

**A VIRTUAL MARKET PLACE FOR THE
FRESH FOOD INDUSTRY
(VIMAP)**

By

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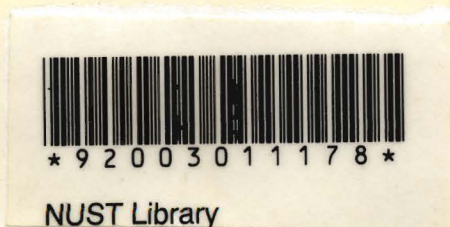


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Despite the growing use of the Internet in Zimbabwe, most companies in the country are yet to appreciate and make full use of e-commerce, a very important component of the digital age, in their daily operations.

This research seeks to study the market mechanisms in the fresh food industry in order to develop models that mimic the processes with a view of adapting them to the Internet. The specific case presented in this thesis is that of the fruit and vegetable market. We develop a prototype where vendors are able to create accounts and enter information regarding the produce that they got to offer. Buyers on the other hand are able to pick items of their choice and place orders. The market provides the medium for facilitating this exchange while enabling a worldwide access of this information over the Internet.

It is the hope of the researcher that the model developed here can be applied to development of similar markets else where in the world.