

## **Merchant Acquisition:**

Merchant acquisition is a crucial service that we specialize in. We understand that expanding the merchant base is essential for businesses to drive revenue growth and strengthen their position in the market. With our expertise in merchant acquisition, we help business identify and onboard new merchants through banks referral model and open market strategy.

During the onboarding process, we ensure a seamless experience for both the merchants and our clients. We facilitate the collection of necessary documentation, such as Know Your Customer (KYC) information and business entity proof, to meet compliance requirements.

Furthermore, we assist merchants in setting up the necessary infrastructure to accept payments from the end customer. This includes providing guidance on point-of-sale (POS) systems, payment gateways, and other payment processing technologies. We ensure that the merchants have a smooth transition and are equipped with the tools necessary to deliver excellent customer experiences.

**Setting up Payment Infrastructure:** The merchant acquiring company helps businesses set up the necessary payment infrastructure, which includes providing them with point of sale (POS) machines, payment terminals, or online payment gateways.

**Enabling Card Payment Acceptance:** The acquiring company ensures that businesses can accept various forms of electronic payments, such as credit cards, debit cards, and mobile wallets. They establish partnerships with card networks (e.g., Visa, Mastercard) to facilitate these transactions.

**Payment Processing:** When a customer makes a purchase using a credit or debit card, the acquiring company processes the payment on behalf of the merchant. They securely transmit the transaction information to the respective card networks, verify the transaction's legitimacy, and transfer funds from the customer's account to the merchant's account.

**Risk Management and Security:** Merchant acquiring businesses also handle risk management and security aspects. They employ fraud detection systems and adhere to industry standards to protect against fraudulent transactions. They may also offer chargeback management services to help merchants handle disputed transactions.

**Value-Added Services:** In addition to payment processing, acquiring companies may offer value-added services to merchants. These can include analytics and reporting tools, loyalty programs, integration with accounting systems, and customer support.

**Fee Structure:** Acquiring companies charge fees to merchants for their services. These fees typically include transaction fees, which are a percentage of each transaction, and fixed fees for specific services or equipment. The fee structure may vary based on factors like transaction volume, industry, and risk associated with the business.

Merchant acquiring businesses play a crucial role in enabling businesses to accept electronic payments, expanding customer payment options, and streamlining transaction processes. They act as intermediaries between merchants, card networks, and financial institutions to ensure smooth and secure payment transactions.

## **Industries to which it caters its services**

Merchant acquiring services can cater to businesses across diverse industries. The aim is to provide convenient and secure electronic payment solutions to any business that wants to accept card payments from their customers, regardless of their industry or size.

**Industry Example:**

**Retail:** This includes brick-and-mortar stores, supermarkets, convenience stores, boutiques, and other businesses that sell physical products directly to customers.

**E-commerce:** Online businesses and retailers that operate through websites or mobile apps rely on merchant acquiring services to facilitate secure online payments and process transactions.

**Hospitality:** Hotels, resorts, restaurants, cafes, and other establishments in the hospitality industry utilize merchant acquiring services to accept card payments from guests and customers.

**Entertainment and Leisure:** This category encompasses movie theatres, amusement parks, sports stadiums, concert venues, and other entertainment venues where customers make purchases for tickets, concessions, or merchandise.

**Healthcare:** Hospitals, clinics, dental practices, and other healthcare providers may use merchant acquiring services to handle patient payments, insurance co-pays, and other financial transactions.

**Services:** Various service-based businesses, such as salons, spas, gyms, repair services, professional consultants, and freelancers, often rely on merchant acquiring services to accept payments from their clients.

**Travel and Tourism:** Travel agencies, tour operators, airlines, car rental companies, and hotels in the travel and tourism industry require merchant acquiring services to process payments from customers.

**Non-profit Organizations:** Non-profit organizations and charities often use merchant acquiring services to accept online donations and process payments for fundraising events or campaigns.