



1-What is the idea of the site?

Egyptian food delivery service Mumm has launched Mumm, a service that allows customers to order clean, freshly-cooked homemade food for the same price of raw supermarket ingredients.

Mumm is an online platform that connects home-based cooks with people who don't have the luxury of time to do their own home-made food. choose your district, and the available cooks with their menus appear for you to order from. The process is really easy, and you can choose between a single meal that takes around 90 minutes or a bulk of frozen or cooked food that can be ordered 24 hours in advance. They have a category in each district as well, so you won't have to compromise your diet either.

2-What are the site Features?

login

Register

Get free Food Button

Select Location

Show Menu

Categories (Ready to eat - Ready to Cook - Corporate)

Apply to become a Chief

3- How Revenue is generated?

1-Drop shippers: orders are placed, drop shippers purchase items from suppliers who then ship products directly to customers

The benefits

1. Drop shipping businesses don't need to pay for warehouse space, order or manage stock, pack or ship products, track inventory, or handle returns
2. Drop shippers can start with a small budget and scale up as they're ready with little financial risks
3. Drop shippers don't have to worry about manufacturing or inventory and fulfillment management and can invest resources into site design, customer support, and marketing and sales strategies

2- Wholesaling

4-Why do you think it would be a successful EB website?

Met a demand in the marketplace

Counted direct, indirect and induced job creation: projects created quality jobs not only within the projects, but also within the community. These large projects needed suppliers, vendors and independent contractors. They had a strong economic impact on the local community and spurred spending and growth

Possessed a clear project strategy projects had clear and defined strategies. They had established the scope of their project.

5-Describe the business model and application used?

Who is your target market?

the food market.

What do you want to sell?

homemade food

What are you capable of?

Homemade wholesome and nutritious meals, Convenient ordering with just three clicks
Delivered in 60mins to your doorstep

the app solved the problems: A- Ordering clean food is too expensive

B- It takes too much time to prepare and cook homemade food

C- Junk food is really not healthy

6-How can this site be enhanced, suggest your ideas in the form a brief business plan?

Responsive is not perfect. We will fix this.

Ui of the project isn't is not perfect.

UX is not easy for the user to get anything from the website