



PACIFIC INNOVATION PROFILES – CYBER FOOD

FIJI

PACIFIC SIDS SOLUTIONS FORUM
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THE PROBLEM ADDRESSED

Fiji has very low digital literacy in 2018, making online delivery a challenge for people unaware of and not using mobile technologies. However, online delivery had become strategic during the COVID-19 global pandemic. People confined and restricted to their homes to prevent the spread of the virus had limited their time outdoors to shopping only for groceries, medicines, and special food items. In addition, the COVID-19 economic crisis has caused considerable loss of livelihood.

SOLUTION

Online food delivery services started in 2018 saw an opportunity to fill a gap through motorcar-based delivery systems, offering the chance for diners to experience different cuisines in the comfort of their homes. In addition to a fully digital system and mobile applications to order food from partner restaurants, a manual ordering system assists customers with low digital literacy.

INNOVATIONS AND FEATURES

- The manual ordering system enables customers to order from any non-partner restaurants and supports restaurants in building and managing their online profiles to attract customers.
- The service provides drivers with employment and opens business opportunities to car owners who need extra income because of job loss or reduction due to COVID-19. In addition, drivers are trained

to follow proper hygiene practices to carry the insulated delivery box containers that keep meals hot while in transit.

- The platform has extended to deliver customers' medicines, groceries, and other necessities.

EVIDENCE OF VISIBILITY

- User base: 5 600 registered users till July 2022.
- Potential for further expansion of food delivery.
- Seventy-four restaurants in Fiji have registered in the app.
- Currently providing service in 4 major cities.
- Orders have grown from one order per month in 2018 to 18 orders per week in 2019 and more than 300 orders per week in 2021.
- Success attracts attention, and development partners have requested contributions to support economic activities during the crisis.

SWOT ANALYSIS OF SCALABILITY/REPLICATION POTENTIAL

<p>Strengths:</p> <ul style="list-style-type: none"> • 4-years experience, • raised awareness on digital solutions during the COVID-19 pandemic, • beta version of the technological system for the app user, • training team, riders, and restaurants, • grant sanctioned from UN Capital Development Fund (UNCDF), • female-owned businesses on boarded, • internet payment gateway created in partnership with banks. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • cultural limitations from restaurants to adopting food delivery via an online platform, • a low number of restaurants paying a commission or subscription (16 organizations), • staff misused the semi-automatic system and got payment transferred to their personal bank account.
<p>Opportunities:</p> <ul style="list-style-type: none"> • delivery of fresh agricultural products and groceries, • creation of a task force to influence policymakers, • partnership for replication in other islands (Vanuatu, Tonga, New Zealand), • new cyber-security policy to protect against cyber fraud. 	<p>Threats:</p> <ul style="list-style-type: none"> • fraud from outsiders making fake orders, • low awareness of tech solutions, • low digital literacy, • diversity of national policies related to e-commerce is difficult to replicate in neighbouring countries.

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