MAKER: VeggieFactory

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

Delivering Farm Fresh Vegetables
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

- 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

1. Collect the farm produce from farmers
2. Cleaning, Steaming and sorting
3. Our technologies

- Restaurant
- Vegetable Truck
- Super Stores
Products
Mobile App
Facebook Bot
Facebook BOT

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

LET'S EXPLORE
DOWNLOAD OUR APP
CHECK OUR WEBSITE

Regular Vegetables

Potato - 20 Rs Per Kg
Potato is the Regular vegetable

Try Exotic
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.
Competitive Advantage

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