**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.