Chapter 1 : Refining the Business Model, Product and Services

Farmers have a lot of benefits and income but they are not able to get these benefits due the middle-men present because middlemen take away a major chunk of profits.and no stable income for these farmers.

**Our Business Model:**

* Our Business Model replaces the middle-men and transporter from the current system and middlemen and transporter jobs are handled by our company so that farmers get those benefits.
* 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
* The price of the items will economically be very less because of removal of the middleman.
* The quality of crops will be at their best so that people who are buying have no complaints about it.
* Our business model will help local vendors to sell crops and crops will be fresh.

**Product and Service**

* Our model in the first model will act as a service while removing the middle men from the system,these services will help the farmers get stable income and vendors will from time to time supply and also customers will get quality fresh items.
* Once we have a stable farmer and vendor we can spread across the city and then state and then across the country.

**To Successful Service**

* We have to tie up the farmers so that supply will reach vendors.

**Business Planning**

At the beginning stage we will start by getting land by our known people to grow crops and supply to the local market the less amount the current middle men selling at that point of time.On the other side we will send our team to find out about the unused land and all legal paper on paper available are not. Once the process is done,our team analyzes the land and figures out which crops can be grown.If the landowner has the farmer we will pay them monthly.

If they want to do all the work then we pay them only the land amount. Then we will add our employee to maintain land and farmers too from our side and we will provide all equipment for agriculture work.

Once the registration formalities are done then maintaining all the fields is our responsibility.

All the crops once grown, we will make sure that they will reach the market .

We make sure we sell crops in the lower price than others so that we build good relationships with local vendors and all crops will be good quality and fresh.