



E-commerce and supply chains

Long distance vanilla (Samoa)

Problem addressed

To prevent the arrival of the global COVID-19 pandemic on its shores, Samoa closed its borders in 2020, effectively eliminating income from international tourism. This confinement has also negatively affected the traditional sale of cash crops and high-value products. The consequences for farmers were disastrous in terms of income generation.



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Solution

Taking advantage of e-commerce training and networking opportunities enabled one business owner to adapt her vanilla operation and retail shop into an online store. This owner, which previously relied on foreign tourists visiting her small vanilla farm, and then buying the finished product from her store, has fully integrated her operation into a larger online platform. As a result, her products are currently visible and available for sale to an international audience, and that has led to increased sales worldwide.



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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.



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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.

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