Business Proposal

Mzansi Fresh Market

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Mid-Year Intake

WEDE5020

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### **Introduction**

Mzansi Fresh Market is a planned online platform that connects small South African farmers and food sellers directly with city consumers. The platform acts as a digital marketplace, letting producers display and sell fresh, local goods while uplifting communities through fair access and clear food sourcing.  
This project supports SALADA’s goal of encouraging sustainable farming, digital access, and rural growth. By using technology, Mzansi Fresh Market hopes to lower entry barriers, improve food tracking, and promote inclusive growth.

### **Problem Statement**

South Africa’s farming sector still struggles with a gap between rural producers and city demand. Many small farmers have little access to retail stores, digital tools, or delivery support. At the same time, city shoppers face higher food prices and less access to fresh, traceable produce.  
Main challenges include:  
• Low digital skills and weak internet in rural areas  
• High costs and complexity in normal supply chains  
• Limited trust and poor visibility in food sourcing  
• Little use of online commerce in local farming

### **Aim and Objectives**

**Aim:** Create a scalable, easy-to-use online platform that supports local producers and improves consumer access to fresh, affordable food.  
**Objectives:**  
• Develop a responsive site with vendor sign-up, product listings, and secure payments  
• Enroll 100+ rural vendors within the first year  
• Run pilot programs in Gauteng and KwaZulu-Natal to test delivery and customer reach  
• Work with NGOs and cooperatives to train vendors and boost digital skills  
• Add tracking features to build food transparency and consumer trust

### **Financial**

**Estimated budget: R85,000**  
• Website development: R25,000  
• Branding and marketing: R15,000  
• Vendor training: R10,000  
• Logistics setup: R20,000  
• Operational reserve: R15,000

Funding will come from SALADA grants, private sponsors, and partnerships with tech incubators.

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### **5. Conclusion**

Mzansi Fresh Market provides a clear, practical answer to one of South Africa’s biggest farming challenges. By blending digital tools with local empowerment, the project can reshape food systems, boost rural economies, and build a healthier, more connected nation.

### **6.Reference**

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