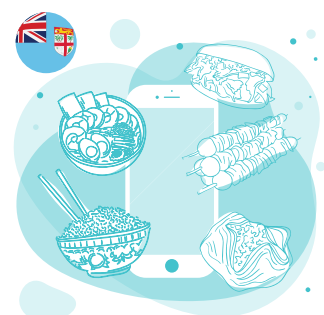


## About Shazcom Technology



Shazcom Technology is a Fijian company specialising in information and communication technology as well as security products and services. The company was founded in April 2011 and has offices in Nadi and Suva.



## Market Constraints

Due to COVID-19 Government restrictions including the introduction of social distancing, Micro, Small and Medium Enterprise (MSME) food vendors (restaurants, cafes and supermarkets) reported a significant 40-100% decrease in sales revenue from walk-in customers.

In response, a number of MSME food vendors adapted to include options such as food pick-up and delivery services. However, as food delivery is a relatively new model for MSME vendors in Fiji, a number of issues arose. These challenges included the high delivery costs associated with third-party delivery service providers such as taxi companies, a lack of standard hygienic food handling and storage practices, and the risk of not being paid for Cash on Delivery orders.

## Intervention

### COVID-19 Response

**Innovation:**  
Connecting MSME food vendors to customers through online food delivery platform

Shazcom Technology saw a business opportunity to diversify into the online app-based food delivery space to cater to MSME food vendors. The company developed FijiEats, an online food delivery platform that connects partner MSME food vendors to customers, by offering the delivery of food and beverages via independently contracted food delivery drivers. The *FijiEats* platform also facilitates convenient online ordering and payment.

MDF supported Shazcom Technology with the development of the *FijiEats* mobile app and website, as well as promotional activities including the engagement of two Sales and Marketing Consultants responsible for signing up new restaurants, social media advertising, and the roll-out of an incentive scheme to boost user sign-ups and delivery sales.



*FijiEats* was launched in June 2020 and within three months had successfully supported small businesses to boost their sales while also providing extra income earning opportunities for local drivers.

As of September 2020, the platform had signed up over 30 MSME food vendors, registered 3,000 users and processed over 2,500 orders. The company has employed three

additional full-time female staff who had lost their jobs in the tourism sector due to the impact of COVID-19. Eight taxi drivers (including one female) have also been contracted. Within three months, the contracted drivers had generated over FJD 24,000 in revenue for themselves. At a time when their business has been negatively impacted by COVID-19, the drivers claim the *FijiEats* contract provides a much-needed income-generating opportunity.

The *FijiEats* platform is currently available to customers in three urban centres (Suva, Nadi and Lautoka) located on Fiji's main island of Viti Levu, with plans to expand in the future. The app can be downloaded via Play Store for Android phones and the Apple app store for iPhones.