora's current pricing, the platform's charges are paid by the **customer**, not deducted from your sales:

Item	Who pays	Who receives it
The price of your goods	Customer	You — in full
Delivery fee	Customer	You , when your own rider delivers · Meliora, when its rider delivers
Platform charge (₦500, or 0.5% from ₦100,000)	Customer	Meliora
Vendor payout fee (covers the bank transfer to you)	Customer	Meliora, to pay the transfer
Card processing fee	Customer (card payments only)	Paystack
Loyalty points discounts	—	Funded by Meliora — you still receive your full share

Fees shown are those in force at the time of writing and may change; your Settlement page always shows exactly what you are owed. If an order is cancelled or refunded after you were paid for it, the amount is simply deducted from your next payout.

Everything you need to run your online business.

Your own secure portal puts you in control — from listing products to fulfilling orders and tracking your money.



Sell from a ready-made catalogue

Search Meliora's catalogue, tick the products you stock, set your price and stock, and submit. Products Meliora suggests for you are highlighted, so you never miss a demand.



Bulk offers by spreadsheet

Download a template, fill in hundreds of products at once, preview every row for errors, and submit in one go — ideal for wholesalers.



Add brand-new products

Not in the catalogue yet? Submit it with a photo; once approved, the product, its photo and your offer go live together.



Photos and short videos

Upload product photos and MP4 clips that show your goods at their best — customers can tap to zoom and watch before they buy.



Multiple dispatch locations

Sell from your shop, your warehouse and your market stall. Delivery is priced from the nearest point, and each location can be switched on or off.



Your riders — or ours

Register your own riders and keep the delivery fee, or let Meliora's riders collect. Either way, the customer's PIN confirms every delivery.



Settlement & analytics

See what you are owed, when it will be paid, your payout history, monthly revenue and order counts at a glance.



Direct line to Meliora

Message the Meliora team from your portal and get replies in the same thread — with an unread count so you never miss an answer.

A marketplace customers trust — and that treats sellers fairly.

Customers buy where they feel safe. Meliora earns that trust with verified sellers, verified payments and honest reviews — and protects your reputation along the way.



Ratings that are fair to you

Customers rate **you** only for your items and packaging. Delivery is rated separately — so a late rider never costs you a star. Written comments are checked before they're published, and you can reply publicly to each one.



Verified from the start

Every vendor is reviewed and every bank account confirmed with the bank before it's saved. Every offer and new product is approved — so the marketplace stays credible.



Payments you can rely on

Card payments are confirmed with Paystack server-to-server, and the amount is checked against the order before it is marked Paid. Bank transfers are verified by Meliora's team.



Customers who come back

Shoppers earn loyalty points on every purchase and spend them on their next order. Meliora pays for the discount — you still receive your full price.

Why serious sellers choose Meliora

- ✓ Free to apply — no website or developers needed
- ✓ Paid within minutes on Instant and On delivery
- ✓ Bulk tools built for wholesalers
- ✓ Secure PIN-confirmed deliveries
- ✓ Your full goods price, under current pricing
- ✓ Your own riders keep the delivery fee
- ✓ Fair, moderated ratings with right of reply
- ✓ A professional team running the platform

Big catalogue? Many locations? Meliora keeps up with you.

Wholesalers and multi-branch retailers need speed. Meliora's tools let you — or Meliora on your behalf — manage hundreds of products without typing them one by one.



Spreadsheet in, live products out

Upload your price list as a spreadsheet. Every row is checked first, so a typo never goes live.



Update links — no login needed

Meliora can send you or your staff a secure, time-limited link to edit prices and stock, replace photos, add new products or remove items — perfect for a busy shop floor.



Meliora can load your catalogue

Send your product list and Meliora's team can upload it for you, then send it back for you to check and approve before anything goes live.



Product suggestions

Meliora highlights catalogue products that customers want and that you could sell — turning demand into new revenue for you.

What the Meliora team does for you

- ✓ Reviews and approves your products and photos
- ✓ Assigns Meliora riders when you choose
- ✓ Runs automatic payouts to your bank
- ✓ Answers your messages in your portal
- ✓ Verifies bank-transfer payments
- ✓ Moderates customer reviews
- ✓ Keeps an eye on the money float so payouts flow
- ✓ Keeps the shop fast, accurate and trustworthy

Start selling in four simple steps.

Applying takes a few minutes. Have your business details, address and Nigerian bank account ready.

1

Apply online

Visit **melioramarketplace.com** and click **Sell on Meliora**. Enter your business name, address, business type, contact details, a password and your settlement bank account — we confirm the account name with your bank on the spot.

2

Get approved

Meliora's team reviews your application. Keep your application reference (e.g. MVR-000123) — you can already sign in to the vendor portal while you wait.

3

List your products

Add your dispatch locations, then sell from the catalogue, upload a spreadsheet, or submit new products with photos and videos.

4

Sell, deliver, get paid

Accept and pack orders, deliver with your riders or ours, and watch your payouts arrive in your bank account automatically.

Minutes

to apply online

₦0

to apply — no sign-up fee

Same day

payouts on Instant & On delivery

Tips for a fast approval: use your full business address (street, town and state), a bank account in your business or own name, and an email and phone number you check often.



Meliora Marketplace
SHOP · SELL · DELIVER · GROW

The serious way to sell online in Nigeria.

Join the retailers and wholesalers building their next chapter on Meliora — a professionally run marketplace with secure payments, flexible delivery, fair ratings and fast, automatic payouts.

Apply today at melioramarketplace.com →

Already selling?

Sign in at **Vendor Login** on melioramarketplace.com.

Have questions?

Message the Meliora team from your vendor portal once you've applied.

Meliora eMarketPlace. Fees, payout plans and limits described here are those in force at the time of writing and may change. Examples are illustrative.