

Kello

The operating platform behind a food business's own online store.

Kello is a multi-tenant storefront and business management platform built primarily for restaurants, bakeries, home kitchens and other food vendors. It combines a dedicated customer-facing storefront with the administrative tools required to configure the store, manage orders, maintain the catalog, control delivery settings, manage customers and monitor financial activity.

One platform. Distinct vendor brands.

Each business operates as its own storefront while Kello provides the shared commerce and operational infrastructure underneath.

 Dedicated storefront A vendor-specific online store with its own identity, catalog and content.	 Admin workspace A central operating area for orders, products, customers and store settings.
 Commerce layer Checkout, online payments, order totals and payment-state handling.	 Multi-tenant foundation Multiple businesses run independently on the same underlying platform.

01 • PRODUCT OVERVIEW

What Kello is

Kello is designed as a direct-to-customer digital commerce platform for food businesses. Rather than placing multiple vendors inside a single shared shopping marketplace, the product gives each vendor a distinct online presence and connects that presence to the tools used to operate the resulting orders.

A Kello tenant has two primary surfaces: the storefront used by customers and the administrative portal used by the business. The storefront handles discovery, product selection, cart and checkout. The admin portal controls the catalog, business information, branding, orders, customers, delivery configuration, notifications, subscription settings and wallet activity.

Product structure

 Customer storefront Home, catalog, product details, cart, checkout, contact and customer account experiences.	 Vendor administration Store configuration, catalog management, order operations, customers, staff and notifications.
 Financial operations Payment-linked order records, wallet balances, payout account configuration and withdrawal workflows.	 Installable storefront Supported storefronts can be installed as vendor-branded progressive web apps.

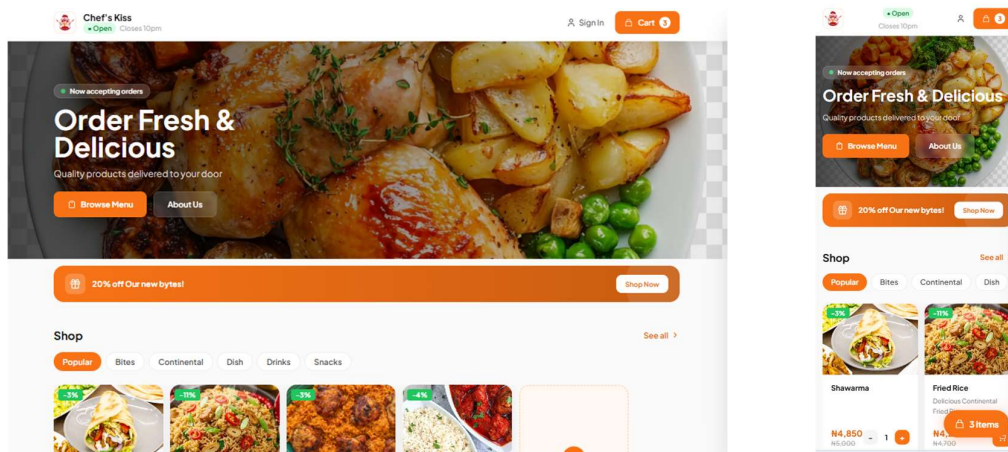
Market context

The current product experience is oriented toward the Nigerian market. Pricing is represented in naira, online payment flows integrate with Paystack, vendor configuration includes local bank payout workflows, and delivery configuration supports location-based pricing rules.

02 • TENANT STOREFRONT

A storefront that belongs to the vendor

Each vendor is presented through a dedicated storefront address. The storefront loads that business's identity, content, products and operating settings, allowing Kello to serve many vendors while keeping the customer experience specific to the business being visited.



Storefront composition

 Vendor-specific identity Business name, logo, tagline, imagery, contact information and configured content.	 Template and appearance Multiple storefront templates with configurable colors, heading/body typography and light, dark or system themes.
 Catalog presentation Product cards, categories, featured items, images, descriptions, pricing, discounts and availability states.	 Responsive experience Layouts and navigation adapt across mobile and larger screens.

Eligible plans can also configure hero content, secondary promotional sections, banners, About content, authentication-page messaging, logos and favicons. Promotional content can include text, artwork and destination links.

03 • CATALOG AND MERCHANDISING

Product and category management

The catalog is maintained from the vendor administration portal. Products can be created, edited, removed and organized into categories. Each item can carry the information required for both merchandising and fulfillment.



Product records

Product name, imagery, description, price, stock configuration, availability, featured state, minimum quantity and preparation or delivery duration information.



Categories

Vendors can create product groupings, assign products to categories, control category visibility and influence catalog presentation through ordering settings.



Promotional presentation

Supported plans can apply percentage discounts and highlight selected products. Storefront banners and promotional messages are managed separately from the product record.

Customer discovery controls

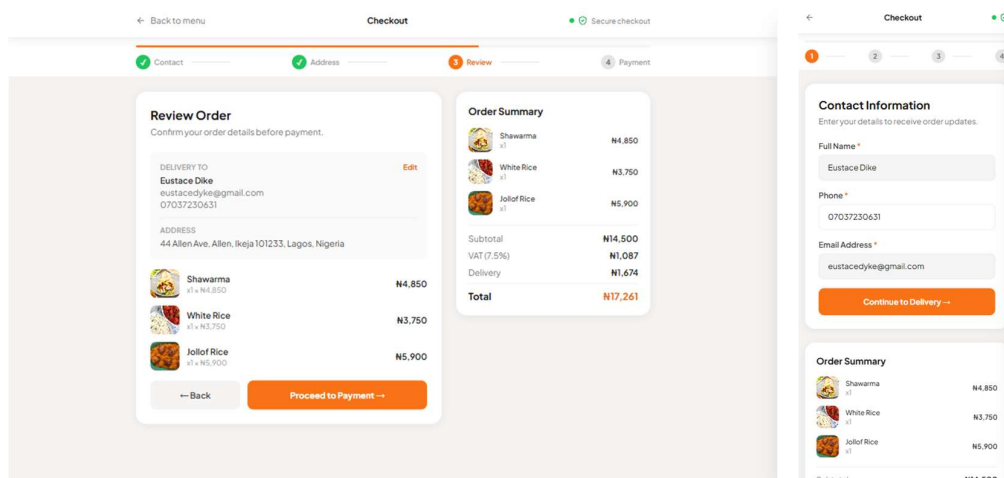
Depending on the selected storefront template, customers can browse by category, search product names and descriptions, filter by featured status, price or stock availability, and sort by featured, newest or price order. Product quick views are available in the applicable template.

04 • SHOPPING, CART AND CHECKOUT

From product selection to payment

Kello manages the customer purchase journey from product selection through payment initiation. The cart retains the selected items and quantities, while checkout collects the customer and delivery information required to create the order.

 Cart Add or remove products, update quantities, retain cart state across reloads and attach item-level instructions.	 Customer path Support signed-in customers and guest checkout where the store configuration permits it.
 Checkout details Collect contact details, delivery address, saved address selection, and order-level delivery notes.	 Order totals Present subtotal, delivery charges, VAT where enabled and the final payable amount.



Payment handling

Online payment is initiated through Paystack. The application supports an inline payment experience as well as hosted authorization URLs. Products and quantities are submitted for server-side pricing, and the checkout flow includes payment-return handling and recovery when payment is interrupted.

05 • DELIVERY AND STORE AVAILABILITY

Operational rules around fulfillment

Kello allows the vendor to configure the conditions under which customers can place delivery orders. These settings are applied alongside the business's location and opening schedule.

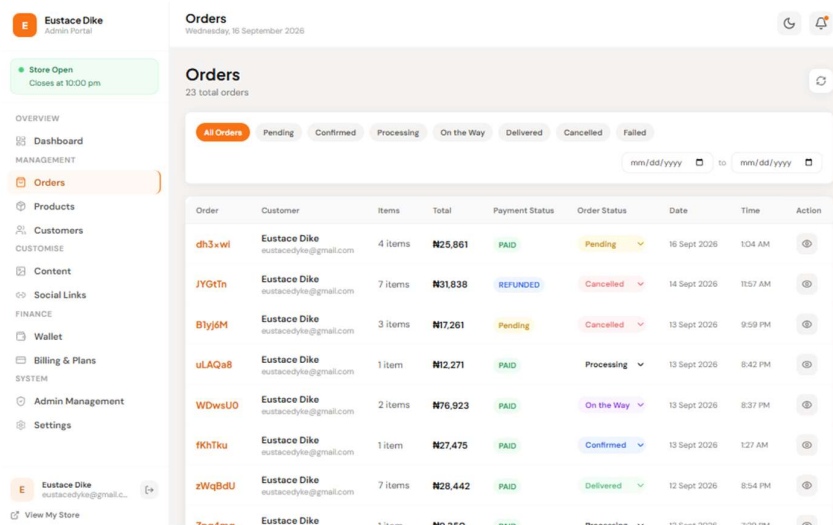
 Delivery configuration Delivery can be enabled or disabled. Fees may be fixed or calculated from distance using a configured per-kilometre rate.	 Service area The vendor maintains its location and can define a delivery radius together with minimum and maximum delivery charges.
 Business hours Opening and closing times can be configured by day, including days on which the store is closed.	 Checkout controls The store can apply a minimum order value, VAT configuration and checkout-availability checks.

Address lookup and geocoding are supported through the mapping integration. The current product description establishes delivery pricing and fulfillment-state management; it does not establish live rider GPS tracking.

06 • ORDER OPERATIONS

The order becomes an operational record

Once a purchase is created, Kello carries the order into the vendor's operational workflow. The administrative order area provides a central list of incoming orders, filtering controls and detailed records containing the customer, products, totals, delivery information and instructions.



Order	Customer	Items	Total	Payment Status	Order Status	Date	Time	Action
dh3xwi	Eustace Dike eustacedike@gmail.com	4 items	N25,861	PAID	Pending	16 Sept 2026	1:04 AM	
JYGTfn	Eustace Dike eustacedike@gmail.com	7 items	N31,638	REFUNDED	Cancelled	14 Sept 2026	11:57 AM	
Blyj6M	Eustace Dike eustacedike@gmail.com	3 items	N17,261	Pending	Cancelled	13 Sept 2026	9:59 PM	
uLAQa8	Eustace Dike eustacedike@gmail.com	1 item	N12,271	PAID	Processing	13 Sept 2026	8:42 PM	
WDwsU0	Eustace Dike eustacedike@gmail.com	2 items	N76,923	PAID	On the Way	13 Sept 2026	8:37 PM	
fKhtKu	Eustace Dike eustacedike@gmail.com	1 item	N27,475	PAID	Confirmed	13 Sept 2026	1:27 AM	
zWqBdJ	Eustace Dike eustacedike@gmail.com	7 items	N28,442	PAID	Delivered	12 Sept 2026	8:54 PM	
7nn4mn	Eustace Dike	1 item	N9,350	PAID	Processing	12 Sept 2026	7:29 PM	



Fulfillment status

Eligible paid orders can move through supported fulfillment stages, with explicit delivery confirmation.



Payment-aware controls

Payment state is represented separately from fulfillment state, and unsupported fulfillment changes are restricted while payment is pending.



Instructions

Order-level delivery notes and item-specific instructions remain available to the team handling fulfillment.



Cancellation and refund states

Cancellation uses a confirmation workflow and can connect eligible orders to refund processing and refund-status tracking.

Final or otherwise restricted orders are protected from unsupported status changes. Refund records can represent pending, processing, completed and failed states.

07 • CUSTOMERS AND COMMUNICATION

Customer accounts, records and contact

Kello supports both registered-customer and guest purchasing flows. Registered customers can maintain profile information and delivery addresses, while the vendor retains customer records associated with activity in its own store.

 Customer accounts Registration, login, email verification, password recovery, profile editing, avatar selection and saved addresses.	 Order access Registered customers can review order history and details; guest purchases use a dedicated verification or access-token workflow.
 Vendor customer directory Search customer records and inspect purchase summaries, order counts, spending and individual order history.	 Contact and notifications Storefront inquiries, order-linked support messages and an administrative notification inbox with filtering and read controls.

Vendor contact information and social links can be published on the storefront. Supported social links include platforms such as Instagram, Facebook, WhatsApp and TikTok, with visibility and ordering controls.

08 • BUSINESS VISIBILITY AND FINANCE

Dashboard, wallet and payout workflows

The administrative dashboard consolidates reported business activity into a compact operating view. The wallet area separately represents earnings and withdrawal activity where supported by the connected backend.

 Dashboard metrics Reported revenue, order volume, customer count, weekly revenue, monthly sales, order-status distribution, popular products and recent orders.	 Wallet balances Available balance, pending earnings and funds reserved for withdrawals are represented as distinct balance categories.
 Payout account A supported bank account can be configured and resolved during setup, with safeguards around replacement.	 Withdrawals and ledger Withdrawal estimates, eligibility rules, transfer states, ledger history and reconciliation notices are represented in the admin experience.

The frontend contains a detailed wallet implementation. Live money movement and payout behavior ultimately depend on the deployed backend and connected payment services.

09 • ADMINISTRATION AND ACCESS

Operating the business with a team

Kello distinguishes owner-level administration from supported sub-administrator access. Staff access is controlled by the vendor's plan and by role checks applied to sensitive areas.

 Staff access Grant or remove supported administrative access within plan-based staff limits.	 Restricted areas Financial, billing and selected business settings can be reserved for authorized roles.
 Content administration Supported sub-admins can participate in content-management activity without receiving unrestricted access.	 Notification center Administrative notifications support unread counts, filtering, read controls, deletion and action links.

Subscription model

Kello currently defines Starter, Growth and Scale subscription tiers. Plans can differ by product limits, order allowances, staff capacity, customization entitlements, promotional capabilities and platform-fee structure. Monthly and annual billing are supported, together with plan switching and subscription-status visibility.

10 • INSTALLABLE STOREFRONTS

A vendor-branded PWA

Supported Kello storefronts can be installed from compatible browsers as progressive web apps. The installed experience uses the individual business's store identity rather than a single generic Kello customer app.

 Business-specific installation Store name, colors and configured artwork can be reflected in the installed experience.	 Separate vendor apps Different vendor storefronts can coexist as separate installed apps on the same supported device.
 Offline fallback An offline fallback can explain connectivity loss; purchasing and live commerce operations still require a connection.	 Store-scoped entry point The installed app opens directly into the vendor's own storefront experience.

11 • PRODUCT BOUNDARIES AND ROADMAP

What is current, and what should be described carefully

A product description should distinguish implemented product behavior from capabilities that are planned, integration-dependent or not established by the current application review.



Custom domains

Custom-domain capability is represented as Coming Soon in the current plan definitions. Vendor-specific Kello subdomains are the established storefront-address model.



Advanced reports

Advanced reporting is also marked Coming Soon. The current dashboard already represents core revenue, order, customer and product activity.



Delivery tracking

The product supports delivery configuration and fulfillment statuses. Live rider GPS tracking is not established by the reviewed product.



Promotions

Promotional content and percentage discounts are represented. A complete redeemable coupon system is not established by the reviewed product.

Positioning boundary

Kello is best described as a platform for dedicated vendor storefronts and business management. The reviewed workflows do not establish a shared consumer marketplace in which shoppers discover and purchase across multiple vendors from one aggregated catalog.

12 • PRODUCT SUMMARY

Kello in one view

Kello combines the customer-facing and operational sides of running a food business online. Each vendor receives a dedicated digital storefront, while the same product provides the administrative controls required to maintain the catalog, configure the store, process orders, manage customers, set delivery rules, review business activity and manage supported financial workflows.

**A branded online store,
connected to the tools that operate it.**

Powered by Kello

 Storefront Vendor identity, catalog, discovery and contact.	 Commerce Cart, checkout, totals and payment initiation.
 Operations Orders, fulfillment, customers and notifications.	 Configuration Branding, business hours, delivery and subscription settings.
 Visibility Dashboard metrics and sales activity.	 Finance Wallet, payout setup, withdrawals and ledger records.