

Farm To Home Website

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1. Brief description of the project :

Farmers always have to sell their crops to the customers only through the middle men, to stop this way of middlemen the Indian government amended the law that farmers can sell their crops to private buyers but this leads to stocking of food items and selling them to retailers at their own rate. So, to make farmers connect with the customers directly the idea of Farm to Home site was planned. Here there won't be stocking of food items rather the farmers union of each particular state tends to decide the rate for the crops in daily basis, and will also have a limit of purchase to stop customers from overbuying. The site will act as a platform to connect farmers to the customers directly without the interferences of middle men. This will be a new way of connecting farmers to the direct buyers. The India online food delivery market reached a value of US\$ 4.35 Billion in 2020. Online food delivery assists individuals in ordering and receiving the desired food products at the doorstep. It involves browsing the website or application. This site will be completely built on HTML, CSS and JavaScript on frontend and Php for data storage purposes. This site will store data of all the product details, cost and customer details, and will update the price of the products on daily basis.

The site will provide a maximum limit of purchase upon which the customers cart won't take any more orders.

All the orders placed are sent to respective farmer union locations for further delivery processing (delivery of product is not done in this study).

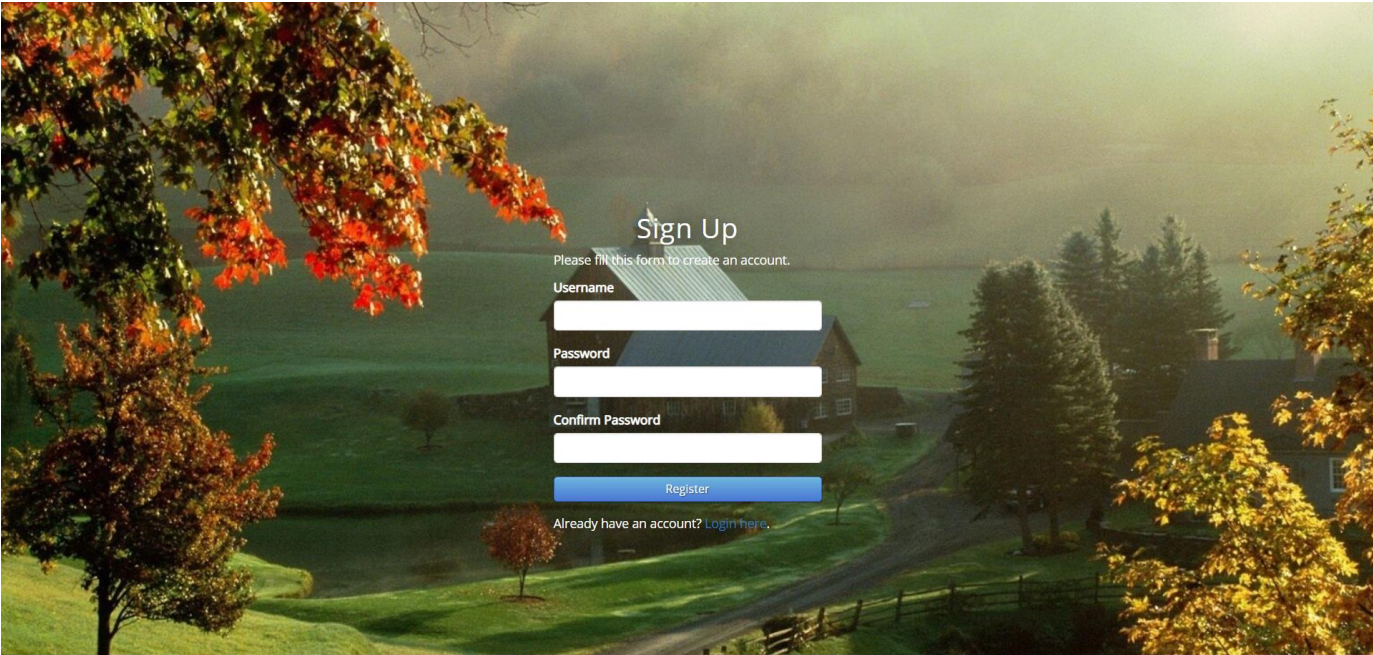
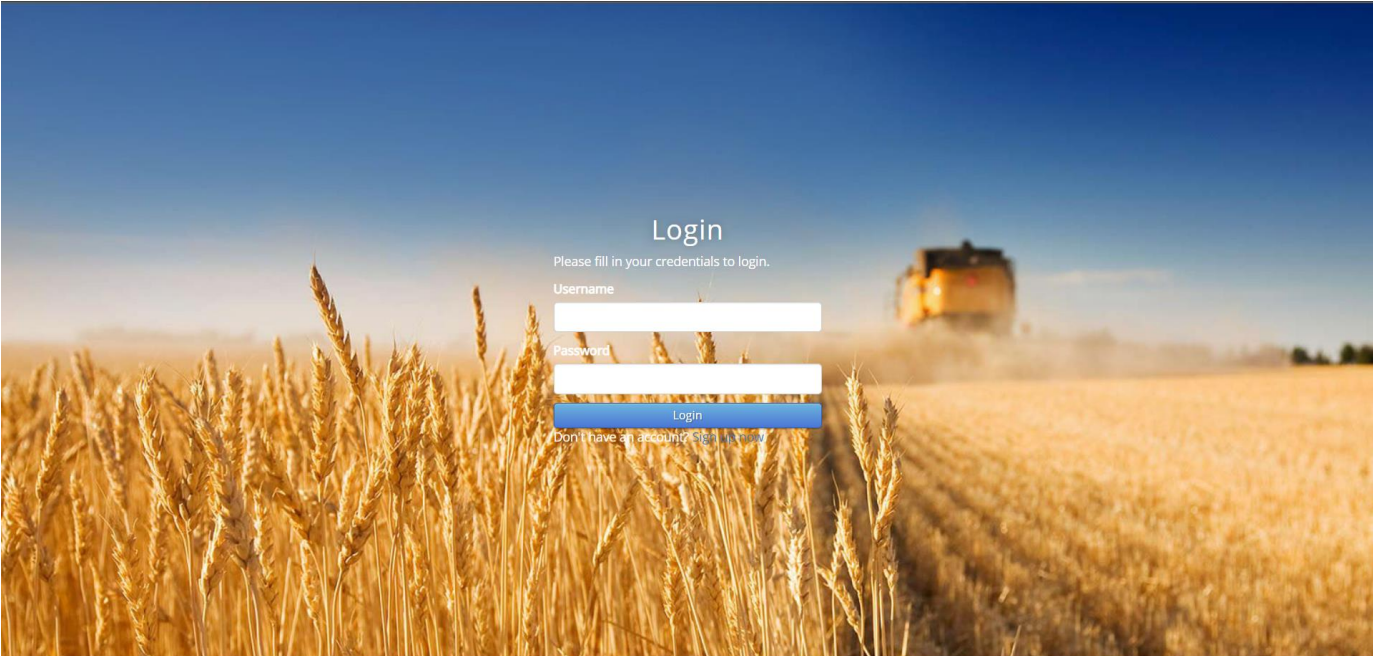
2. Outcome of the project :

The major outcome from this project is that the farmers could set a price for the products produced by them and earn their fair share of profit from the items sold rather than losing a lot of money through the middle men shares. The site would lower down the rate of middle men buying and selling the products that are bought from farmers to the customers with an additional huge sum of money. This site also only allows that each customer is only restricted to purchase only some certain amount of product to stop them from overbuying and stocking. As this site is built with the direct involvement from farmers union and their respective farmers, they get to know all the details of the purchases done and the sold details of goods. The site gets updated on daily basis to update the rate of products and to update the available products.

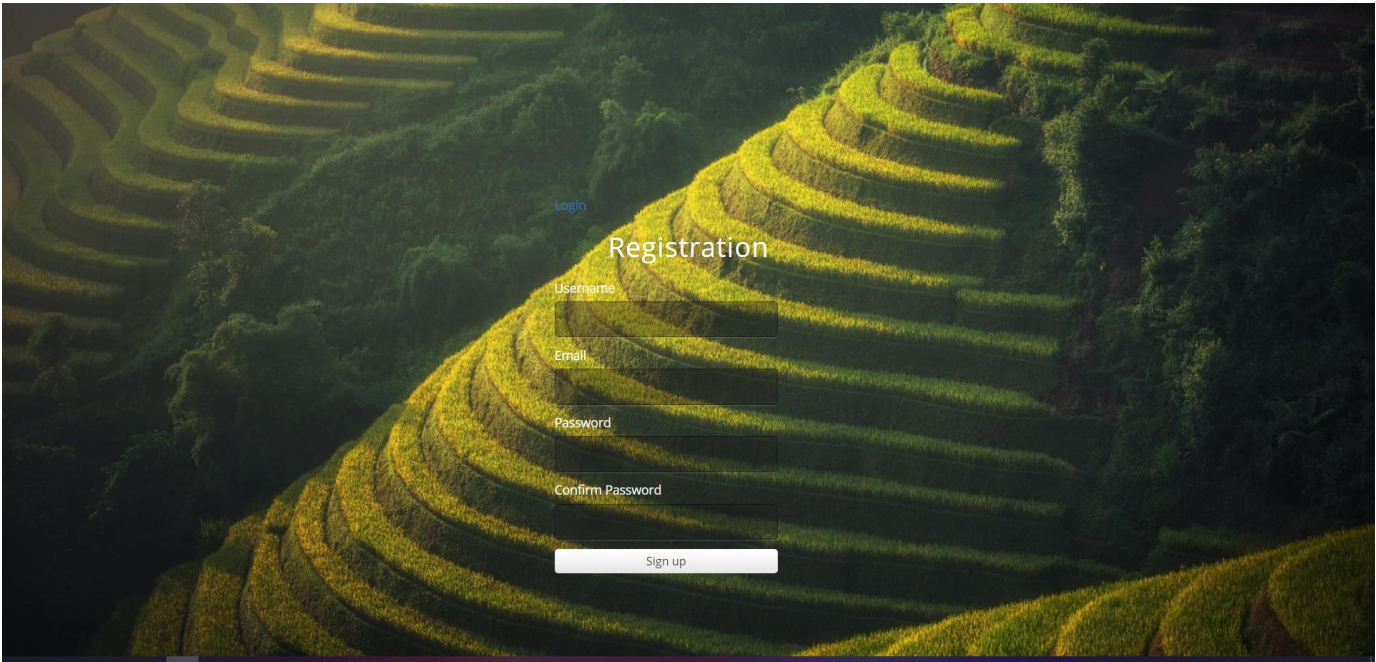
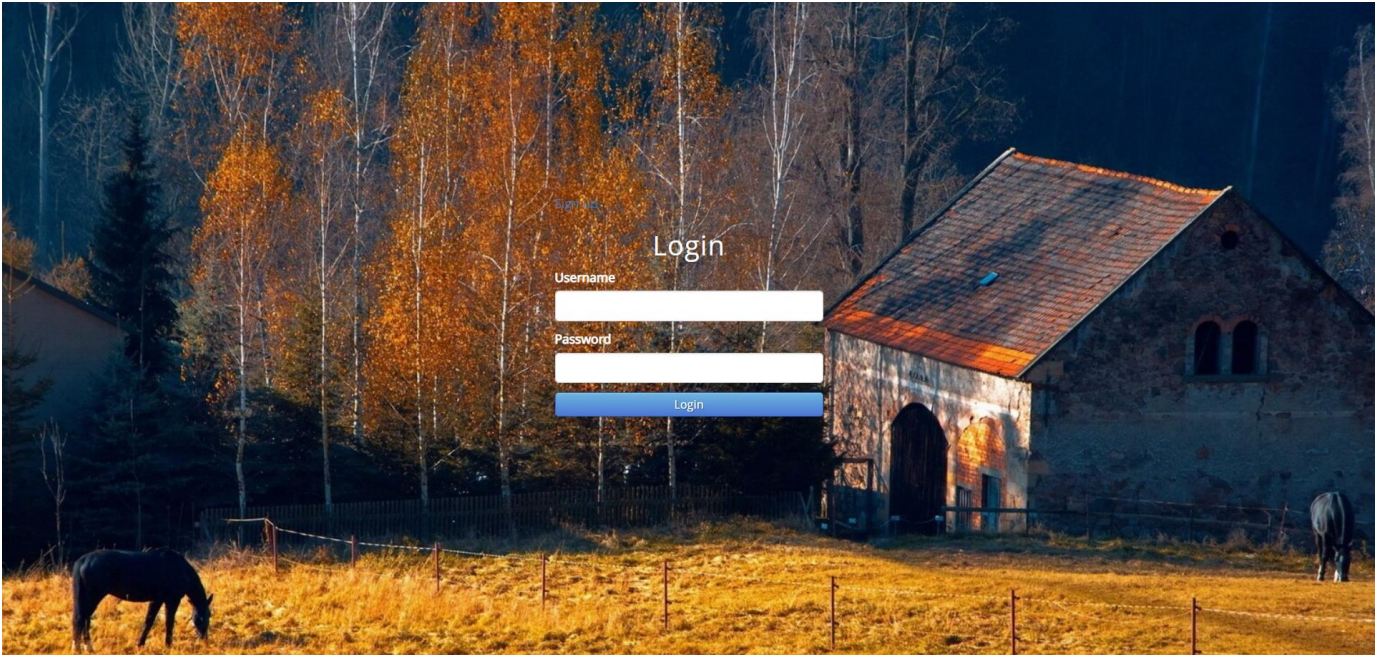
Main Page:



User Login/Sign up:



Seller Login/Sign -up:



Admin Login :

Admin Sign In

Username

Password

☐ Keep me signed in

[Lost Password?](#)

Login

Site split-up:









Site (runtime cart updation and deletion):


Shopping Cart

BUY

Empty Cart

Name	Code	Quantity	Unit Price	Price	Remove
 Cabbage	cbg	1	₹ 16.70	₹ 16.70	
 Corn	cm	2	₹ 15.00	₹ 30.00	
 Lettuce	lttc	1	₹ 47.00	₹ 47.00	
Total:		4		₹ 93.70	


Products



Broccoli
₹25.00

1


Add to Cart



Celery
₹36.00

1


Add to Cart



Cabbage
₹16.70

1


Add to Cart



Corn
₹15.00

1

Add to Cart



Lettuce
₹47.00

1

Add to Cart

Final Page:



Project report for Farm to Home:

1. Background of the business

- This business started off with a simple idea about solving a problem that we observed as we saw that there are middle persons who charges high money for the farmers who come to market to sell their yield.
- Because of the middle person the farmers are not benefited the reason is farmers will not get much profit for their yield. In order to get minimum profit, the farmers need to sell their produce at high cost by increasing the cost of the goods the customers will be affected some customers cannot afford to buy all the products because of too high prices.
- To make both the farmer and customer to get benefited we are removing the middle man concept then the farmer will sell their produce at normal price and even all customers can purchase the products at less price.
- So, through this system we aim to solve this by efficiently keeping track of all raw material of a farmer and ensure that the raw material is not getting spoiled and they are correctly being delivered to the customers. So, now both the farmer and the customer will be benefited. In direct marketing farmer will get more profit compared with the regular market procedure.
- The Direct marketing of agricultural produce aim to help in complete elimination of middle men and commission agents who charge high level of commission fee from the farmers coming to the market yards for selling their produce and then artificially inflate the retail prices.
- We believe our company, will:
 - Help revolutionize farm to consumer in smaller and mid-size establishments.
 - Direct marketing of agricultural products to customers.
 - Minimize clutter, maximize efficiency.
 - Make an impact in the avoidance of the middle men and commission agents.

2. Customer's profile

The customers who we are considering are Restaurants, families, each and every person who needs fruits and vegetables for their purposes. The key challenges faced by these customers are to get hygienic fruits and vegetables that they consume which helps them to have good health. One of the variables which affect is their need or quantity of supplies they need and also the price of the product. The quantity of getting fruits and vegetables varies for restaurants, independent kitchens and homes because if they get them in a large amount than needed, they will get spoiled and that raw material will be wasted. Restaurants needs huge quantity of fruits and vegetables if they get these products from a regular market, they need to spend more money but if they directly get them from farmers the cost will not be too high and also, they get hygienic products. Even a person who gets low income can also get hygienic products to keep themselves fit and healthy.

3. Long- and short-term Corporate Objectives

I. Short term objectives

Are formulated to set targets that the farming business should achieve within one year. Character of short-term objectives SMART.

S - Specific

M-Measurable

A - Attainable

R – Reasonable

T -Time

We are aiming to achieve 20 % cost reduction this year.

II. Long term objectives

Results that the farming business wants to achieve over a period of next two years or longer. Characteristics of Long-term objectives DRIVE

D - Directional

R - Reasonable

I - Inspiring

V - Visible

E – Eventual

Our business should be debt free in next 2 years.

4. Market Analysis

- The selected market is an Oligopoly, where a handful of middlemen are present in each region. These players receive good from farmers at a low rate, and transport them into cities for sale.
- These middlemen are the chief influencers of the market. Since farmers are unable to handle the task of transporting their goods, they depend upon these middlemen for their earnings. As a result, the middlemen can charge exorbitant rates and sway the market.
- Introducing ourselves as an option to sell farmer's goods reduces the influence of such middlemen. We can provide fair rates to farmers, as discussed with farmers' unions, and attract business away from the middlemen competitors.
- Our services can be sustainable and successful, while also catering to the needs of Indian farmers.
- Our target clients are farmers and farmers' unions.
- Our services will offer fairer deals with farmers. We will abstain from divide-and-conquer strategies, encouraging our clients to join in unions to discuss fair rates. Our practices will be transparent, empowering farming communities.
- Goods will be bought from farmers' unions at a rate agreeable to both parties. Monthly meetings will be held to set the price for that month. We will then decide an appropriate selling price to update on our website.

5. Financial Assessment

- Investment expenditure and value of the entire project:
 - We have invested a lot of time and resources in order to make sure that our product is market ready and able to stand out amongst the available competition.
 - Hours of labor that has gone into making this project and the other resources that has gone into developing it as well.
- Anticipated productivity:
 - We anticipate that our product will be a website with real-time updates that will be well received by the customers and farmers and hence will result in turning a good profit overall.
- Methods of investment:
 - The most valuable asset we have invested in this project is our time and labor that has been spent in developing the proprietary website that is used in our project.
- Money of the project report:
 - Monetary value of our project will only be determined once our project is released for the general customers and we believe that it will result in a good cash for our company.
- Investment value evaluated in context of different points of merit:
 - Investment value for our company can be broken down in terms of our various components as our tech support team, our delivery and marketing division, our accounting department and our data analyst's all add value to the project and help increase the investment value of the company.
- Estimated financial ranking:
 - While our initial returns may be less, we are confident that with a continued investment and expansion into other cities and towns coupled with aggressive marketing we believe that we can crack into the top rank of startups in the near future slowly and steadily.

6. Marketing Assessment

- Product:
 - Our product is direct marketing of agricultural products, an agricultural direct marketing system guarantees that the farmer is benefited, the products are delivered to the customers with in deadline mentioned, making sure that the raw material we have are not spoiled, control over every aspect of stock, maintain a smooth flow of supply, and helps to boost overall profit by creating purchase orders, adding suppliers.
- Price:
 - All the products price are calculated and loaded into the site daily through the data received from the farmer's union.
- Place:
 - There is a desperate need to innovate and manage inventory resources (the raw material from agriculture) and we feel that our products are supplied to the customers as fast as possible.
- Promotion:
 - Social media can help us to reach our potential customers more easily. Social networks provide us an access to important data about user's interests, hobbies, and so on.
 - Through social media we hope to reach our target demographic and maximize our reach effectively
 - Knowing about our competitors will help us to communicate with our target audience, distinguish our business from competitors, improve our processes, and navigate challenges in the market.

7. Operational Plan

- Our website will be operated and maintained by a small team of IT professionals.
- During monthly meetings with farmers' unions, sales price of goods can be decided. These prices will be intimated to the IT team, for updating the website.
- The general public can buy the goods from our website at the stipulated rate. Payments can be made via net-banking or cash-on-delivery.

8. Financial Plan

A. Projected Profit and Loss

Profit and loss accounts reflect the total income, expenditure, and profit.

Example: Income = 1,00,000
 Expenditure = 60,000
 Profit = 40,000

I. Monthly Profitability

This reflects on the monthly profitability. Add up all your income for the month. add up all your expenses for the month. calculate the difference by subtracting total expenses away from total income. and the result is your profit or loss. We are aiming for 5 % profit minimum every month in the last quarter of the financial year.

II. Break even analysis.

Break-even is a situation where an organization is neither making money nor losing money, but all the costs have been covered. Break-even analysis is useful in studying the relation between the variable cost, fixed cost, and revenue. We will be performing break even analysis to avoid losses.

Breakeven point

Example: Income = 10,000
 Expense = 10,000
 Profit/Loss = 0

B. Projected cash flow

A projected cash flow statement is best defined as a listing of expected cash inflows and outflows for an upcoming period (usually a year). This will help in planning for short term loans. Cash inflows are from sales and loans. Outflow includes salaries and other expenditures like rent, travel communication expenditure etc.

C. Projected balance sheet

A projected balance sheet, also referred to as pro forma balance sheet, lists specific account balances on a business' assets, liabilities, and equity for a specified future time.

I. Business Ratio Analysis

Ratio analysis is a quantitative method of gaining insight into a company's liquidity, operational efficiency, and profitability by studying its financial statements such as the balance sheet and income statement.

9. Management Structure

Initially, the important positions of the company will be split amongst the founders. After the initial sales for the share's proceeds, shareholders will have a larger say in the running of the company and the people leading it. All the important positions pertaining to the company will finally be decided by the board of directors.

The management structure includes:

- chief executive officer (CEO)
- chief financial officer (CFO)
- chief technology officer (CTO)
- HR Head
- Board of Directors

10. Business structure (Ownership, staff, etc.)

In this project we are using the proposed business structures- Corporation and Partnerships.

As the partnership mode concerns the ownership of all the people who worked in building this project from scratch as they get to have the maximum amount of share generated. And we use the mode of corporation to bring in the farmer's union in order to get in the supplies as they provide the needed raw materials to the company and this organization intends to go public through the issue of common stock to the public.

Ownership of Farm-to-home:

This directly goes to the makers of this project (19BPS1094 Arush T Susikaran, 19BPS1120 Kancharla Lokesh Babu, 19BCE1648 Shree Varshan V, 19BCE1648 Ranjan S, 19BCE1687 Mohamad Fasil Ansaary M, 19BCE1736 Surya Ganesh).

Board of directors:

Leading business technician's and farmer's elective leader.

HR team:

Software leads: Data Science and full stack developers

On-ground: Marketing team

Staffs:

Software leads: CS n IT staffs

On-ground deliveries: Employees

Farmer union members.

Profit Split: Owners get 80% of total share and rest split among employees and corporation handles.

11. SWOT Analysis

Strengths:

1. **Product Range:** Farm-to-home offers a huge range of products which extends to about all the available products obtained from the farmer association.
2. **Fresh Availability:** It also offers fresh availability of fruits and vegetables are not easily available in nearby retail outlets as they might contain products from previous day storing them in the refrigerators. This gives them an edge in catering to customers who like buying such stuff.
3. **Convenience:** Farm-to-home offers an escape from the hassle of standing in the queues of malls or going all the way to the retail stores. They give the products right at the door step and offer multiple payment options. The time taken to deliver the product is based on the area of the request, which using geo-location to boost maximum delivery guarantee option, Customers, especially in big cities where life is very fast and it is difficult to reach the customers, can shop at any time of the day but as an initial step the delivery ranges between morning 6 to 2.
4. **Target Group:** We have selected the target customers very carefully by trying to implement the work in towns and smaller cities as an initial step to get cooperation from the farmers union for product production and supply.

Weakness:

1. **Delivery Time:** Biggest weakness is on the delivery time. Many retailers have started the mode of home delivery to nearby customers in just few minutes to hours. So, customers prefer this instead of waiting for more time.
2. **High Variable Cost:** Cost of running many delivery guys, delivery trucks, wastage during transportation makes the business run at a high variable cost. They have to bleed more money and will take longer to break even.
3. **Minimum order quantity/price compulsion:** Farm-to-home does not offer home-delivery above a certain set order limit. This means that customers would be forced to delete some

products just to avail the service. This makes us to lose a customer.

4. Be at home: Customers have to be at home when product is about to deliver. This means the customers has to plan according to the delivery options. Additional to this they have to pay a little add on price for the home delivery method.
5. Order Cancellations: They depend on farmers union that we have tied-up with to provide us the items. If they don't have the items readily available, we won't be able to deliver. This sometimes leads in cancellation of orders. Out of stock issues tend to break the customers trust and repetitive of such issues makes the customers reluctant to reuse the service.

Opportunities:

1. Market: Indian retail market is valued at more than approximately \$550 million and grocery alone covers 60% of this share. Hence, it's a huge market with many companies to accommodate and customers to cater.
2. Grocery Growth: India has risen to the 6th largest grocery market in the world. E-commerce grocery market is growing with a year growth rate of 19%.
3. Expansion: Many cities are still not covered by these startups and Farm-to-home can target them and gain the first mover's advantage. We can expand to tier-2 cities and increase our market.
4. Cross selling and Value Packaging – Cross selling might be a major advantage for Farm-to-home as it can sell multiple products by product bundling

Threats:

1. Competition: It has small presence in terms of cities, towns covered hence, it is getting a huge competition from other startups like Grofers, PepperTap, Nature's Basket, Zop Now, Aaram Shop, Mera Grocer, etc.
2. Bigger Players: Bigger companies in terms of financial backing and presence are also entering this industry. Lead companies like Big basket, Amazon, Flipkart and Google have also entered this industry. This may prove fatal for smaller start-ups like Farm-to-home to compete with them.
3. Smaller Players: Many other local shops have picked up on this trend and have started doing home delivery services to nearby customers thereby killing groups of target customers across regions and cities.
4. Customer Retention: It is very difficult to retain customers all the time. They would tend to move with the service provider that offers the most discounts.

12. Reference

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