Retaela — Pricing & plans

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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 Tax&Go 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
+ Tax&Go/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 Retaela-hosted collections — 3%

Platform fee when M-Pesa or card collections run through Retaela-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

Tax&Go/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.
retaela.co.ke