

Project Report: Vegetable Sales App for Apartment Community

Executive Summary

The proposed project is the development and deployment of a Vegetable Sales Mobile Application specifically designed for apartment residents. It will streamline the ordering, payment, and delivery of fresh vegetables directly from local farmers or vendors to the doorstep of residents.

Project Name: VeggieKart – Fresh to Home

Target Users: Residents of a gated apartment community (200–500 families)

Platform: Android, iOS, and Web-based Admin Panel

Total Budget: ₹10,00,000 (INR Ten Lakhs)

Timeline: 6 months for launch (MVP), 12 months for stabilization

Objectives

- Provide a direct, reliable platform for residents to order vegetables.
- Promote local vendors/farmers by enabling digital sales.
- Ensure quality control, timely delivery, and digital payment options.
- Reduce reliance on third-party grocery apps for daily essentials.

Scope of Work

App Modules:

- User App (Android & iOS): Product catalog, cart, checkout, payment, tracking
- Vendor Panel: Product listings, pricing, availability, order updates
- Admin Dashboard: User/vendor management, analytics, inventory, support

Target Audience

- Apartment residents (families, working professionals, elderly)
- Local vegetable vendors and small-scale farmers
- Apartment association as a facilitator or revenue-sharing partner

Technology Stack

- Frontend: Flutter (cross-platform)
- Backend: Node.js / Django
- Database: PostgreSQL / MongoDB

- Cloud: AWS / Google Cloud
- Payment Gateway: Razorpay / PhonePe Business
- SMS/OTP Services: Twilio / Exotel

Project Cost Breakdown (₹10 Lakhs)

- UI/UX Design: ₹75,000
- Mobile App Development: ₹3,00,000
- Backend Development: ₹2,00,000
- Testing & QA: ₹50,000
- Hosting & Cloud (1 year): ₹75,000
- Payment Gateway Integration: ₹25,000
- Marketing & User Onboarding: ₹50,000
- Maintenance & Updates (1 year): ₹1,00,000
- Contingency (10%): ₹1,25,000
- Total: ₹10,00,000

Revenue Model

- Subscription fee from vendors
- Commission on sales (5–10%)
- Delivery charges
- In-app advertisements

Timeline

- Requirement Gathering: 2 weeks
- UI/UX Design: 2 weeks
- Development: 8 weeks
- Testing and UAT: 2 weeks
- Pilot Launch: Week 13
- Full Launch: Week 16

Marketing and Adoption Strategy

- Launch in one apartment as a pilot
- Demo and free first delivery
- Promotion via WhatsApp, digital posters, testimonials
- Tie-up with apartment associations

Risk Analysis & Mitigation

- Low adoption – Pilot test and incentivized first use
- Payment failures – Use secure payment gateways

- Delivery delays – Reliable delivery staff
- Vendor unreliability – Onboard with KYC and reviews

Sustainability and Growth

After successful deployment, the app can expand to:

- Nearby apartment societies
- Add groceries, dairy, and bakery items
- Partner with FPOs (Farmer Producer Organizations)

Conclusion

This app bridges the gap between fresh produce vendors and urban residents through a community-driven, tech-enabled solution. It is scalable, efficient, and perfectly suited for hyperlocal ecosystems.