



Federal Agricultural Marketing Authority (FAMA) : AGROBAZAAR ONLINE

Overview

- Vertical / Sector: Agriculture
- User Profile: FAMA / Kementerian Pertanian dan Industri Asas Tani

Problem Statement

Agriculture Entrepreneur faced critical challenges in:

- Extreme involvement of middlemen;
- Entrepreneurs facing big gap in product promotion; and
- Low market access penetration.

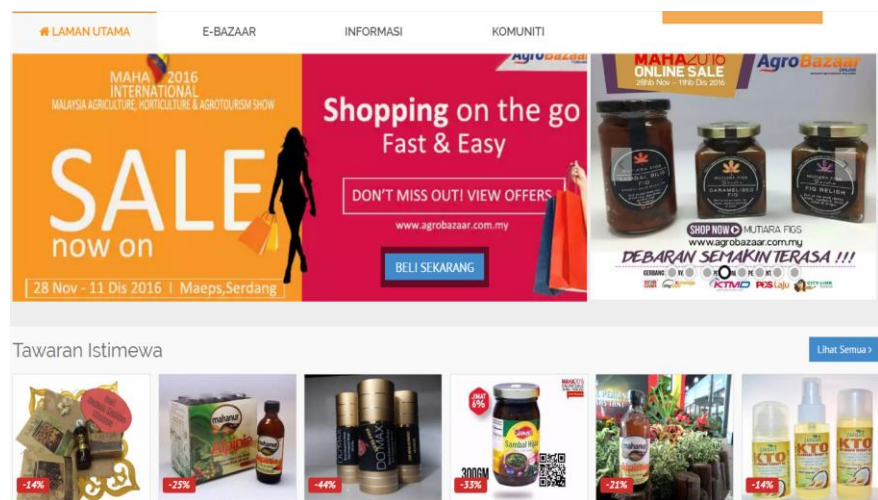
Technology platform

- E-Commerce platform (Mi-Market)
- Decision Support System platform (Mi-DSS)
- Data Harvesting (Mi-Clip)

Description

AGROBAZAAR ONLINE in an e-Commerce platform that provides sustainable markets for agricultural products by creating agro-food online community in order to improve the quality of life of the community.

Solution Framework



Solution Description

With the adoption of MIMOS technologies, Agrobazaar Online is the framework for FAMA to:

- Offer online purchase with online payment gateway;
- Display list of potential business partners (suppliers or buyers) based on Agrobazaar online shopowners' business profile; and
- Create New-Breed Malaysian Entrepreneur (NBME) via dropship feature.

Features

- Web-based responsive for users to access via smartphones or tablets.
- Quick Response Code (QR Code) allows users to make purchases using Smartphone QR scan.
- List of pick-up locations will be displayed for buyers to decide when making online purchase.
- Online payment gateway.
- Virtual Business Matching.

Benefits

- Reduce the involvement of middlemen; and
- Act as a platform for SME (Small Medium Enterprise) companies to expand their product promotion at minimum cost.



MIMOS

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