



FTR MARKETPLACE

Find it. Trust it. Receive it.

Company Profile, Service Model, Safety Guide
and Terms & Conditions

Somaliland-first. Ready for East Africa.
www.ftrmarket.com

1. Company profile

Who we are

FTR Marketplace is a digital marketplace designed to help people and businesses across Somaliland and East Africa discover trusted products, services and opportunities. The name represents the full customer journey: Find the right option, Trust the information and provider, and Receive the product, booking, service or opportunity successfully.

Our purpose

FTR reduces the time, uncertainty and travel required to find local opportunities. It combines listings, verification, reviews, booking tools, safety guidance and business information in one accessible platform.

- Mobile-first experience for low-cost Android phones and slow internet.
- Simple Somali and English communication.
- Visible verification, transparent fees and clear action records.
- A scalable foundation for multiple cities, countries, currencies and languages.

Initial coverage

FTR begins in Somaliland with Hargeisa, Burco, Berbera, Borama, Gabiley, Ceerigaabo and Wajaale, then expands based on verified partners and customer demand.

Contact

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2. Services and user access

Marketplace services

FTR supports products, property, vehicles, electronics, spare parts, jobs, hotels, bus tickets, professionals, construction equipment, water and electricity supplies, and currency-exchange comparisons.

- Buy and sell products.
- Rent or advertise houses, cars and equipment.
- Compare verified providers.
- Book travel and accommodation when partners are connected.
- Find jobs and professional services.
- Save listings, message providers and report suspicious activity.

Accounts and roles

Visitors can browse public information. Registered users can create a profile, save items and use transaction features. Seller, business, professional and transport-company tools depend on role approval. Shareholder and administrator access is private and permission-controlled.

Management and analytics

Authorised FTR managers can view visitor numbers, registrations, listings, tracked fees and recent activity, manage content, and download reports. Access is limited to approved accounts and should be reviewed regularly.

3. Fees and transport model

Service	Fee	Important condition
Standard marketplace listing	USD 2	Shown before payment; listing remains subject to review.
Bus-ticket service	USD 1	Added transparently to the partner fare before confirmation.
Browsing and registration	Free	No charge for ordinary discovery and profile creation.

Listing payments

The USD 2 fee is a platform submission fee. The final payment screen must identify the amount, currency and payment method before confirmation. A submission may still be rejected or removed if it violates these terms. FTR must not describe a payment as successful until the payment provider confirms it.

Bus partnerships

FTR intends to contract with verified transport companies. Routes, office prices, FTR prices, schedules, seats, baggage rules, cancellation terms and passenger responsibilities must be recorded in the partner agreement. A cheaper ticket is offered only where the transport company has approved that price.

Refunds

Refund eligibility depends on the service, partner agreement, payment status and reason for cancellation. Processing fees already incurred may be non-refundable where permitted and disclosed. Users should keep the receipt, ticket and communication record.

4. User terms and acceptable use

Eligibility and account information

Users must provide accurate information and keep account access secure. A person must have legal capacity to enter the relevant transaction. Business users must be authorised to act for the business.

Listings

A user may offer only an item, property, job, service, room, route or opportunity they own or are authorised to represent.

- Use accurate titles, prices, locations, descriptions and images.
- Disclose important defects, restrictions, fees and conditions.
- Do not create duplicates, false urgency or misleading prices.
- Remove or update an offer when it is no longer available.
- Cooperate with verification and moderation requests.

Prohibited activity

FTR prohibits fraud, impersonation, stolen goods, illegal goods, unsafe services, fake jobs, fake property, unlicensed exchange activity, harassment, abusive content, spam, payment manipulation, stolen images and attempts to bypass safety controls.

Moderation

FTR may review, limit, reject, suspend or remove content and accounts where there is a safety, legal, quality or trust concern. A rejection should include a reason and, when suitable, a correction or appeal path.

5. Safety, verification and reviews

Verification

Verification badges describe checks completed by FTR; they are not a guarantee that a person, business, product or transaction is risk-free. Levels may include phone, email, identity, business, address, professional, exchanger, transport-company and hotel verification.

Safety rules

Every user should apply reasonable care before acting.

- Inspect products before paying.
- Confirm property ownership and authority.
- Confirm the current exchanger rate, fee and licence status.
- Use approved payment channels.
- Never share passwords or OTP codes.
- Keep important communication inside FTR where possible.
- Report suspicious users, listings and payment requests.

Reviews

Reviews may be limited to confirmed transactions, bookings or completed services. Self-reviews, duplicate reviews, purchased reviews, threats and abusive content are prohibited. Businesses may reply, but must not pressure users to remove honest feedback.

Disputes

Users should first preserve evidence and contact support. FTR may review messages, receipts, listing content, booking records and partner confirmations. FTR is a platform and may not be the seller or service provider; legal responsibility remains with the relevant parties unless FTR expressly assumes it.

6. Privacy, security and communications

Information collected

FTR may collect account details, contact information, city, role, listing data, messages, bookings, payment references, device or session information, visits, reports and support records. Only information reasonably needed for the service should be collected.

How information is used

Information may be used to operate accounts, display listings, process bookings, prevent fraud, provide support, improve performance, calculate business reports, meet legal duties and communicate important service updates.

Security

Passwords, OTP codes and payment secrets must never be stored as plain text. FTR should use secure authentication, permission controls, encrypted transmission, rate limits, audit logs, protected callbacks, file checks, backups and suspicious-login alerts.

Communications and consent

Users may receive account, safety, payment, booking and support messages by in-app notice, email, SMS or WhatsApp where enabled. Marketing messages should include a reasonable opt-out. FTR will not ask users to disclose an OTP in ordinary support communication.

Data choices

Users may request correction of inaccurate profile information and, subject to legal or transaction-record requirements, account deletion. Some records may be retained for fraud prevention, accounting, disputes and legal compliance.

7. Business and partner conditions

Business profiles

Businesses must provide a real name, responsible contact, service location, accurate category and any required licence or verification documents. Verification can be withdrawn if information changes or standards are breached.

Transport, hotels and exchangers

Specialised partners remain responsible for lawful operation, accurate availability, prices, taxes, customer service, cancellations and delivery of the contracted service. Currency exchangers must provide lawful and current rates and must not use FTR verification as a substitute for regulatory authorisation.

Reports and shareholder access

Commercial and personal reports are confidential. Shareholders and managers may access only the information necessary for their approved role. Exported files must be stored securely and must not be shared outside authorised business purposes.

Changes to services or terms

FTR may update features, fees, safety rules and these terms as the platform and partner network develop. Material changes should be communicated before they apply where practical. Continued use after the effective date indicates acceptance, subject to applicable law.

8. Important legal notice

Platform role

FTR brings users and businesses together and provides discovery, trust and transaction-support tools. Unless a page expressly states otherwise, FTR is not the owner, manufacturer, landlord, employer, hotel, exchanger, carrier or direct seller of third-party offers.

No absolute guarantee

FTR works to improve trust but cannot guarantee uninterrupted service, every user's conduct, every listing's accuracy, availability, delivery, profitability or suitability. Users must make their own decision and perform appropriate checks.

Liability and governing rules

Liability, consumer rights, electronic transactions, transport obligations, privacy duties and dispute remedies may depend on applicable Somaliland law and the country where the transaction occurs. Before launch at full commercial scale, FTR should have these terms reviewed by a qualified local lawyer and should execute written agreements with payment, transport, hotel and other commercial partners.

Acceptance

By creating an account, posting, booking, paying or using protected FTR features, the user confirms that they have read and accepted the applicable terms, disclosed fees and partner rules presented at that time.

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