

AgriConnect – Phase 1: Problem Understanding & Industry Analysis

Problem Statement

Agriculture supply chains often face inefficiencies due to: - Lack of centralized farmer and crop data.

- Manual tracking of buyer inquiries and farmer–buyer transactions.
- Poor coordination between farmers, field officers, and buyers.
- No real-time insights into crop availability, yield, or sales.

This leads to missed sales opportunities, delays in advisory services and field visits, and limited decision-making for farmers and buyers.

Therefore, a Salesforce CRM solution is needed to digitize farmer support, buyer engagement, and crop-to-market visibility.

Objectives

1. To centralize farmer, crop, and buyer data in Salesforce.
2. To automate lead capture (farmer inquiries, buyer requests).
3. To streamline field visit scheduling and advisory tracking.
4. To provide real-time dashboards for yield, sales, and engagement.
5. To improve farmer–buyer engagement through automated notifications and reporting.

Use Cases

1. **Farmer Management:** Register farmers with details like land size, crops grown, and location. Assign officers by region.
2. **Crop & Inventory Tracking:** Maintain digital records of crops, yield, and availability. Track fertilizer/seed requests.
3. **Field Visit Scheduling:** Officers plan visits. Farmers receive SMS/email reminders.
4. **Buyer Inquiry & Deal Closure:** Capture buyer requests, match with crop availability, close deals, update stock.
5. **Reporting & Dashboards:** Farmer engagement, yield & sales performance, officer activity reports.

Stakeholder Analysis

- **Farmers:** Want advisory help, better market access, timely updates.
- **Agricultural Officers:** Need to track farmers, schedule visits, provide support.
- **Buyers/Distributors:** Need crop availability, pricing, and faster deals.
- **Admins/Managers:** Want dashboards for yield, sales, and performance.

Business Process Mapping (Before Salesforce)

- Farmer calls officer manually → Officer notes crops.
- Buyers approach farmers individually → Delays in deals.
- No central database → Limited visibility into stock & yield.
- Reports prepared manually → Time-consuming.

Industry-Specific Use Case Analysis (Agriculture)

- Similar to real estate CRM: crops matched to buyers.
- Field visits similar to doctor appointments in healthcare CRM.
- Farmer onboarding like customer onboarding in retail CRM.