A PHONE GUIDE FOR ENTREPRENEURS

Digital Tools and Data Adoption for Scale

Use the phone in your pocket to be found, sell, get paid, keep records and grow from your numbers.

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By Fortiemart 360

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START HERE

You can't scale what you don't measure

Most small businesses know they sold something this week. Few can say exactly how much profit they made. That gap is what holds a business back.

Your phone is already a shop, a cashier, a record book and a marketing team. This guide shows how to use it that way, with tools that are mostly free.

Six jobs your phone can do

1 Be found
Google Maps and WhatsApp Business

2 Show and sell
Catalogue, Status, TikTok, Canva, CapCut

3 Get paid, keep proof
Merchant codes and statements

4 Keep records
A simple daily sales sheet

5 Listen to customers
Feedback forms and reviews

6 Protect the business
Two-step login, PINs, back-ups

Then use the numbers: a **15-minute review every Friday** and **one decision a week** (page 6).

1 Be found

- **Google Business Profile** (free). Put your business on Google Maps with your location, opening hours, photos and phone number. People searching "salon near me" or "hardware in Fort Portal" can find you.
- **WhatsApp Business** (free). Use a business number with your business name, address, hours, an automatic greeting and an away message for after hours.

Do it today: open WhatsApp Business → Settings → Business tools → set your *Greeting message* and *Away message*.

2 Show and sell

- **WhatsApp catalogue.** Add each product with a clear photo, price and short description. Send it with one tap instead of 20 photos.
- **Post every day** on WhatsApp Status, TikTok or Facebook. Show the work, not just the product: picking, cooking, sewing, packing, delivering.
- **Make it look good, free.** Canva for posters and price lists; CapCut for short videos with music and captions.
- **Good photos sell.** Daylight, a plain background, the product filling the frame, and the price in the caption.

Tip: keep the same name, logo and colours on WhatsApp, TikTok, Facebook and your signboard, so customers recognise you everywhere.

3 Get paid and keep proof

- **Use a merchant code** (MTN MoMo Pay or Airtel Money Pay) instead of your personal number. Business money stays separate from personal money.
- **Download your statement every month.** It's a free record of your sales, and banks and SACCOs accept it as proof that your business is real.
- **Ask for the transaction ID** when a customer says they've paid, and check it before you hand over goods.

4 Keep records

Use a Google Sheet (free) or even your phone's notes. Use the same columns every day:

Date	Item	Qty	Price	Cost	Customer
28 Oct	Bread loaf	12	6,000	4,500	Walk-in
28 Oct	Milk, 1 L	20	3,000	2,200	Mama Joy (WhatsApp)

Profit per item = Price − Cost. Add a row for each sale, or one row per item at the end of the day.

- **Labels in WhatsApp Business:** "New customer", "Paid", "Delivered", "Follow up". Nobody gets forgotten.

5 Listen to customers

- **Google Forms** (free). A three-question feedback form sent after every sale: *What did you buy? How was it? What should we add?*
- **Ask happy customers for a Google review.** Reviews bring the next customer.
- **Ask every new customer:** "How did you find us?" Write it in your sheet; it tells you which posts work.

6 Protect the business

- **Turn on two-step login** on WhatsApp (Settings → Account → Two-step verification), Gmail and Facebook. A hacked WhatsApp can wipe out a small business overnight.
- **Never share your mobile money PIN or any code sent by SMS**, not even with someone who says they're from MTN, Airtel or a bank.
- **Don't click links** promising prizes, loans or "verify your account".
- **Back up** photos and records to Google Drive, and lock your phone with a PIN.

If someone calls and asks for a code, a PIN or to install an app on your phone: hang up.

DATA ADOPTION

The Friday 15-minute review

Tools only matter when you look at the numbers. Every Friday, answer five questions:

Question	Where the answer is
How much did I sell this week?	Mobile money statement and your sheet
What sold most? What didn't sell?	Your sheet
Who bought more than once?	WhatsApp labels
Which post brought customers?	"How did you find us?" answers
What did it cost me, and what's left?	The cost column

Then make one decision a week

- Drop a product that isn't selling, or change its price.
- Restock the best seller before it runs out.
- Post more of what brought customers.
- Call back a customer who went quiet.

A business that knows its numbers can borrow, partner and expand. A SACCO, bank or investor will ask: "Show me your last six months." Your phone can answer.

DO IT NOW

Three things before you leave

1 Switch to WhatsApp Business

Or, if you already use it, set your greeting message, away message and business hours.

2 Add three products to your catalogue

Each with a clear photo, the price and one line about it.

3 Start your sales sheet

Open Google Sheets, type the six columns from page 4, and add today's date.

Your first week

- [ ] Set up a Google Business Profile
- [ ] Get a merchant code, or start using the one you have
- [ ] Post on Status or TikTok every day for 7 days
- [ ] Turn on two-step login on WhatsApp
- [ ] Record every sale in your sheet
- [ ] Do your first Friday review and make one decision

Start with one tool this week. Look at your numbers every Friday. Grow from what the data tells you.

READY FOR THE NEXT STEP?

Sell online on Fortiemart 360

Uganda's marketplace where every shop is checked. Buyers join free, chat with you in the app and pay you directly by mobile money.

Shop space: UGX 30,000 until 14 December 2026

For every business in every category, courtesy of TESY 2026.

market.fortiemart.com/?ref=TESY2026

Please note: courier delivery through Fortiemart is not available yet. Buyers collect from your shop, or you deliver yourself. Courier options switch on once a courier partner is approved.

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