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Ordinary WhatsApp for business: advantages, disadvantages, risks and who it is for

WhatsApp & APIs

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The app almost everyone starts with - the same one used personally - put to work for the business. It is the commonest option and the least considered, and it is worth knowing what you gain and lose by staying on it.

For

1. **You already have it and already know it.** No learning, no installation, no cost.
2. **It is where the customers already are.** It asks nobody to install anything.
3. **It works.** Plenty of businesses in Mozambique sell well this way, and there is no shame in it.

Against

What it lacks	Why that costs you
A business profile	Whoever opens the conversation sees no address, no hours and no website. It looks like a private individual, and that weighs on trust.
Automatic replies	Out of hours nobody answers and nobody says so. The customer concludes you have given up.
A catalogue	Every product has to be explained again, to every person.
Labels and organisation	With thirty open conversations you lose track of who paid and who is waiting. It happens daily.

Risks

1. **It mixes life with business.** The profile photo, the status, the last-seen time - all on display to customers.

2. **If it is an employee's number, the customers are theirs.** When they leave, they take them - and legally the conversation was theirs. It is the most expensive risk of this option and the least discussed.

3. **It is subject to the same rules.** Not being «Business» protects you from nothing: messaging people who did not ask blocks the account just the same.

4. **No separation, no handover.** A personal account cannot be handed to somebody else when its owner goes on holiday.

Who for

For someone starting out who wants to test whether there is demand, without spending or deciding anything. It is a legitimate starting point - not a destination.

> **The obvious move, and it is free.**
> There is no reason at all for a business to stay here: the **Business app is also free**, also charges nothing per message, and only adds. The only real downside of switching is half an hour of setup - see **WhatsApp Business: advantages, disadvantages and risks**.

The comparison of all four options is in **which WhatsApp suits your business**; and the risks that apply to all of them, in **the risks and the practices that avoid them**.

NEED A HAND?

Want to move to the Business version without losing conversations?

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