



Business Connected

COMPANY PROFILE

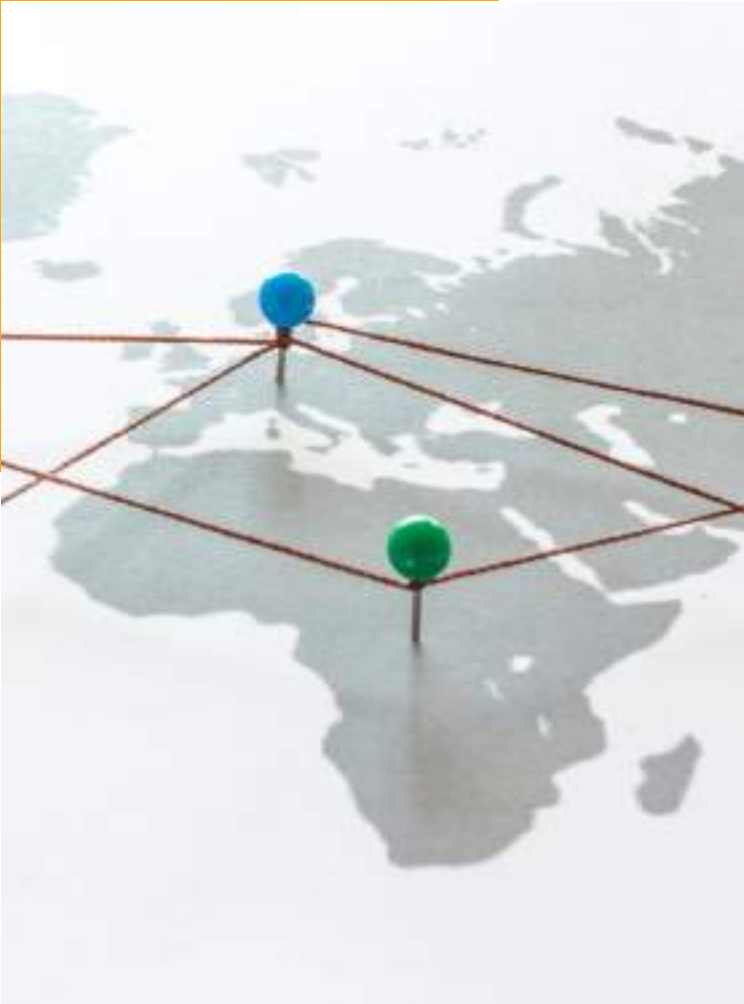
Who We Are

BC (Buziness Connected) is a Malawi based digital marketplace and trade platform that connects farmers, businesses, and consumers to verified buyers, suppliers, and markets across Africa and beyond.

BC exists to make trade simpler, more transparent, and more direct by removing unnecessary intermediaries and giving individuals and businesses equal access to trusted commercial opportunity.

We sit at the intersection of consumer e commerce and industrial trade. BC combines the accessibility of modern retail platforms with the scale and complexity of B2B global trade, adapted to the logistical and economic realities of African markets. Our ecosystem integrates a verified digital marketplace, cross border trade facilitation, and a venture support layer designed to unlock long term economic participation.

At its core, BC exists to transform production into opportunity, and opportunity into sustainable market access.



OUR Vision

To become Africa's most trusted trade and investment network, rooted in Malawi, connecting local and regional enterprises directly with global buyers and investors.

OUR Mission

To simplify trade by building a trusted digital ecosystem that connects buyers and sellers directly, removes exploitative barriers, and enables fair, transparent, and efficient access to global markets.

Our Core Values

AUTHENTICITY

We prioritise verified trade. Every supplier, buyer, and product is validated to reduce fraud, strengthen accountability, and build long term trust across the ecosystem.

CONVENIENCE

We reduce friction across the entire trade journey, from discovery through to logistics and payment, by simplifying complex systems into one connected experience.

QUALITY

We uphold consistent standards across all listings, partnerships, and transactions, ensuring reliable exchange and long term commercial confidence.

INNOVATION

We design beyond traditional marketplace models. By combining trade infrastructure with venture support systems, we create new pathways for market access and growth.

COMMUNITY

We exist to empower real economic participants. Our success is measured by the growth and sustainability of farmers, cooperatives, SMEs, and emerging enterprises across the regions we serve.

What Inspired BC

BC was born from a simple but persistent reality across African markets.

A farmer in rural Malawi can produce high quality crops, yet still be forced to sell through unstable pricing systems controlled by intermediaries. At the same time, a growing business in the city struggles to access reliable suppliers, losing time, money, and opportunity through fragmented and unverified networks.

Both sides are creating value, but the system between them is broken.

BC exists to close that gap.

We believe producers should be able to reach buyers directly, and buyers should be able to access suppliers without friction, exploitation, or unnecessary cost.

From that belief, a larger vision emerged: a connected trade ecosystem where a farmer, a manufacturer, and a growing enterprise can participate in the same transparent market, regardless of geography or scale.

BC represents a shift from fragmented trade systems to connected commercial networks, enabling fairer access to opportunity and more efficient movement of value across borders.



Who We Serve

The Growing Enterprise & SME

● **Who they are:** SMEs, startups, and established businesses across Africa and global emerging markets.

● **What they experience:** Fragmented supply chains, inconsistent pricing, and limited trust in cross border partners.

● **What they need:** Reliable supplier access, secure procurement systems, and scalable trade infrastructure.

● **What they do:** They expand operations, optimise sourcing, and build long term commercial relationships across markets.



Who We Serve

The Independent Producer & Agricultural Economy

● **Who they are:** Farmers, cooperatives, input suppliers, and agricultural processors.

● **What they experience:** Price instability, dependency on intermediaries, and limited market access.

● **What they need:** Direct access to buyers, fair pricing structures, and reliable input supply chains.

● **What they do:** They produce essential goods and seek stable, scalable commercial pathways.



Who We Serve

The Modern Consumer

● **Who they are:** Urban and regional consumers across Africa and emerging markets.

● **What they experience:** Counterfeit risks, inflated pricing, and fragmented purchasing channels.

● **What they need:** Verified products, fair pricing, and reliable delivery systems.

● **What they do:** They purchase lifestyle, household, and technology products through digital channels that offer trust and convenience.

How We Are Different

The Retail Only Model

Traditional e commerce platforms focus primarily on consumer goods, overlooking the infrastructure required for large scale agricultural and industrial trade.

The Informal Middleman System

Many supply chains rely on unverified intermediaries, increasing cost, reducing transparency, and limiting producer profitability.

The Global Platform Gap

International marketplaces often fail to reflect the logistical, financial, and regulatory realities of African trade ecosystems.

How We Stand Out

● **Regional Strength, Global Corridors:** We strengthen intra African trade while building structured pathways into global manufacturing and export markets.

● **Fair Pricing Architecture:** Through direct partnerships with international manufacturers, we reduce unnecessary import markups and improve market accessibility.

● **Expanded Market Access:** We unlock new supply routes and enable African producers to reach global buyers directly through verified systems.

● **Marketplace + Venture Ecosystem:** We combine trade infrastructure with venture support, enabling businesses to access capital, mentorship, and market entry pathways.



What We Offer

Consumer & Commercial Marketplace

A verified digital marketplace offering essential goods across multiple categories:

- **Electronics and digital devices**
- **Fashion and textiles**
- **Home and lifestyle goods**
- **Health and beauty products**
- **Automotive and mobility solutions**
- **Creative tools and equipment**
- **Renewable energy systems**



What We Offer

Industrial & Trade Corridor

A structured B2B trade network supporting large scale supply chains:

- **Agricultural commodities and inputs**
- **Heavy machinery and infrastructure equipment**
- **Manufacturing and construction materials**
- **Healthcare supply chains**
- **Transport and logistics systems**



What We Offer

BC Accelerator & Investment Layer

A structured support system for emerging businesses:

- **Startup mentorship and guidance**
- **Access to funding pathways**
- **Market entry support**
- **Sector focus: agriculture, fintech, manufacturing, trade technology**





The Trade Engine

A simplified end to end transaction system enabling secure domestic and international trade.

Domestic Flow

- 1.Discovery:** Browse verified listings and merchant profiles.
- 2.Checkout:** Complete secure payment via mobile money or bank transfer.
- 3.Logistics:** Dispatch via integrated courier partners with full tracking.
- 4.Settlement:** Escrowed funds are released upon buyer confirmation of receipt.



The Trade Engine

International Flow

- 1.Sourcing:** Submit bulk procurement requests for commodities or raw materials.
- 2.Compliance:** Complete documentation, permits, and sample validation.
- 3.Escrow:** Secure payment held under protected trade structures.
- 4.Freight:** Customs clearance and international shipping coordination.
- 5.Inspection:** Final verification before funds are released to exporter.

Where We Are Going

Our long term vision is to transform how trade functions across Africa by replacing fragmentation with structure, and dependency with direct access.

Over time, BC will support the growth of integrated regional trade networks that strengthen agricultural exports, expand manufacturing capacity, and improve cross border commercial efficiency.

We aim to contribute to job creation, improved trade transparency, and stronger economic participation across emerging markets.

Through partnerships with financial institutions, trade ministries, and educational organisations, BC will help build the systems and capabilities required for scalable, long term economic participation.

A photograph of an elderly man with grey hair, smiling broadly while standing in a coffee plantation. He is holding a branch of a coffee tree that is laden with bright red coffee cherries. In the lower right foreground, a large, shallow, light-colored bowl is filled with a mix of red and green coffee cherries. The background is a lush green field of coffee trees.

Ultimately, BC exists to reimagine trade as
a connected, transparent and inclusive
system that enables sustainable growth
across generations.



CONTACT US



Phone Number
+265-991-389-056



Our Website
www.buzinessconnected.com



Email Address
tmhango@buzinessconnected.com



Our Address
Blantyre, Malawi