

## Procedure for online registration

The following are the procedures needed to register yourself and your business with the SME Association of Zimbabwe. Registration can be done online, or by completing the necessary forms at our office. Registration is free of charge.

1. Register as a user by completing the [registration form](#). If you are looking to become a subscribed member (i.e. you do not have a business running), this is all you need to do. This registration automatically subscribes you to receive our weekly newsletter.
2. Log into the site using the username and password you registered with above, and register your business in the [business directory](#). Note that you will not see the option to “Add an entry” on the business directory if you are not logged onto the site.
3. While still logged on, enter your products in the [online shop](#). Include prices where possible, or indicate how prices are calculated (e.g. hourly rates, success fees, e.t.c) in the product description space. This information is useful both for us in marketing you, but more importantly for potential clients to see what products/services you offer. An increasing number of people are searching for products and services online, and because of our website’s high ranking, your products will feature prominently in any search results.
4. Get your customers to give feedback on your business’ performance by requesting them to complete a rating and review of your company. You can easily send out e-mail requests for referrals by using [this form](#). Reviews are important as they give us and other people who may wish to do business with you a third party confirmation of your abilities as a business. You can see an example of a reviewed business by [clicking here](#).

If you have difficulties in completing your registration, you can call Emeka on 0772 901080 or e-mail [emeka@smeaz.org.zw](mailto:emeka@smeaz.org.zw) for assistance. You can also complete the registration process manually at our office.