



E-commerce and supply chains

Cyber food (Fiji)

Problem addressed

Fiji has very low digital literacy, making online delivery a challenge for people who are not aware of, and not using, mobile technologies. However, online delivery had become strategic during the COVID-19 global pandemic. People confined and restricted to their homes to prevent the spread of the virus had limited their time outdoors to shopping only for groceries, medicines, and special food items. In addition, the COVID-19 economic crisis had caused considerable loss of livelihoods.



Solution

Online food delivery services saw an opportunity to fill a gap through the use of motorcycle-based delivery systems, offering the chance for diners to experience different cuisines in the comfort of their own homes. The business uses a hybrid model to assist customers with low digital literacy by complementing the online platform with a manual ordering system.

Innovations and features

A system of manual ordering was developed, which allowed customers to order directly from any restaurant that they chose and the restaurants slowly built and managed their online profiles. The platform has since been extended to deliver medicines, groceries and other necessities to customers.

The service provides drivers with employment, and they are trained to follow proper hygiene practices. The service uses insulated delivery boxes containers to keep meals hot while in transit.



Evidence and viability

- Potential for further expansion of food delivery.
- 40 percent of restaurants in Fiji have registered in the app.
- Orders have grown from one per month in 2018 to 18 per week in 2019 and now to more than 300 orders per week.
- Success attracts attention, and development partners have requested contributions to support economic activities during the crisis.



Contact information:

FAO Regional Office for Asia and the Pacific
FAO-RAP@fao.org
<http://www.fao.org/asiapacific/en/>

Food and Agriculture Organization of the United Nations
Bangkok, Thailand



Some rights reserved. This work is available under a CC BY-NC-SA 3.0 IGO licence