

Project Proposal for A Farmer-Vendor Mobile Application, OnFarm

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Brief Description of Problem

Over the years, there has been an increased interest in well analyzed historical market information as well as current information which most farmers, more so in the rural areas cannot access. The market information is also of great relevance to traders too who may need to know what to expect and at what time.

Relevance of market information:

Current market information makes negotiation among farmers and traders simplified with great backup. Market information facilitates sending out of clear price signals from urban consumers to rural producers regarding quantities and varieties required.

It makes it easier for farmers to make great planting decisions in line with urban consumer demand. Often times, farmers may have farm produce but with no idea of who their next market might be or from where it will be coming from. Sometimes, they may have no data to base on while trying to decide on when and when not to invest in a particular product within a specific period of time. Therefore, market information keeps them in the know of the changing demand and prices of products.

Historical market information, when properly analyzed can be used for planning purposes by farmers.

Market information also reduces the risks of losing money on market transactions based on the lack of proper knowledge on pricing and quantities available.

Current market information also keeps the traders in the know of what products are out there and ready to be sold and also ensures farmers know what produce might be needed by traders or customers in a specific region and time.

Solution Description.

In reference to the problem above, we thought of a mobile application that will act as a communication channel between farmers and traders. It will also be a way of disseminating current and historical market information to both farmers and traders.

How it will work:

Farmers and traders with smartphones will have direct interaction with the mobile application. The application will provide an interface for a feed which will contain current and historical market information and related advertisements. The feed will be accessed without the person having to own an account and when they pick interest, they can sign up and have direct interactions with other users.

There will be an option for buying or selling where the user will be required to input details about the product that they are interested in buying or selling that is name of product, price of product, the location of the product and what group of people they may need to sell too. The details will then be analyzed by the application, especially the price to make sure it is in line with the current market price. After validation of details, the details will be submitted to every user's feed.

For the case of those who can't access smart phones, they can decide to sign up with an agent who will request for their personal information such as phone contact, name, location and kind of produce they major in. The application will have an option for agent logins where they have access to an interface different from the rest of the users, from which they will submit the different details of the clients and the system will store and send out live feeds as direct messages to the registered phone numbers on the system.

There will be a reply option for the users to show interest in a particular product when posted or make it known that they are in possession of the specific product. The option will have a guide for the users to input the product details which the system will capture and verify just as with the direct use of the application.

There will be an option for the user to select a specific language of interest in which their feed should appear.

The app will just act as a communication channel but will not be involved or responsible for the transactions. The users will communicate through calls or chat with one another directly using the phone numbers submitted.

Who can have access:

Farmers, Traders, Market vendors as well as individuals who may show interest of any kind.

Services:

Live feeds, Alerts in case of products on demand or sale, Alerts when a given product has been sold or when a given vendor gets what they needed.

Business Model - Business to Consumer

Competition:

Our main and potential competition could be the Coffee marketing board that allows coffee growers to grow and harvest their coffee. Fortunately, they are monotonous since they only deal in coffee which gives us a huge chance since we are dealers in all kinds of farmer's harvest.

Market Analysis

Our Target market is mainly the farmers, consumers and side individuals that may show interest in buying the harvest and about the Competitive market we are at an added advantage since we tackle all kinds of harvests

The Market strategies we are to use involve mainly placing agents around the places to guide the farmers and create awareness of the possible ways we are helping them in selling their harvest and also through Gmail and SMS mainly for those without smartphones

Business Case

App value proposition

The farmer needs quality inputs, credit, training and market access.

For farmers who have failed to market their produce properly, the application shall be able to help them market their produce and clients are able to access their goods easily.

The application shall be able to track consumer needs at a specific period and farmers are able to know the goods they are able to sell at that specified time season.

The application shall provide adequate quality education about farming activities to help those new to and interested in farming for example, what is required for a farmer interested in maize growing, type of manure needed, season in which to plant, and how to plant them.

The application shall also help farmers to get Agri loans at a low interest as a group or individual farmer from OnFarm loans and specified banks.

Agents can directly access the directions to a particular village or farmer using the app. it has an offline functionality whereby agents are able to work offline in those remote areas where there is no connectivity. Once a farmer has been registered, we can be able to use SMS model as a form of communication to the remote farmers.

Reachable market

Our potential scale of market is the farmers in the remote areas who will really need the app to sell out their harvest plus the individuals who might as well need to buy some of the produce either for consumption or sale.

Pricing model and plan

The app users shall be able to use the application freely for a specified period of time based on how many times they have used the sending out service that is a limit to the number of posts before they can finally pay for the service at a very minimal fee.

Break even analysis

In this scenario, the increase in number of users will lead to increased profits thus effectivity is required to retain the users as well as attract many more users to the application.

Financing plan

We are looking at more app users in the years to come and that means more and more income as we continue to encourage and create awareness of the benefits of using the app.

Human resource plan

We shall employ agents who are reliable with good communication skills and who can market and contribute to the expansion and usage of the application at large through creating awareness of the application usage. They shall also be able to register farmers into the system so that they are able to access the service remotely and not directly through the mobile application.

References.

(FAO.ORG, N.D.)

Authors.

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