



Concordia University

**ENCS 6042 Communication Techniques for Innovation Process**

Project Mandate

**Organic Food Production and Farming - Cookfresh**

Submitted to:

**Professor Hussam Al Maleh**

Submitted By:

<b>Student Name</b>	<b>Student ID</b>
Darshan Maniar	40138514
Devanshi Rajpara	40164374
Nithish Reddy Yalaka	40164619
Shvetkumar Patel	40155533
Tirtha Patel	40156358

**Objective:**

With the outbreak of the pandemic and increase in demand for online delivery of food, we aim to improve the services of Meal-kit delivery through technology and innovation and by growing the food in a fresh and sustainable manner through organic farming.

**Stakeholders:**

- Raw Material Distributors
- People
- Employees of the Organization
- Warehouse Owner's
- Local Super Marche
- Food Production Companies
- Logistics and Transportation Agency
- Local Farming Community

**Problem Statement:**

- Customer Side: Customers need customizable meal kits, not only the ones that are currently being offered by Meal kit delivery Companies.
- Production Side: To remove the dependency on other food production companies for growing fruits and vegetables, etc.

**Requirements:**

- Farming Estate
- Warehouse Building and Maintenance
- Maintaining the workforce (Production Associates, Food Packers, Farmers, Agriculturists, IT Team, Transportation Team, Supervisors)
- Healthy Environment Set-up

**Resources:**

- Raw Materials (packaging, production, and automation)
- Machinery
- Food Inspection Engineers
- Human Resources (Technical Team, Marketing, Automation, and Inventory)
- Plant Science Experts

**Exclusion:**

- Delivery of Cooked Food
- More to be added after consulting with the experts and Interviews.

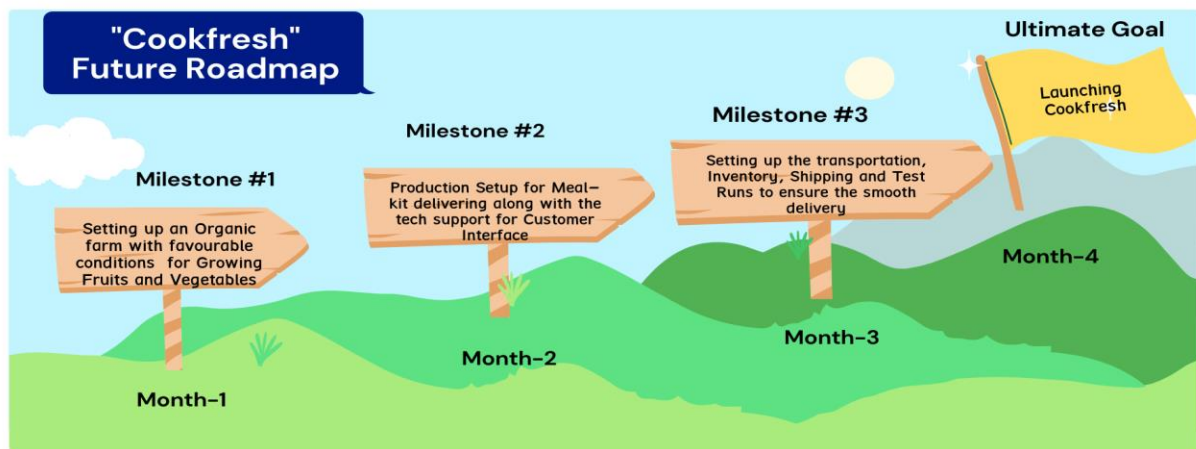
### Scope:

- Building an organic farm for growing food in a fresh and sustainable way.
- Improving the services of Meal-kit Delivery.
- Implementing and integrating the current supply chain the Enterprise Resource Planning Way.

### Assumptions and Constraints:

- We will be able to maintain and deliver fresh food.
- Maintaining the food at government prescribed temperatures.
- Achieving the Target Market capital.
- Healthy Environment Set-Up

### Milestones:



### Budget:

To be decided based on the interviews and PMP experts

### Risks:

- Health and Safety of the employees and Organization
- Employees following the guidelines while farming and packaging
- Issues with the food quality
- Maintaining the farm