MINI PROJECT AND ADVANCED ENTERPRENEURSHIP

PS 608.2

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Chapter 1 : Refining the Business Model, Product and Services

Farmers are not able to live a stable life due to not having a stable income because they get their income at the end of their farming cycle based on the profits from their sales.

Our company will provide a platform where farmers can get a stable income. Due to which the life of farmers will become more stable.

**Our Business Model:**

* Our Business Models is designed to improve farmers life style. The current farming industry is very unstable. The current system drains lot of money from the farmers so,

We want to improve this system such that the farmers would get more benefits than the current system.

* Our company would handle the farming as well as the middle-man job, we would employ the farmers into our company so that they would get monthly income base on the previous cultivation reports. The lands of the farmers in our company are used to cultivate food items primarily using mixed farming system.
* Our company also ties up with farmers and landowner for the fields which can grow vegetable and fruits items.
  + Farmers who are willing to grow crops will tie up with them and give them monthly wages and all equipment for the need.
  + Landowners who have unused land we give them monthly income and check all papers so that it will not cause any problem once all formalities are done we will send our team for unused land for which seeds will be best and we will also include employees for farming job and give them daily wages and compensation.
* We would then also replace the middle-man from the current system but selling our product directly in the market.

**Product and Service**

* We will start with service based model which provides services such as,
  + We will be using our company workers and equipment’s
  + All the transportation and marketing are done by company.
  + Landowners will be getting monthly salary based on the agreement.
* We will also be providing product based service
  + We will sell the products which are cultivated from the lands handled by our company.
  + We will sell our products directly to the customers without any middleman.

Chapter 2:

**Business Planning:**

1. Initially we will contact our close relatives and friends. And we will ask them to join our company. Where they can give their land which is unused.
2. We will be registering their lands to our company, where we will be discussing about the salary and we will form agreement with landowner.
3. For these lands we will send our company workers to do farming.
4. All the works are done by our company. And we will be providing all the equipment’s for farming.
5. We will be giving monthly salary for landowners.
6. The products from these lands are taken by the company and we will be selling these products directly to customers.