



Business Story

ADJASAM APPAREL

Business History?

Ms. Aku started her business Adjasm Apparel in 2017 at her home, she started producing unique artistic hand painted garments and selling them from home. Last year in 2021 she started using WhatsApp Business to promote and engage with her clients.

60%-70%

Sales generated
through WA



Favourite WhatsApp Features

1. **Catalog:** Easy to display the product catalog, this makes it easy for users to know which colors are available and how much they cost. It reduces the number of back and forth with potential clients before a purchase.
2. **Greetings and Away messages.** This helps the customer to feel cared for and know their message or order will be attended to once the business opens.
3. **CTWA QR code :** Aku has added the WhatsApp QR code in her Instagram profile, this helps customers to reach out to her directly if they want to place an order.
4. **WhatsApp chats/ Voice notes and Calls :** Used for 1:1 engagement with customers and order placing.

