

A woman with long brown hair, wearing a light-colored button-down shirt and a grey cardigan, is smiling and giving a thumbs-up gesture. She is holding a black smartphone in her left hand. She is standing in a grocery store, with a shopping basket full of fresh produce (including a pineapple, corn, and leafy greens) in the foreground. In the background, there are shelves stocked with various fruits and vegetables, including boxes of lemons and pears.

**HOW ZUCI BUILT A 3 LAYERED FARM APP FOR A RENOWNED
KUWAIT BASED AGGREGATOR IN FARMING**

CASE STUDY

WHAT DID WE TRY TO SOLVE?



Our client is a Kuwait based enterprise that recently ventured into the aggregator space for farm products. This is because they came across a scenario where consumers were buying farm products from supermarkets, but they were not necessarily of the best quality. Given that it's a country with an extremely hot climate, customer behavior showed that usually they buy these products for a week or so in one go. For this, the supermarket also needed to stock the produce in advance.

Again, the farms in the country are located at the extreme ends and are far away from the densely populated areas which are in the heart of the city. Taking the distance at which these farms are located into consideration, it was not logistically viable to transport fresh produce to be stocked at the supermarket every day for sale.

Thus, consumers were not enjoying fresh farm products. Our client was invested in finding a logical answer to this and wanted to build an app that would take fresh farm produce to the end consumer daily as per their needs. They decided to partner with Zuci for an innovative solution to this problem.

HOW DID WE PROPOSE SOLVING IT?

The team at Zuci suggested building a Minimum Viable Product to address these problems and to test the market response to the product.

Our experts then proposed an e-commerce model that had a 3-segment architecture as follows:



For Customer – An app and web interface through which they can search > select > place an order > pay. The customers can order a day in advance and would receive fresh farm products at their doorstep the very next day.



For Admin – Our client would act as an aggregator and reach out to farmers or merchants to join this platform by offering a front end to sell their products. They will have the capability to add or delete merchants through a web interface.



For Merchants – They will have access to a web interface where they can list their inventory complete with images, price and description.

WHAT DID WE DO OUT OF THE BOX?

There were 2 interesting developments that came about during the course of this project:

1. The client wanted to add a new requirement which involved building a distribution system that would procure the items from the farm and deliver them to the end user. For this, they decided to build a centralized Distribution Center.

Our experts built a Web Distribution Centre System that had a modified front end for Distribution Manager. The manager using the interface checks pending orders. Based on items required, the manager co-ordinates with the team to procure the same from the farm. Once all the items from the orders are ready, the delivery vendors are notified through the system, who then collect these items from the distribution center and deliver them to the customers.

2. The client saw the need to offer a pricing comparison to help the end user with the most advantageous offer. Zuci's engineers worked on automating the process by writing a script that would scour through multiple websites and display the best pricing for each product on the website.

This would prove to be powerful information to make pricing decisions in real-time and get more customers to buy from the client site by providing them with a better offer.

WHAT WENT BEHIND MAKING THIS SOLUTION A REALITY?



After analyzing the client's requirement, the team at Zuci used MySQL for database management of this project. To develop an interactive app, Flutter was chosen since it's a hybrid platform and therefore development for both Android and iOS could be done at once. Java SpringBoot was chosen for the backend development and Vaadin for frontend. Thus, efforts are eased from a maintenance standpoint in the longer run. Further, Firebase was used for delivering successful push notifications on the app and web.

WHAT DID WE WANT TO ACHIEVE?



With this we wanted to enable the client to be able to meet the customer's need for best quality farm produce on demand and at the click of a button. Plus, the need to physically go to the supermarket or stock up in advance was completely eliminated



The client was also able to provide a platform for the merchants and farmers by generating demand for their products and ensuring that their products did not go stale given the extreme climatic conditions



In short, a marketplace was created for farm products that made lives easier for the consumer, eliminated the middle party and resulted in steady revenue generation for merchants. All this through an app that delivered what it set out to be

TECH STACK





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