



PROJECT PROFILE · ORGANIC MARKETPLACE

Yess Organic Haat

Pure. Local. Delivered to your door.

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Parent group	Yess Bangla Private Limited
Category	Organic Marketplace
Founded	2021
Reach	200+ partner farms
Audience	Health-conscious households, restaurants and corporate offices.
Web	www.organichaat.top

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THE VENTURE

Overview

Yess Organic Haat is a farm-to-fork marketplace that connects verified Bangladeshi farmers directly to urban households. Cold-chain logistics, lab-tested produce and a transparent grading system mean what you order is what arrives — fresh, traceable and fair to the grower.

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WHAT WE DELIVER

Highlights

- Verified organic produce and groceries
- Direct sourcing from local farmers
- Cold-chain logistics and quality control
- Subscription and one-time delivery

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OFFERINGS

Services

Fresh Produce · Pantry & Groceries · Wellness Products · Corporate Supply

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WHY CLIENTS CHOOSE US

Signature strengths

Lab-tested produce

Random batch testing for pesticides and heavy metals at an accredited lab.

Fair-trade pricing

Farmers receive a published floor price plus a quality bonus on every harvest.

Cold-chain delivery

Temperature-controlled vans and same-day fulfilment across major cities.

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CASE STUDY

In practice

Challenge

Urban families wanted truly organic groceries but couldn't trust the labels — and small farmers had no fair route to high-value urban buyers.

Our solution

We built a verified-supplier marketplace with lab testing, cold-chain logistics and a transparent grading & pricing system that protects both shopper and farmer.

Delivery phases

1. Discover

On-farm visits across 6 districts, soil and supply audits and a household demand study.

2. Design

Trust-first storefront, traceability cards on each product and a subscription flow.

3. Build



Marketplace, route-optimised cold-chain ops, lab integration and a farmer-payout module.

4. Launch & grow

Pilot in 3 zones, weekly farmer onboarding and SLA-driven delivery scale-up.

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TOOLING

Capabilities & stack

Next.js, Supabase, Mapbox, Stripe, Twilio, Cloudflare R2

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RESULTS

Measured outcomes

Partner farms	200+
On-time delivery	98.6%
Avg. farmer income	+34%
Subscription retention	71%

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TESTIMONIAL

Client voice

"Yess Organic Haat is the only supplier that gives us lab reports with every batch. Our pantry team has cut audit time by 60% and our chefs finally trust the 'organic' label on the box."

— Farzana Rahman · Group Procurement Lead, Le Méridien Dhaka

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NEXT STEPS

Talk to us

Reach out to our enterprise desk for a tailored proposal, references on request, and NDA-ready discovery.

Yess Bangla Private Limited

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