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Generated on 10/11/2026 11:10

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Business SMS by sector: retail, clinics, schools, deliveries and more, with example messages

SEO & Marketing

CODE	VERSION	COUNTRY · LANGUAGE
RLX-MZ-KB-2362	v2026.11.10	Mozambique · English

Interweb Mozambique
RLX Holdings, S.A. · Group RLX Holdings
Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

https://www.meu.interweb.co.mz/knowledgebase/2362

Business SMS by sector: retail, clinics, schools, deliveries and more, with example messages

SEO & Marketing Created on **November 10, 2026** 4 min read



The short answer: almost every business has notices its customers are glad to get by SMS: an order that is ready, tomorrow's appointment, a parents' meeting, a delivery on its way. Below you will find examples by sector, ready to copy. The SMS page in Meu Interweb also has a library of 105 templates organised into 15 lines of business; see **SMS templates and AI**.

In the examples, the parts in square brackets, such as [COMPANY], [PHONE] or [DATE], are there for you to replace with your own details before sending. Always open with your company name and leave a contact: named senders cannot receive replies.

Retail

Purpose	Message
Order has arrived	Hi Ana, your order has arrived. You can collect it until Saturday, 8am to 5pm. [COMPANY]
Back in stock	[COMPANY]: the item you were looking for is back in stock. We will hold it until [DATE]. Call [PHONE].
Promotion	[COMPANY]: 15% off all children's clothing until Sunday. Show this SMS at the till. Leave the list: [PHONE].

Clinics, surgeries and pharmacies

Purpose	Message
Day before the appointment	Hi Carlos, a reminder that your appointment is tomorrow at 9:30am. To reschedule, call the clinic on [PHONE].

Purpose	Message
Results ready	[CLINIC]: your results are ready. You can collect them at reception, Monday to Friday, 8am to 4pm.
Prescription ready	[PHARMACY]: your order is ready for collection. Please bring your prescription. [PHONE]

In healthcare, never put the name of the test, the diagnosis or the medicine in the SMS: someone else may read it on the phone.

Schools, colleges and training centres

Purpose	Message
Meeting	Dear parent, the parents' meeting is on Friday at 5pm, in room 3. [SCHOOL]
No classes	[SCHOOL]: there are no classes on [DATE] due to [REASON]. Classes resume on [DATE]. Information: [PHONE].
Enrolment	[CENTRE]: enrolment for the [COURSE] course is open until [DATE]. Limited places. [WEBSITE]

Deliveries and transport

Purpose	Message
Out for delivery	Your order no. 4521 goes out for delivery today. Collection code: 7731. [COMPANY]
Nobody home	[COMPANY]: we tried to deliver order no. [NUMBER] and nobody was in. To book a new delivery: [PHONE].
Timetable change	[COMPANY]: from [DATE], the 7am bus to [DESTINATION] will leave at 7:30am.

Restaurants and bakeries

Purpose	Message
Booking confirmed	[RESTAURANT]: your table for [N] is booked for [DATE] at [TIME]. To change it: [PHONE].
Order ready	Hi Joana, your cake is ready. You can collect it from 3pm. [BAKERY]

Garages, salons, gyms and services

Purpose	Message
Car ready	[GARAGE]: your car is ready. Amount: [AMOUNT]. You can collect it until 5pm. [PHONE]
Service due	[GARAGE]: your car [PLATE] is due for a service. Book on [PHONE].
Salon appointment	[SALON]: a reminder of your appointment tomorrow at [TIME]. To reschedule: [PHONE].
Gym membership	[GYM]: your membership ends on [DATE]. Renew at reception and keep training.

Hotels, tourism, churches, associations and residential buildings

Purpose	Message
Hotel booking	[HOTEL]: your booking from [DATE] to [DATE] is confirmed. Check-in from 2pm. [PHONE]
General meeting	[ASSOCIATION]: the general meeting is on [DATE] at [TIME], at our premises. Your presence matters.
Residential building	[BUILDING]: the water will be off on [DATE], from 9am to 12pm, for works. We apologise.
Church	[CHURCH]: from [DATE], the Sunday service will start at 9am. Everyone is welcome.

Before you use these examples

1. **Keep notices and promotions apart.** Notices go to people who have a relationship with you; promotions only to those who agreed to receive them. See **who you may send to**.

2. **Count the parts.** Letters such as ã, ç or á reduce the characters per part. See **how many credits an SMS uses**.

3. **Test on your own number** before sending to a list or group.

RECOMMENDED

Found the example for your business? See the prices and start with 1,000 credits.

See SMS prices →

SEE ALSO

- SMS templates and AI: ready-made messages, the template library and improving a text
- Transactional SMS: order notices, confirmations and alerts your customers expect
- How to plan an SMS marketing campaign: list, message, cost and timing
- Payment reminder SMS: when to send it, what to write and ready-to-use examples
- Personalised SMS with the contact's name: variables, examples and pitfalls
- SMS marketing: Sender ID, the rules here, and how to write one that works

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RLX-MZ-KB-2362 · v2026.11.10 · Generated on 10/11/2026 11:10