MAKER: VeggieFactory

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Dr. Jack is not the author. The abstract has been submitted on behalf of a student team.
Problem

Unavailability of outlets offering fresh, hygienic vegetable at cheapest price in every economic zone.

Unavailability of regular updates of market price and lack of time and availability.

Farmers are suffering on a large scale poverty because of all the middleware vendors.

Hence,

Food we eat = Stocked Food + High Price + Farmer’s vain
Our Factory provides fresh, hygienic vegetables at cheapest price in every economic zone and creates the best marketplace for farmers.
Market

Existing

- E-commerce
  Like Bigbasket, Grofers & others
- Market HUB
- Retailers
- Small scale vendors
- Mall, Super Stores
Traditional Operations

Collect the farm produce from farmers

Vendors Network

Restaurant

Individuals

Super stores
Operations

Collect the farm produce from farmers

Cleaning, Steaming and sorting

Our technologies

Restaurant

Vegetable Truck

Super Stores
Products
Facebook BOT

Regular and Exotic VeggieList, Daily Vegetable Rates, Push Notifications
Welcome to VeggieFactory. Here you can Explore the vegetable List & Latest Rates.

- Regular Vegetables
  - Potato - 20 Rs Per Kg
  - Brinjal - 10 Rs Per Kg

- Exotic Vegetables
  - Cherry Tomato - 110 Rs Per Kg

DOWNLOAD OUR APP
CHECK OUR WEBSITE
LETS EXPLORE
Mobile App

Regular and Exotic VeggieList,
Real-time veggie truck location,
Daily Vegetable Rates,
Push Notifications
Revenue Generation

For e.g.

1 Kg Potato

MFP - 3 Rupees/Kg
OFP - 6 Rupees/Kg
MSP - 15-20 Rupees/Kg
SP - 12 Rupees/kg

25-35% Margin
In every vegetable
We can cover net 25% margin over monthly business with Veggie Truck (Retail model)

We can cover net 15-25% margin over monthly business with Restaurant market.
First
In market
(A new tinker with Enthus & SCM)

Uplifting
the life of farmer as good as they do

Affordable price which leads to customer engagement

Innovative solution with Smart SCM & technology