



ECOBX BUSINESS IDEA ABSTRACT

As the name of our business idea suggests, it focuses on the environmental sustainability, one of the most important problems of the current agri-food sector. Our concentration was on the short food supply chain, in order to reduce the emissions related to the transportation step, on the food wastes reduction as well as on sustainable agricultural practices.

To make sure the idea is a winner, we opt for the consumers to purchase from local farmers instead of directly from the Large-Scale Distribution. In addition, traceability and the quality of raw materials are ensured as well as the opportunity to choose a free home delivery. Moreover, we set our boxes price considering 30% less than the market prices in order to promote purchases.

There are several actors involved: local farmers, auditors, traceability managers, website developers and consumers. Since the business idea is quite technological, the target includes families (parents are up to 50 years old) and young people between 18-28 years of age.

Brief explanation concerning the whole business idea is such that: in its social media pages (e.g., Instagram), EcoBox shares pictures or videos showing the boxes containing misfits' fruits and vegetables. Consumers are unwilling to buy them because of their characteristics (appearance) but EcoBox tries to boost them focusing on high quality and fruit/vegetables origin. Target consumers can tap on the food boxes pictures and they are directly linked to EcoBox's website. First, they have the possibility to select their locality in order to receive the boxes from the closest farmers. In this way the purchases from the short food supply chain are promoted.

Then, consumers can subscribe to the service, decide the box dimensions, and have the opportunity to choose their kind of subscription (just once, monthly, weekly). Consumers can pay by credit card or PayPal. They will receive at home the products packaged in recycled cardboard boxes by a free home delivery service. To ensure the emissions reduction, we opt for electric cars.

The boxes have a batch code that can be searched on EcoBox's website to find out the traceability. Thus, farmers, varieties, type of cultivation, harvesting date, pesticides, fertilizers, etc... are listed. In order to ensure a proper agricultural management, there will be a yearly auditing in farms. The last but not the least feature is the feedback section: consumers can review our service either weekly or monthly. This decision helps to ensure a continuous stimulation to improve the business according to consumers desires.

Below, (Figure 1) is the scheme showing our business.

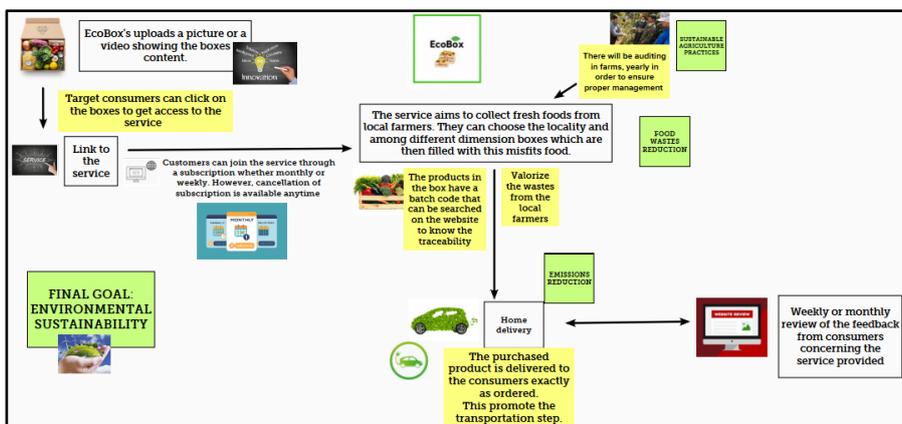


Figure 1 – Business scheme

Ballarini Martina
 Boateng Reindorf
 Bragoni Matteo
 Caggiula Aurora
 Kraouia Maryem