**1. Business & Functional Requirements**

* **User Roles:** Farmers, Customers, Admins
* **Product Listings:** Farmers should be able to list their products with images, descriptions, and pricing.
* **E-commerce Functionality:** Support for orders, shopping cart, checkout, and payment processing.
* **Subscription & Preorders:** Customers should have options for recurring orders or advance preorders.
* **Delivery & Pickup Options:** Enable farmers to set delivery zones, shipping options, and pickup locations.
* **Marketing Tools:** Email notifications, SMS alerts, discount codes, and loyalty programs.
* **Customer Management:** Farmers should be able to manage customer orders, inquiries, and feedback.
* **Multi-Vendor Support:** Allow multiple farmers to register, manage their inventory, and sell products.
* **Reporting & Analytics:** Sales reports, order tracking, and customer insights.

**2. Technical Requirements**

* **Security:**
  + SSL encryption for secure transactions
  + GDPR and PCI compliance
  + Role-based access control (RBAC)
* **Third-Party Integrations:**
  + CRM (HubSpot, Salesforce, or custom CRM integration)
  + Marketing automation (Mailchimp, Klaviyo, etc.)
  + Logistics (FedEx, UPS, local delivery services)

**3. UI/UX Requirements**

* **Responsive Design:** Mobile-friendly and cross-browser compatibility
* **Intuitive Navigation:** Easy search, filters, and categorized product listings
* **Seamless Checkout:** One-page checkout and guest checkout options
* **Brand Customization:** Farmers should have control over branding, logos, and storefront customization

**4. Performance & Scalability**

* **CDN Usage:** Fast content delivery via Cloudflare or AWS CloudFront
* **Scalable Architecture:** Support for high traffic and multiple vendor stores
* **Caching Strategies:** Use Redis or similar for performance improvements