

# 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, 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 capture (farmer inquiries, buyers).
3. To streamline field visit scheduling .
4. To provide real-time dashboards for records and engagement.
5. To improve farmer–buyer engagement through automated notifications and reporting.

## *Use Cases*

1. **Farmer Management:** Register farmers with details like crops grown, and location. Assign officers.
2. **Crop & Inventory Tracking:** Maintain digital records of crops, and availability.
3. **Visit Scheduling:** . Farmers receive emails.
4. **Buyer Inquiry & Deal Closure:** Capture buyer requests, with crop availability
5. **Reporting & Dashboards:** Farmer engagement, crops, officer activity reports.

## *Stakeholder Analysis*

- **Farmers:** Want advisory help, better market access, timely updates.
- **Officers:** Need to track farmers, schedule visits, provide support.
- **Buyers/Distributors:** Need crop availability, pricing, and faster deals.
- **Administrators:** 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 to buyers.
- visits similar to doctor appointments in healthcare CRM.