

Problem: Unfavorable local production rate

Name: Hector Jimenez Mercado

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1. Problem Statement / Current Condition

- Puerto Rico produces under 15% of the products consumed.
 - a. This creates a problem where local farmers have difficulties in their business, like selling their products before expiration date.
 - This, in turn, results in loss of food and income.
 - b. Has a negative impact in PR's local economy.
 - Results in low market competition, which could lead to market monopolization.

2. Goal Statement / Target Condition

- Provide an efficient system that allows users to buy and sell their products safely.
 - Minimize food and income loss by at least 80%.
- Improve agricultural and local economy.
 - Lower PR's import rate to at least 40%.
- Establish a competitive market.
 - Reduce over-saturated market's volume by 60%.

3. Cause Analysis

- a. Why?
 - Substandard local economy.
- b. Why?
 - Unfavorable market competition.
- c. Why?
 - No efficient way of commercializing products.
- d. Why?
 - Missing technology integration.

4. Countermeasures / Action Plan

- a. Create a market where local farmers and merchants can buy and sell their products more efficiently.
- b. Allow for weekly deals to improve market competition.
- c. Provide an online platform where users can sponsor their products.
- d. Provide tutorials and orientations to train users on how to use the software.

5. Verify / Standardize

- a. Monitor and record user transaction data to ensure market flow is improving.
- b. Compare PR's agricultural economy before and after platform release to measure economy impact.
- c. Review offers and deals to ensure both parties are being benefited.