

Feasibility Study

1. Technical Feasibility

Assessment:

- **Platform Development:**
 - Technology Stack: HTML, CSS, JavaScript, PHP, and MySQL are well-suited for building a responsive and robust platform. These technologies are cost-effective and widely supported.
 - Scalability: The platform can scale easily by upgrading servers or using cloud hosting solutions.
- **Infrastructure:**
 - A reliable server setup will be required to host the platform. Using services like AWS, Azure, or Digital Ocean can ensure uptime and security.
 - Users (farmers and consumers) need access to smartphones or computers with an internet connection, which aligns with current trends.

Challenges:

- Ensuring secure data handling and payment processes if integrated in the future.
- Optimizing the platform for users in rural areas with limited internet connectivity.

Conclusion:

The project is technically feasible with modern tools and cloud infrastructure.

2. Economic Feasibility

Assessment:

- **Initial Costs:**
 - Development costs: Hiring developers or outsourcing.
 - Marketing and promotional activities to onboard farm owners and consumers.
 - Advertising for farm events or premium placements.

- **Cost Savings for Users:**

- Direct farm-to-consumer transactions eliminate intermediaries, benefiting both parties.

Conclusion:

The economic model is sustainable, with clear opportunities for cost recovery and profit generation.

3. Operational Feasibility

Assessment:

- **Platform Users:**

- Farm owners can easily register, list products, and promote events.
- Consumers can browse farms and connect with owners without needing complex tools.
- Delivery personnel will handle logistics effectively with tracking and status updates.

- **User Training:**

- Minimal training required due to the platform's simple and intuitive design.

- **Scalability:**

- As the user base grows, additional features and resources can be introduced.

Challenges:

- Managing platform activity, such as handling disputes, fake reviews, or inappropriate content.
- Ensuring consistent delivery performance and user satisfaction.