



FLASH FOOD SALE
FFS

FOOD FLASH SALES

Make your inventory work
harder



WHOA!

Did you know that in 2019,
SG generated 744 million KG of food waste?



Food waste is one of the biggest waste streams in Singapore and the amount of food waste generated has grown by around 20% over the last 10 years. In 2019, Singapore generated around 744 million kg of food waste. That is equivalent to 2 bowls of rice per person per day, or around 51,000 double decker buses.

PROBLEM STATEMENT



USER STORIES

01

TWO MAIN USER TYPES

CONSUMER

Consumers who want a better deal. They want to find the best deals around them and they want to be able to find things they like easily. They also want painless checkout and good user experience

MERCHANT

WANTS :

More autonomy in selling platforms and have sales campaigns.

More customer base and wide spread awareness

Bolstered image due to trend of food sustainability.

USER STORIES IN DEPTH: CONSUMER

Bargain Hunters

These demographic may be younger, and they want to be able to eat good food without breaking the bank.

Eco Friends

They want to reduce food wastage and the carbon foot-print that it results in.

Convenience seekers

They want fast, cheap deals to make meal-times a breeze

USER STORIES IN DEPTH: MERCHANT

COST DRIVEN

These merchants want to reduce sunk cost by selling as much inventory as they can to decrease spoilage

IMAGE DRIVEN

These Merchants want to improve their public image by participating in CSR initiatives

MARKET DRIVEN

These merchants want to sell off excess goods and increase awareness of their brand. Gaining more market share, and new consumer base.

WHAT IS FOOD FLASH SALE?

A web application inspired by the Japanese end of day sales, where sellers would shout out their deals and sell off all their inventory. FFS aims to emulate this concept digitally by providing merchants a platform to upload their deals whenever they want



FLASH FOOD SALE

02



WHO IS FFS FOR?

MERCHANTS

who are looking for deals towards closing time, food flash sales provide them with an avenue to browse, buy and collect their deals all on the same day. Our IP based tracking system seeks to provide consumers with a good gauge of the distance from their point of interest. Integrated with Singapore's very own OneMAP api, we are able to map out these distances to a reasonable degree, allowing them to grab their deals in a fuss free manner.



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TECH STACK & APIS USED

ONE MAP API

Using Geolocation, geocoding to map the distance between users and merchants



PERN STACK

A classic stack.

Also: Bootstrap, ChartJS



STRIPE

Secure payment



NOTABLE FEATURES



LOCATION BASED ALGO

Maps you out to the closest store



SALES INSIGHTS

Gives you data to maximise your revenue streams



RATING SYSTEMS

Fully community driven, by the people for the people



SORTING BASED ON DISCOUNT

Ability to pick the best deals on the site anytime



ONE STEP CHECKOUT

Fuss free user experience



DYNAMIC TIMELINE

Constantly updating to ensure you don't lose out on the latest deals

FURTHER IMPROVEMENTS

SURPRISE ME

SURPRISE ME FEATURE: would be based on user's past purchases. We would map out data points such as categories, past ratings and location to surprise the user.



DYNAMIC PRICING

Updates the prices based on quantity and time left to help ensure that merchants maximise their profit

FFS Algo

Backend Algo that uses Data Science to fine tune their pricing and timing