FreshFromFarm

What is the idea?

The process of marketing is a big challenge faced by farmers across the country. There is big chain between farmers and customers. Many trades are involved hence farmers get low price for their product. There is no direct connection between farmers and customers. If farmers sell their products to customers directly then they can get good rates for their products.

This website will help farmers to make his product's advertisement with proper details and description. This website will provide information about customer's needs and demands. Farmers can sell their product directly to retailers, wholesalers or to common man.

Fresh from Farm (FFF) is a web-application based project which helps customers to buy fresh farm goods directly from farmers and it will be delivered directly to the customer's doorstep.

The delivery of the goods will be done by a third party.

What is the need for this system?

The existing system has mediators who buy goods from farmers for some price and sell to end customers for increased price. The amount which they pay to the farmers is mediocre and does not justify the hard-work the farmer puts in.

This will help the farmers to earn justifying amount for their goods by eliminating the mediator. This will also encourage the farmers to connect to the digital world.

So, this project proposes a platform for farmers to list their goods online for a fair price and customers can buy directly from the respective seller.

Target audience/users

The target audience or users are -
- Farmers or growers who have some produce they want to sell.
- Customers who wish to buy the goods listed by the farmers.

Existing System

Farmers produce goods and sell it to a buyer who then transports the produce to urban area and sell it to customers or a retailer. The retailer then sells it to the end customer for increased price to accomodate purchase and transportation cost. Farmers and Customer do not have control over the pricing of the goods.

Proposed System

App will have two roles – Farmer and Customer.

This app will provide a platform for farmers to list their goods and sell it for a fair price. App will have a module where farmer or seller can upload their product.
The module will collect information like type of produce, stock, category, etc.
The farmer's dashboard will display statistics related to sell and stock.

Another module will list out all the products available for purchase.
Products can be filtered w.r.t. category.
Customers can select the items they want and add them to their cart and later checkout and pay the total amount payable online.
Customers will need to fill their address details where they wish to receive the order.
Once the order is confirmed and placed, one can track their order with the delivery partner.
The customer's dashboard will display past and current order details.

Feasibility

Technical Feasibility

To run this product the following technological consideration has to be kept
in mind by.

- Mongo DB as back-end is a good DBMS software with long-standing track records.
- Node JS can be used for back-end and react for front end which are supported by most of the modern browsers.
- The project will be developed such that it will run on any platform windows, mac or Linux.
- The hardware requirement for this project is:
    1. processor i-3 & above.
    2. minimum 4GB of RAM, and 10GB of HDD
- Further the technical requirement of project can be upgraded depending on the future needs

These software and databases are available free of cost an open source software from a large community of trusted developers, hence there is no need to purchase any additional hardware or software, therefore it is technically feasible.

Economic Feasibility

The proposed system is economically feasible because the cost involved in purchasing that hardware and the software are within approachable.

Operational Feasibility

Most of the farmers now have at least one smartphone or someone who uses smartphone in their household so they can use this app to list their produce. Everyone in the urban area also have a smartphone or device from where they can interact with this app and use it to order goods. So this system is operationally feasible.

Unique Selling Point

This platform will make grocery and other farm produce available to customers at a reasonable rate and they will get it delivered to their doorstep.
Mainly this app will make it possible for farmers to get justifiable amount for their produce.
A simple and user friendly design will make it engaging and appealing to users.