

Retaela — Pricing & plans

2026-09-08

Retaela pricing for Kenyan retail: clear monthly software plans, payment processing fee options, and optional onboarding services for M-Pesa, card checkout (Pesapal), eTIMS receipts, inventory, and QuickBooks-ready operations.

Onboarding options

Self-setup (included)

You can configure and launch on your own during signup and onboarding.

- + Plug in M-Pesa, KopoKopo, and DigiTax APIs
- + Add products, prices, and opening stock
- + Set up your subdomain and storefront
- + Start selling in-store, online, mobile, and field

Retaela-assisted onboarding

If you prefer hands-on help, our team can assist your setup and go-live.

- + Safaricom Daraja app setup and M-Pesa credential configuration
- + KopoKopo API onboarding support
- + DigiTax/eTIMS setup and validation guidance
- + Catalog setup and launch-readiness review

Subscription plans

Starter — KES 2,800 / monthly

Perfect for new businesses

- + MPesa STK Push for payments
- + Daily sales reports
- + Inventory management and stock ledger
- + Customer management and ledgers
- + eTIMS compliant sales receipts
- + Email support

Premium — KES 4,200 / monthly (Most popular)

Ideal for growing retailers

- + Everything in Starter
- + Advanced analytics and insights
- + Inventory movement reconciliation
- + Cloud accounting sync
- + Multi-location support
- + Priority support and API access

Enterprise — KES 5,600 / monthly

Built for established businesses

- + Everything in Premium
- + Custom integrations (ERP/CRM)
- + Dedicated account manager
- + 24/7 premium support
- + Advanced security and compliance
- + Customizable eTIMS invoices

Payment fee models

Use your own M-Pesa / Pesapal credentials — 0.5%

Platform fee when you connect your own Daraja and/or Pesapal merchant accounts on Retaela.

Use Burdanplace-hosted collections — 3%

Platform fee when M-Pesa or card collections run through Burdanplace-hosted credentials.

Optional launch services

Retaela-assisted onboarding — KES 50,000 one-time

Hands-on setup including Safaricom Daraja app registration and configuration, M-Pesa credentials, KopoKopo onboarding, and

DigiTax/eTIMS go-live checks.

Catalog import support — KES 3,500 one-time

Bulk product upload and opening stock alignment for faster launch.

Staff onboarding session — KES 2,500 / session

Remote team training on checkout, inventory, and daily reports.

On-site launch support — KES 8,000 / day

In-person go-live support and workflow setup for your team.

Fees exclude third-party charges and applicable taxes.

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