Solution

A farmer decided to offer a new service to buyers by selling a basket of different types of food at a fixed price and delivering them direct to households. He collects all the products from his farm, packs them, and then delivers.
Innovations and features

The Combo Pack has a mix of vegetables and poultry items.

Through the use of social media, the farmer reaches out to customers and receives weekly orders. This system of pre-ordering helps the farmer meet specific requirements.

There are two modes of payment accepted. One is by bank transfer, the other is cash on delivery.

Evidence and viability

- A family business where everybody is involved: the son delivers the boxes while the daughter manages the social media accounts.

- This business adapted to the challenges of the COVID-19 crisis and provided customers with more options.