

JikoXpress Pro — Payment, Subscription & Business Model Architecture

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Executive Summary

JikoXpress Pro operates a **three-engine business model** designed specifically for the East African food market. Unlike generic SaaS platforms, JikoXpress earns from three distinct but complementary revenue streams — each designed to align platform success with kitchen success.

Part 1: The Three-Engine Business Model

1.1 Overview

ENGINE 1 – Platform Subscription

Kitchen pays monthly to use JikoXpress management tools
POS, KDS, menu, staff, devices, reports – the full platform

ENGINE 2 – Marketplace Commission

JikoXpress brings external customers to the kitchen

Platform earns a cut on those orders only

ENGINE 3 – Delivery Revenue Share

Customer pays delivery fee

JikoXpress shares majority with Dasher, keeps margin

1.2 Revenue Stream Breakdown

Stream	Who Pays	When	Amount	Applies To
Subscription	Kitchen	Monthly	Plan-based	All kitchens
Marketplace Commission	Kitchen (deducted)	Per order	10% of food value	App & WhatsApp orders only
Delivery Margin	Customer (via delivery fee)	Per delivery	30% of delivery fee	All Dasher deliveries

1.3 What Each Order Type Earns JikoXpress

Channel	Fulfillment	Subscription ✓	Commission	Delivery Margin
POS	Dine-in	☐	☐	☐
POS	Pickup	☐	☐	☐
POS	Delivery (Dasher)	☐	☐	☐
Kiosk	Dine-in / Pickup	☐	☐	☐
Table QR	Dine-in	☐	☐	☐
App	Pickup	☐	☐	☐
App	Delivery (Dasher)	☐	☐	☐
WhatsApp	Pickup	☐	☐	☐
WhatsApp	Delivery (Dasher)	☐	☐	☐

“ **App + Dasher Delivery = all three engines firing simultaneously. Highest value order type.** ”

1.4 The Core Principle

Subscription is the stability engine — predictable, recurring. **Commission** is the growth engine — scales with kitchen volume. **Delivery** is the experience engine — owns the customer journey end-

to-end.

STARTER is free forever — not charity. It is a customer acquisition tool. STARTER kitchens still generate commission revenue on app orders and processing margin on every M-Pesa transaction. Every kitchen on STARTER that takes 50 app orders/month earns JikoXpress real money without paying a subscription.

Part 2: Subscription Plans

2.1 Plan Tiers

STARTER — Free Forever

Price:	TZS 0 / month
Billing:	None
Trial:	Not applicable – free forever
Target:	Home chefs, street vendors, side hustle cooks

Included:

- Basic menu (up to 20 items)
- Order management (receive, accept, prepare, complete)
- Mobile app only
- Mobile money payments (USSD)
- Table QR (1 table)
- Operating hours scheduling
- Order history (30 days)
- Basic push notifications

Limits:

- 20 menu items
 - 100 orders/month
 - 1 staff account (owner only)
 - 1 location
-

GROWING — Mid Tier

Price:	TZS X/month (monthly) or TZS X/week (weekly)
Billing:	Monthly or Weekly – kitchen chooses

Trial:	Covered by 3-day PROFESSIONAL trial on signup
Target:	Small restaurants, busy food stalls, cafes, food trucks

Included (everything in STARTER plus):

- Unlimited menu items
- POS access (desktop/tablet)
- Kiosk channel
- Table QR (unlimited)
- WhatsApp bot ordering
- Receipt & kitchen printer support
- Card payments + cash handling
- Basic sales reports
- Order history (1 year)

Limits:

- 1,000 orders/month
- 3 staff accounts
- 1 location

“ Weekly billing option exists because a food stall thinking "TZS 50,000/month" hesitates. "TZS 12,500/week" maps to how small East African businesses think about cash flow.

PROFESSIONAL — Full Feature

Price:	TZS XX/month or TZS XX/year (annual = 2 months free)
Billing:	Monthly or Annual – kitchen chooses
Trial:	Covered by 3-day trial on signup
Target:	Full-service restaurants, fast food, bars, hotel restaurants

Included (everything in GROWING plus):

- Kitchen stations
- KDS (Kitchen Display System)
- Drive-through support
- Tabs (pay-later for dine-in)
- Table management
- Up to 15 staff accounts
- Roles & permissions + discount limits
- Advanced reports + customer insights

- Priority support

Limits:

- Unlimited orders
- 15 staff accounts
- 1 location

“ Annual billing for PROFESSIONAL is a strong retention tool. Once they've paid a year upfront, churn almost disappears.

ENTERPRISE — Custom

Price:	Custom (negotiated offline)
Billing:	Annual or manual – admin-activated
Trial:	No trial – demo + custom onboarding instead
Target:	Restaurant chains, franchises, hotel groups, cloud kitchens

Included (everything in PROFESSIONAL plus):

- Multi-location support
- Central menu management
- Consolidated cross-location reports
- API access for integrations
- Inventory management
- White-label option
- Dedicated support + SLA guarantees
- Custom integrations

Limits: Unlimited everything

2.2 Billing Cycle Options by Plan

Plan	Weekly	Monthly	Annual
STARTER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GROWING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PROFESSIONAL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ENTERPRISE	<input type="checkbox"/>	<input type="checkbox"/>	Custom

Part 3: The 3-Day Trial System

3.1 How It Works

Every new kitchen gets **one automatic 3-day trial on PROFESSIONAL** — not GROWING.

Why PROFESSIONAL specifically? Show them the ceiling. KDS, stations, tabs, drive-through. If they trial GROWING, they never see the most powerful features and undervalue the platform. Show them the best, then they decide where to settle.

```
Kitchen registers
```

```
↓
```

```
System offers: "Try PROFESSIONAL free for 3 days – no payment needed"
```

```
↓
```

```
├─ Accept → status: TRIALING, plan: PROFESSIONAL, trialEndsAt: now + 3 days
```

```
|           No payment info required
```

```
|
```

```
└─ Skip → lands directly on STARTER
```

3.2 Trial Expiry Flow

```
Trial day 3 ends
```

```
↓
```

```
├─ Kitchen entered payment method → auto-converts to PROFESSIONAL ACTIVE
```

```
|   First charge hits immediately
```

```
|   New billing cycle starts
```

```
|
```

```
└─ No payment method → drops silently to STARTER
```

```
Notification: "Your trial ended. Upgrade anytime to get back."
```

```
No disruption – kitchen still operational on STARTER
```

3.3 Trial Rules

- **One trial per account ever** — automatic, system-enforced
- **Admin can manually grant re-trial** — for re-engagement, churned kitchens, sales tool
- **No trial for ENTERPRISE** — they get a demo + custom onboarding instead
- Trial is always PROFESSIONAL — never GROWING, never ENTERPRISE

3.4 The Re-Trial (Admin Tool)

Admin dashboard → Kitchen profile → [Grant Re-Trial]

↓

Admin selects duration (3, 7, or 14 days)

↓

Kitchen gets push notification: "Good news! You've been given X days on PROFESSIONAL"

↓

Same flow as original trial – expires or converts

This is a powerful churn recovery and sales tool. Use it for:

- Kitchens that churned due to payment failure (not dissatisfaction)
- Enterprise prospects evaluating the platform
- Re-engaging inactive STARTER kitchens

Part 4: Subscription Lifecycle — All Scenarios

4.1 New Kitchen — Full Flow

SIGNUP

↓

3-day PROFESSIONAL trial offered

↓

[Accept trial] → TRIALING

↓

Day 3: trial expires

↓

[Has payment method] → ACTIVE on chosen paid plan

[No payment method] → STARTER (free forever)

↓

Monthly auto-renewal cycle begins

4.2 Upgrade Flow

From STARTER → GROWING or PROFESSIONAL:

Kitchen hits a limit OR tries a locked feature
↓
In-context upgrade prompt appears (not redirect to settings)
Shown right where they hit the wall
↓
"You've reached 20 menu items. Upgrade to GROWING for unlimited."
[Upgrade Now]
↓
Kitchen selects billing cycle (weekly/monthly for GROWING, monthly/annual for PRO)
↓
Pays via M-Pesa / card
↓
Plan activates IMMEDIATELY
↓
Feature they were trying to use → now available
System continues where they left off – no restart

In-context upgrade triggers:

Trigger	Message
21st menu item	"You've reached 20 items. Upgrade to GROWING for unlimited."
80 orders (STARTER)	"20 orders left this month. Upgrade to avoid interruption."
Enable POS	"POS is available on GROWING and above."
Enable KDS	"KDS is available on PROFESSIONAL and above."
Enable tabs	"Tabs are available on PROFESSIONAL and above."
Add 4th staff	"You've reached your staff limit. Upgrade to add more."

From GROWING → PROFESSIONAL: Same flow. Charge full PROFESSIONAL price. New billing cycle starts on upgrade date. No proration in v1 — simpler, cleaner.

4.3 Downgrade Flow

Kitchen requests downgrade (e.g. PROFESSIONAL → GROWING)
↓
System shows what they will LOSE on the downgrade date:
"On [date] you will lose access to:

- Kitchen Stations
- KDS displays
- Tabs (pay later)
- Drive-through
- Staff accounts above 3"

↓

Save flow – system offers:

"Stay on PROFESSIONAL for 1 more month at 50% off?"

[Accept offer] [Proceed with downgrade]

↓

[Accept] → offer applied, subscription continues at 50%

[Proceed] → downgrade SCHEDULED for end of current billing period

↓

Until that date: still on PROFESSIONAL, full access

↓

On renewal date: switches to GROWING, charged GROWING price

What happens to data above the new plan's limits?

Data is NEVER deleted. It is soft-locked:

Resource	On Downgrade to GROWING	On Re-upgrade
Kitchen stations	Archived (not deleted)	Restored instantly
KDS config	Archived	Restored instantly
Staff above 3	Suspended (can't login)	Reactivated
Tabs history	Read-only	Fully accessible

4.4 Cancellation Flow

Kitchen requests cancellation

↓

System shows impact:

"Your subscription ends on [date].

After that you'll move to STARTER (free forever).

Your data is safe – menus, orders, history all preserved."

↓

Save flow:

"Stay for 1 more month at 50% off?"

[Accept] [Cancel anyway]

↓
[Cancel anyway] → cancellation SCHEDULED for end of current period
↓
Access continues until period ends – no immediate disruption
↓
On expiry: status → CANCELLED, plan falls to STARTER
Kitchen still operational – just on free tier

Cancellation ≠ lockout. They keep STARTER forever.

4.5 Payment Failure & Dunning Flow

Renewal date arrives

↓

Auto-charge attempt → FAILS

↓

status: PAST_DUE

↓

Day 0: Push notification + WhatsApp:

"Your payment didn't go through. Tap to retry."

Silent retry attempt

Day 1: Silent retry

Day 3: Push + WhatsApp (stronger):

"⚠️ Your subscription payment failed again.

Update your payment method to keep full access."

Silent retry attempt

Day 5: Silent retry

Day 7: Push + WhatsApp (urgent):

"⚠️ Final notice – access suspending tomorrow.

Tap to update payment and stay active."

↓

Day 8: status: SUSPENDED

Kitchen enters LIMITED MODE

↓

During suspension (7 days):

- Can log in ☐

- Can view menu, history, reports ☐
- CANNOT accept new orders ☐
- CANNOT process payments ☐
- Banner shown everywhere: "Renew to resume taking orders"
- Push + WhatsApp every 2 days

↓

Day 15: status: CANCELLED

Plan falls to STARTER

Full STARTER access restored

Paid features soft-locked (data preserved)

“ Limited mode during suspension is critical. A fully locked-out owner panics and churns permanently. A visible-but-restricted owner is motivated to pay and comes back.

4.6 Re-subscription After Cancellation / Failure

Kitchen wants to re-subscribe

↓

Selects plan + billing cycle

↓

Pays

↓

ACTIVE immediately

↓

All archived data restored:

- Stations restored
- KDS config restored
- Staff reactivated
- Old menu items restored (including any over-limit ones)

↓

"Welcome back! Everything is right where you left it." ☐☐

Part 5: Limit Enforcement & Data Preservation

5.1 The Core Principle

JikoXpress never deletes kitchen data due to plan changes. Ever.

Data is soft-locked. Access is restricted. But everything is preserved and restores instantly on upgrade.

5.2 What Happens When Kitchen Drops to STARTER

Menu Items (limit: 20)

Kitchen has 200 items → drops to STARTER

↓

System auto-selects 20 most recently active items

Selection priority:

1. Items with orders in last 30 days (sorted by order count)
2. Fill remaining with most recently created items
3. Never auto-select items owner already marked unavailable

↓

Those 20 → status: ACTIVE (kitchen immediately live – no downtime)

Remaining 180 → status: OVER_LIMIT_INACTIVE (preserved, not orderable)

↓

Owner notified:

"You're on STARTER. We've kept your 20 most active items live.
Swap them anytime from your menu settings."

↓

Owner can swap at any time:

Deactivate 1 active → activate 1 locked

Always exactly 20 active. Kitchen always live.

Kitchen never goes offline due to a plan change.

5.3 Menu Item Status Model

ACTIVE	→ visible, orderable, counts toward limit
UNAVAILABLE	→ owner manually turned off (out of stock)
OVER_LIMIT_INACTIVE	→ exists but locked due to plan limit
ARCHIVED	→ owner soft-deleted

`OVER_LIMIT_INACTIVE` is distinct from `UNAVAILABLE` — different reason, different resolution path. One is owner choice, the other resolves automatically on upgrade.

5.4 Limit Enforcement Across All Resources

Resource	STARTER	On Drop — System Action	Kitchen Impact
Menu items	20	Auto-pick 20 most active, rest <code>OVER_LIMIT_INACTIVE</code>	None — stays live with 20
Staff accounts	1	Extra staff suspended (can't login)	Owner still operational
Orders/month	100	Counter resets monthly, past orders preserved	Future orders blocked at 100
Table QR	1 table	Extra QR codes deactivated, first one stays	1 table still works
Locations	1	Extra locations suspended, not deleted	Primary location works

5.5 Usage-Based Upgrade Prompts

STARTER → GROWING triggers:

- Orders this month > 80 (approaching 100 limit)
- Menu items > 15 (approaching 20 limit)
- Customer tried to pay by card (not available on STARTER)
- Multiple staff login attempts

GROWING → PROFESSIONAL triggers:

- Orders this month > 800 (approaching 1,000 limit)
- Staff maxed at 3
- Kitchen searched for: tabs, stations, KDS, drive-through
- Average prep time > 15 minutes

PROFESSIONAL → ENTERPRISE triggers:

- Kitchen asked about second location
- Searched for: multi-location, franchise, API
- Monthly orders consistently > 5,000

Part 6: Feature Access Control

6.1 Three-Layer Access Model

Every feature check in the system goes through three layers:

Layer 1 – Subscription Status

ACTIVE or TRIALING → proceed to Layer 2
PAST_DUE → proceed (grace, still accessible)
SUSPENDED → BLOCK (show renew prompt)
CANCELLED → STARTER features only

Layer 2 – Plan Features

Feature in this plan? → proceed to Layer 3
Feature not in plan? → BLOCK (show upgrade prompt)

Layer 3 – Usage Limits

Usage under limit? → ALLOW
Usage at limit? → BLOCK (show upgrade prompt)

All three layers checked by one service. Business logic never knows which layer blocked — it just gets true or false.

```
// Single call anywhere in codebase
entitlementService.hasAccess(kitchenId, Feature.KDS_DISPLAY);
entitlementService.canPerform(kitchenId, Action.CREATE_ORDER);
limitService.canAddMenuItem(kitchenId);
```

6.2 Feature ? Plan Mapping

CORE (STARTER – always on):

basic_menu, order_management, mobile_notifications,
basic_payments, operating_hours, order_history_30d,
table_qr_single, mobile_app_channel

CHANNELS (GROWING+):

pos_access, kiosk_channel, table_qr_unlimited,
whatsapp_bot, receipt_printer, kitchen_printer

PAYMENTS (GROWING+):

card_payments, cash_handling, kitchen_wallet

KITCHEN OPS (PROFESSIONAL+):

stations, kds_display, expeditor_mode, drive_through, tabs,
table_management, staff_roles_permissions

INSIGHTS (PROFESSIONAL+):

advanced_reports, customer_insights, order_history_full

SCALE (ENTERPRISE):

multi_location, central_menu, consolidated_reports,
api_access, white_label, inventory_management

Part 7: Transaction Split Architecture

7.1 The Two Flags That Drive Every Split

```
boolean chargeCommission =  
    order.channel == APP || order.channel == WHATSAPP;  
  
boolean chargeDeliveryMargin =  
    order.fulfillmentType == DELIVERY &&  
    order.deliveryProvider == JIKOXPRESS_DASHERS;
```

These two flags determine exactly how money is split on every order. No hardcoding per kitchen. Universal.

7.2 Split Scenarios

Scenario 1 — POS Dine-in (subscription only, no per-order split)

Food value:	TZS 15,000
Kitchen gets:	TZS 15,000 (100%)
Platform earns:	TZS 0 per order (earns via monthly subscription separately)

Processing margin: TZS 75 (0.5% on transaction)

Scenario 2 — App Pickup (commission applies)

Food value: TZS 15,000
Commission (10%): TZS 1,500 → REVENUE_MARKETPLACE_COMMISSION
Kitchen gets: TZS 13,500 → kitchen settlement
Processing margin: TZS 75 → REVENUE_PROCESSING_MARGIN

Scenario 3 — App + Dasher Delivery (all splits)

Food value: TZS 15,000
Delivery fee: TZS 2,500 (see delivery fee formula)
Total collected: TZS 17,500
↓
Commission (10%): TZS 1,500 → REVENUE_MARKETPLACE_COMMISSION
Kitchen gets: TZS 13,500 → kitchen settlement
Dasher earning (70%): TZS 1,750 → DasherWalletEntity
Platform delivery (30%): TZS 750 → REVENUE_DELIVERY_MARGIN
Processing margin: TZS 75 → REVENUE_PROCESSING_MARGIN

Platform total earned: TZS 2,325
Kitchen nets: TZS 13,500
Dasher gets: TZS 1,750

7.3 TransactionSplitEntity Records Per Order

Every order that involves money generates split records:

Order #47 – App + Dasher Delivery

SplitRecord 1:

type: KITCHEN_EARNING
amount: TZS 13,500
destination: kitchen_settlement_ledger

SplitRecord 2:

type: PLATFORM_COMMISSION
amount: TZS 1,500
destination: REVENUE_MARKETPLACE_COMMISSION

SplitRecord 3:

type: DASHER_EARNING
amount: TZS 1,750
destination: dasher_wallet

SplitRecord 4:

type: PLATFORM_DELIVERY_MARGIN
amount: TZS 750
destination: REVENUE_DELIVERY_MARGIN

SplitRecord 5:

type: PROCESSING_MARGIN
amount: TZS 75
destination: REVENUE_PROCESSING_MARGIN

Total splits always equal total collected. Double-entry stays balanced.

7.4 Revenue Ledger Accounts

REVENUE_SUBSCRIPTION_FEES	← monthly plan payments
REVENUE_MARKETPLACE_COMMISSION	← 10% on app/WhatsApp orders
REVENUE_DELIVERY_MARGIN	← 30% of delivery fee
REVENUE_PROCESSING_MARGIN	← 0.5% spread on all transactions
LIABILITY_DASHER_WALLETS	← accumulated Dasher earnings (owed to drivers)
LIABILITY_KITCHEN_SETTLEMENTS	← kitchen earnings pending payout
ASSET_DELIVERY_POOL	← delivery fees collected, not yet split

Part 8: Delivery System & Fee Model

8.1 JikoXpress Dashers — Internal Fleet

JikoXpress owns the delivery operation. No third-party providers in v1.

Why own the fleet:

- Control the full customer experience end-to-end

- Own the delivery margin (not shared with Bolt/Uber)
- Dasher quality directly reflects on JikoXpress brand
- Build competitive advantage — "Dashers are faster and cheaper"

8.2 Delivery Fee Formula

The customer delivery fee is calculated **from the Dasher cost outward**, not arbitrarily:

```
Dasher earning = baseFee + (pricePerKm × distanceKm)
Delivery fee   = Dasher earning × (1 + platformMarginRate)
Final fee     = round to nearest TZS 100
```

Config values (adjustable by admin):

```
baseFee:           TZS 1,000
pricePerKm:        TZS 150
platformMarginRate: 0.30 (30%)
roundingUnit:      100
```

Examples:

```
1km: Dasher TZS 1,150 → Fee TZS 1,495 → Customer pays TZS 1,500
3km: Dasher TZS 1,450 → Fee TZS 1,885 → Customer pays TZS 1,900
5km: Dasher TZS 1,750 → Fee TZS 2,275 → Customer pays TZS 2,300
8km: Dasher TZS 2,200 → Fee TZS 2,860 → Customer pays TZS 2,900
```

8.3 Delivery Fee Split

```
Customer pays delivery fee
↓
Dasher share: 70% of fee (always)
Platform share: 30% of fee
Minimum Dasher: TZS 1,000 (floor – protects very short trips)
```

Framing: "We share 70% of every delivery fee with you" — not "we take 30% commission."

8.4 Dasher Payout

```
Dasher completes delivery
↓
```

Earning added to DasherWalletEntity instantly



Dasher sees real-time balance in app



Daily or on-demand withdrawal to:

M-Pesa / Tigo Pesa / Airtel Money

Part 9: Dasher App Psychology & UX Flow

9.1 The Three Questions Every Driver Asks

When an order pops, every Dasher makes a split-second decision based on exactly three things:

1. How much will I earn?
2. How far do I have to go?
3. Is it worth my time?

Every screen must answer these three questions instantly. Nothing else matters at the moment of decision.

9.2 Screen 1 — Order Notification (The Pop-up)

	☐☐NEW DELIVERY		
	TZS 1,750		← earnings FIRST, biggest font
	your earning		
	└─ ☐☐0.8km to kitchen		← distance to pickup
	└─ ☐☐2.3km to customer		← distance to drop-off
	Est. 18 mins total		← time commitment
	██████████ 12s		← countdown timer

[ACCEPT ORDER]

Design decisions:

- Earnings shown first, largest — this is what drives acceptance
- No restaurant name — prevents bias (driver shouldn't reject based on kitchen)
- No customer name — privacy
- 12-second timer — sweet spot (5s = panic, 30s = overthinking)
- Single button — no friction on accept

Timer expiry behavior:

No response in 12s → auto-decline for this Dasher

→ Order sent to next nearest available Dasher

→ No penalty for first miss

→ 3 consecutive misses → system marks Dasher as "away" automatically

9.3 Screen 2 — After Accept (Full Details Unlock)

```
| □ Order Accepted! |
|
| PICK UP |
| Mama Lishe Downtown |
| Msimbazi Street, Dar |
| 📍0.8km from you |
| [NAVIGATE] |
|
| _____ |
| ORDER SUMMARY |
| 1× Ugali + Samaki |
| 1× Pilau |
| _____ |
|
| DROP OFF |
| Mlimani City Area, Near Gate 2 |
| 📍2.3km from kitchen |
| [NAVIGATE] |
```

Your earning: TZS 1,750

[ARRIVED AT KITCHEN]

9.4 Screen 3 — At Kitchen (Pickup Verification)

☐☐ PICK UP

Show this to kitchen staff:

ORDER #47

Dasher: John M.



(QR code)

Kitchen scans → confirms → you proceed

[FOOD PICKED UP]

QR verification prevents wrong Dasher picking up wrong order. Kitchen scans, confirms, Dasher proceeds.

9.5 Screen 4 — En Route to Customer

☐☐☐ EN ROUTE

Delivering to:

Mlimani City Area, Near Gate 2

Customer note:

```
| "Call when you arrive, gate is locked" |
|
| ☐☐Call Customer |
|
| [NAVIGATE] |
|
| [ARRIVED AT CUSTOMER] |
```

9.6 Screen 5 — Delivery Complete (The Reward Screen)

```
| ☐☐Delivery Complete! |
|
| TZS 1,750 added to your wallet |
|
| Today's earnings: TZS 8,750 |
| Deliveries today: 5 |
|
| _____ |
|
| Keep it up! 3 more deliveries |
| to hit your daily bonus ☐☐ |
|
| [GO ONLINE] |
```

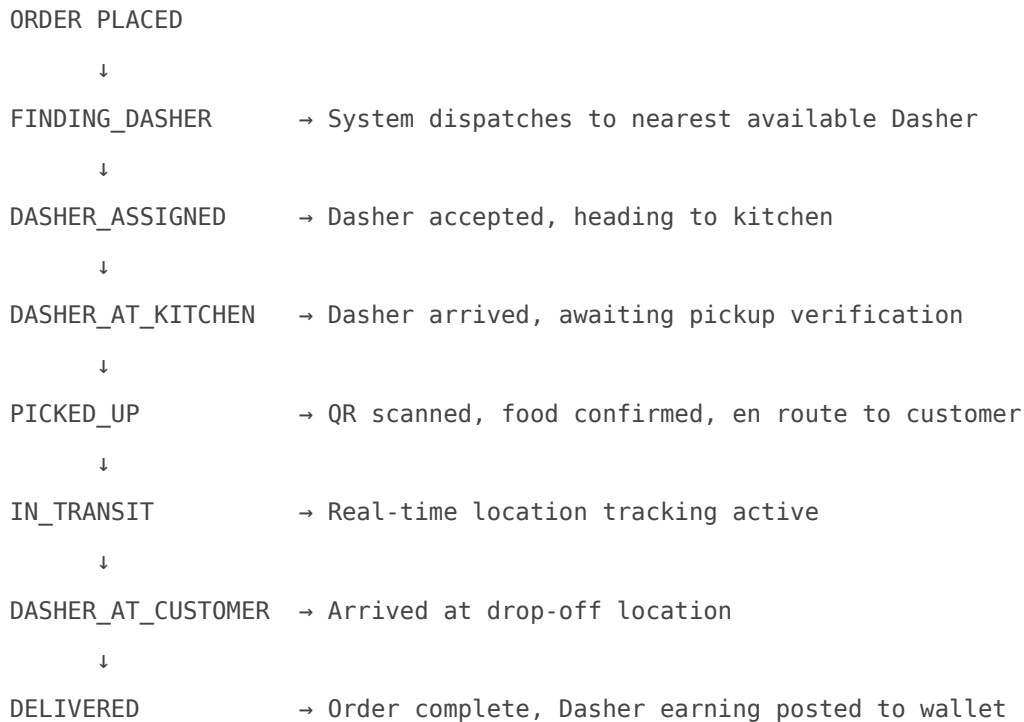
The daily bonus progress is deliberate gamification — keeps Dashers online longer and drives supply during peak hours.

9.7 Daily Bonus Structure (Dasher Retention)

```
8 deliveries/day → TZS 2,000 bonus
12 deliveries/day → TZS 5,000 bonus
15 deliveries/day → TZS 8,000 bonus + "Top Dasher" badge
```

Dashers chase the bonus. You get supply when you need it most.

Part 10: Dasher Delivery Status Flow



Failure states:

NO_DASHER_AVAILABLE → Alert admin, manual assign or fallback

DASHER_CANCELLED → Re-dispatch to next available Dasher

DELIVERY_FAILED → Escalate, refund flow triggered

Part 11: Offer System

11.1 Offer Types

Offers can be applied to subscriptions or per-order:

Type	How It Works	Example
PERCENT_DISCOUNT	% off subscription price	30% off for 3 months
FIXED_DISCOUNT	Fixed amount off	TZS 10,000 off first month
FREE_MONTHS	N months free	2 months free on annual plan

Type	How It Works	Example
TRIAL_EXTENSION	Extend trial duration	+7 days on trial
SAVE_OFFER	Shown on cancel/downgrade	Stay 1 month at 50% off

11.2 Save Flow Offer (Churn Prevention)

Kitchen requests cancel or downgrade

↓

System shows save offer:

"Stay on PROFESSIONAL for 1 month at 50% off?"

[Accept] [Proceed anyway]

↓

[Accept] → offer applied, billed at 50% next cycle, full price after

[Proceed] → scheduled for end of cycle

11.3 Offer Rules

- Offers have budget limits (max total discount)
- Offers have expiry dates
- Offers have usage limits (per kitchen, global)
- One active offer per subscription at a time
- Offers track how many billing cycles they've been applied
- When cycles run out, full price resumes automatically

Part 12: Entity Overview

12.1 Subscription Package

```

subscription/
├─ entity/
│   ├─ SubscriptionPlanEntity      ← plan catalog (STARTER, GROWING, PRO, ENTERPRISE)
│   ├─ PlanFeatureEntity          ← plan → feature mapping
│   ├─ PlanLimitEntity            ← plan → limit mapping
│   ├─ PlanPricingEntity          ← plan → price per billing cycle
│   ├─ SubscriptionEntity         ← per-kitchen live subscription
│   └─ SubscriptionUsageEntity    ← current period usage tracking

```

```

|   ├── SubscriptionPaymentEntity    ← each billing event
|   ├── SubscriptionTrialEntity      ← trial record (one per account)
|   └── SubscriptionScheduledChangeEntity ← pending downgrade/cancel
|
└── enums/
    ├── SubscriptionStatus           ← TRIALING, ACTIVE, PAST_DUE, SUSPENDED, CANCELLED
    ├── BillingCycle                  ← WEEKLY, MONTHLY, ANNUAL, CUSTOM
    └── PlanTier                      ← STARTER, GROWING, PROFESSIONAL, ENTERPRISE
|
└── service/
    ├── EntitlementService            ← the access gate (most critical)
    ├── LimitService                  ← usage limit enforcement
    ├── SubscriptionService           ← lifecycle management
    └── SubscriptionBillingService    ← renewals, dunning, trial expiry

```

12.2 Dasher Package

```

dasher_service/
├── driver/          ← profiles, onboarding, status, ratings
├── dispatch/       ← order assignment, routing, fallback
├── tracking/        ← real-time location, ETA
├── earnings/       ← DasherWalletEntity, per-trip records
└── payout/         ← settlement to M-Pesa / Tigo / Airtel

```

12.3 Financial Package (delivery additions)

```

wallet/
├── CustomerWalletEntity
├── KitchenWalletEntity
└── DasherWalletEntity    ← Dasher accumulated earnings

ledger/
├── LedgerAccountEntity   (includes delivery-specific accounts)
└── JournalEntryEntity

```

Part 13: The Business Model in One View

JIKOXPRESS EARNS FROM

EVERY KITCHEN (subscription)

└ Monthly fee for using the management platform

STARTER: TZS 0 | GROWING: TZS X | PRO: TZS XX

EVERY APP / WHATSAPP ORDER (commission)

└ 10% of food value on orders JikoXpress generated

Kitchen's own customers (POS/Kiosk) = zero commission

EVERY DASHER DELIVERY (delivery margin)

└ 30% of delivery fee on all Dasher deliveries

Dasher gets 70% – "we share with you, not take from you"

EVERY TRANSACTION (processing margin)

└ ~0.5% spread on all M-Pesa / card transactions

STARTER kitchen, 50 app orders/month, avg TZS 10,000:

Commission: $50 \times 10,000 \times 10\% = \text{TZS } 50,000/\text{month}$

Subscription: TZS 0

Platform earns TZS 50,000 from a "free" kitchen

PROFESSIONAL kitchen, 500 app orders + 100 Dasher deliveries:

Subscription: TZS 150,000

Commission: $500 \times 10,000 \times 10\% = \text{TZS } 500,000$

Delivery: $100 \times 2,000 \times 30\% = \text{TZS } 60,000$

Platform earns TZS 710,000/month from one kitchen

Appendix A: Subscription Status Reference

Status	Kitchen Can Login	Can Take Orders	Paid Features	Action Required
TRIALING	☐	☐	☐ (PROFESSIONAL)	None — enjoy trial
ACTIVE	☐	☐	☐ (per plan)	None
PAST_DUE	☐	☐	☐ (grace)	Update payment
SUSPENDED	☐	☐	☐	Pay to resume
CANCELLED	☐	☐ (STARTER)	☐ (STARTER only)	Re-subscribe

Appendix B: Dunning Timeline Reference

Day	Event	Kitchen Status	Action
0	Payment fails	PAST_DUE	Push + WhatsApp + retry
1	Retry	PAST_DUE	Silent retry
3	Still failing	PAST_DUE	Push + WhatsApp + retry
5	Retry	PAST_DUE	Silent retry
7	Final warning	PAST_DUE	Push + WhatsApp + retry
8	All retries exhausted	SUSPENDED	Limited mode
15	Grace period over	CANCELLED	Falls to STARTER

Appendix C: Decision Log

Decision	Choice	Rationale
STARTER pricing	Free forever	Acquisition tool — earns via commission anyway
Trial plan	PROFESSIONAL (not GROWING)	Show the ceiling — max value drives conversion
Trial duration	3 days	Short enough to create urgency, long enough to experience value

Decision	Choice	Rationale
Trial recurrence	Once automatic + admin re-grant	Prevents abuse, keeps re-engagement tool
Upgrade timing	Immediate	Kitchen gets value now, better experience
Downgrade timing	End of cycle	Fair, reduces panic cancellations
Failed payment lockout	Soft lock (limited mode)	Hard lockout causes permanent churn
Data on downgrade	Soft-lock, never delete	Re-upgrade restores everything — retention lever
Auto-select on limit drop	20 most recently active	Kitchen stays live immediately, no downtime
Commission scope	App + WhatsApp only	Fair — charge for demand we generated
Delivery model	Internal Dashers only (v1)	Own the margin, own the experience
Delivery fee basis	Dasher cost + 30% margin	Fee always covers Dasher, platform never loses
Dasher share	70% of delivery fee	Fair split, drives Dasher supply
Dasher notification	Earnings first, 12s timer	Psychology — answer the 3 questions instantly
Dunning channel	Push + WhatsApp (not email)	East Africa mobile-first — WhatsApp beats email
Service fee on pickup/dine-in	No	Price sensitivity — avoid customer leakage to WhatsApp direct
Delivery fee from customer	Yes	Universal expectation, accepted without friction

End of Document JikoXpress Pro — Payment, Subscription & Business Model Architecture v1.0

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