

2013 My Home Farm Case Study

CLIENT BACKGROUND



Akshaya Home Farms with its brand Myhomefarm.in is one of the consistent and stable supplier of vegetables to Consumers in Twin Cities of Hyderabad. Akshaya Home Farms is involved in Agri Business of cultivating vegetables and fruits. These are delivered to consumer door steps weekly once.

PROBLEM STATEMENT



Vegetable business being one of the traditional business in India and Akshaya Home Farms has stepped into this business. Variety is the spice of life and having a simple portal for Akshaya Home Farms is insufficient for business model to be successful. Customer Satisfaction depends on Faith, Quality, Service and Delivery updates. The business model success is wholly dependent on the customer satisfaction and the usability of the application.

Solutions

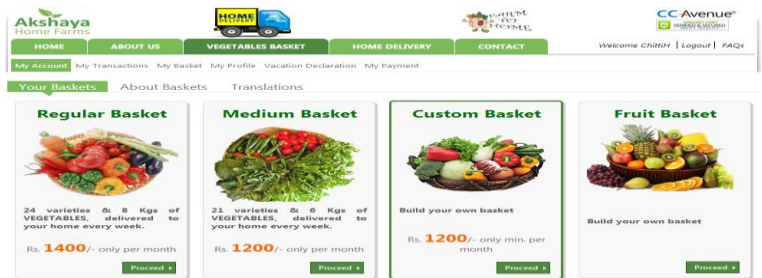
Custom portal for the requirements of Akshaya Home Farms to manage Growing Consumer Requirements or demands, Delivery updates, changes to baskets, route planning, procurement, renewals, email of the orders, etc. is part of the solution that is implemented.

Implementation

S.No	Delivery Date	Delivery Details	Basket Value	Additional / Non Supply	Discount / PromoCode	Amount Received	Balance Amount with AHF	Balance due to AHF
1	23/03/2013	Delivered (ORD_MHF_A232)	305	0	0	305	0	0
2	29/03/2013	Delivered (ORD_MHF_A232)	288	0	0	305	17	0
3	30/03/2013	Delivered (ORD_MHF_A286)	305	0	0	0	0	288
4	30/03/2013	Delivered (ORD_MHF_A232)	288	0	0	620	45	0

The application provides access to administrators and end users; The customer can select Vegetables Basket or create baskets of Fruits and vegetables and order online. Customer is updated on the payment and deliveries made and if any short or additional supplies from time to time using Email notifications. This application gives flexibility to customers for placing orders and renewals of the orders. Administrator has the capability to view customers registered, plan procurement, generation of Packing and kitting sheets, etc.

Result



Akshaya Home Farms is delivering Quality Farm Fresh Vegetables to 200+ customers in Twin cities of Hyderabad.