DESIGN AND IMPLEMENTATION OF ONLINE FARM INFORMATION MANAGEMENT SYSTEM

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF STUDY

Online Farm Information Management System is a web application designed to assist local farmers in the area of farm products management, that is, local farmers can make their farm products get to their target customer or retailers using this “Online Farm Information Management System as a medium of creating awareness and also to remind the customers or retailers of any new farm products harvested that is ready for marketing , through e-mail or SMS alert which is one of the modules of Online Farm Information Management System. As individuals within a society become more specialized in their economic activities, they come to rely upon others to supply at least some of the products and services which they need. Thus begins a process of exchange between buyers and sellers. For a while buyers and sellers remain in immediate contact and each party is able to determine what the other needs and values and, therefore, will be willing to exchange. As the economy develops the number and types of exchanges expand, there is a concomitant need for increasingly specialized marketing services such as physical distribution, storage, grading, and market information gathering and so. The number of participants also increases with many of the specialized services being provided by intermediaries between the seller and ultimate buyer. Few buyers and sellers are in direct contact with one another and communication between them is channeled through a complex marketing system, hence the need for an online marketing and in this project research, an online means of marketing where a farmer or group of peasant farmer upload their farm products to the web for customers to see and buy with the information provided by the farmer, such as location and when the products was harvested.

Another important needs why I embarked on this project and which should appear in the introductory part of this research is the idea on how to minimize agricultural waste especially those produced by local peasant farmers, who do not have access to effective marketing strategies.

Again, there are some agricultural farm products especially products like vegetables, fruits, etc. that are mostly needed on a daily basis by the final consumers and which often get wasted in the farm or in the location where they were harvested and kept by this poor farmers, as a result of lack of access to quick market. The final consumers who are in need of these products may not know that such products have been harvested and it is wasting somewhere in the farm. Therefore, this project research will serve as an avenue of letting retailers and consumers know that such farm products have been harvested and it is ready for marketing.

This project “Online Farm Information Management System” also provides such platform where the customers or retailers can order for the products, pay online and have the products delivered to their door steps.

In a nutshell, this project research is concerned with how to improve local farmers’ productivities by providing an easy way of marketing their farm products through online customers to farm producers’ interaction.

**1.2 STATEMENT OF THE PROBLEM**

* The existing internet based solution to agricultural products has not really focus on how subsistence farmers can use the internet to establish a farmer to consumer (customers) relationship, where farm products meant for market can easily be disposed, thus providing income for the farmer and improve farm productivity.
* Conventional or non-internet based market is not reliable enough to let customers know when a given farm produce is ready for the market.
* Local farmers continue to use old and obscure method of farming, because agricultural extension agents, that should have introduced current method of farming, could not get to the rural area where most of these local farmers reside.

**HOW TO GET THE COMPLETE PROJECT MATERIAL**

All our Project Materials has been Approved by our Supervisors, Chapters: 1-5, Abstract, Preliminary Pages, References, (Appendix where applicable). For more enquiries Call: (+234)**07060722008,**(+234)**07014749716 or Email: cletus.igbe@gmail.com**

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