Leveraging Somalia’s expansive and affordable mobile network, WFP Somalia developed the e-shop, an online food ordering and delivery marketplace. Food-insecure families in Somalia can redeem their entitlement and order online through the e-shop app, available on Android, iOS & USSD.

**KEY FIGURES**

- **51,010** Total e-Shop Users
- **US$ 588,000** Sales Value in May-20
- **330 Retailers** Received and delivered orders since the e-Shop launched

**VISION**

With the roll out of a B2B module in 2019 enabling retailers to connect with suppliers and producers (farmers) - the Somalia e-Shop initiative aims to become a catalyst for a virtual market network, linking suppliers, farmers, transport and more. It aims to play a larger and key role in nurturing Somalia’s e-commerce ecosystem and developing market functionalities.

**BENEFITS**

**FOR BENEFICIARIES**

- Possibility to choose, compare prices and order on-line;
- Availability of short-shelf life produce delivered on order;
- Access to goods in locations where number of physical retail stores and choice of goods is limited;
- Learn new technology (for some not available / accessible before);
- Get home delivery - minimizing COVID-19 transmission.

**FOR THE ECONOMY**

- Enabling e-commerce and consequently all advantages associated with it (reduction in transaction costs, improved supply chain management, and reduced costs for domestic and global sourcing);
- Linking supply chain actors creating new business opportunities
- Developing national logistics through stimulating parcel delivery services.
- Opening possibilities for promoting purchase of local produce
- Enhancing open market competition thus development of healthy economy

**OVERCOME GEOGRAPHICAL LIMITATIONS**

Users can shop from anywhere. They just have to enter their location and the App will display a list of retailers ready to deliver to that location.

**PRICE VISIBILITY**

All retailers display offered products with prices. Users can compare offers from different retailers at same time.

**SUPPORT THE NATIONAL FOOD SYSTEM**

Creating a virtual market ecosystem linking producers, suppliers, transporters - stimulating local production & business.

**GET HOME DELIVERY**

Avoid movement and long queues at store - support efforts to minimize COVID-19 transmission - order on line and get home delivery.

**RATE YOUR RETAILER**

Customer satisfaction rating of product quality and service. World Food Programme

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**HUMANITARIAN E-COMMERCE SYSTEM**

**WFP E-SHOP**

**ABOUT**

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