# Part A – SWOT ANALYSIS

1(a) strengths

-agrifeed is more widespread in Botswana which gives them a competitive edge against other competition in the market for producing agricultural materials.

-agrifeed does not only produce feed for the Botswana market but also produces agricultural machinery and materials such as vaccines and vet equipment as shown on their website

-specialization of the market and feed due to being in the industry for over a decade helps them manage customers better

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(b) weakness

- Opti feeds has an online virtual assistance on their website which answers any questions asked by the customer whereas agrifeed only has their customer assistance line which is not 24/7

-Agrifeed does not have a YouTube channel which shows their lack of marketing in different areas of social media platforms.

-their facebook ratings are lower than their competitors on facebook which could disrupt traffic to their website or to their stores .

-their lack of outlining their full profuct range could change traffic as they might assume that agrifeed does not have the product their looking for .

-the lack of marketing their specials on facebook compared to techno feeds ruins their market .

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(c) Opportunities

-agrifeed has the opportunity to diversify their product range and produce products that are not usually available in in the country . this could boost customer traffic to their stores and boost sales

-They could improve on their marketing on facebook and their official website to improve traffic and publicity.????

-they can integrate with other companies from outside the country or field of expertise to grow their company .

(d)Threats

-The fact that the market has good competitors could cause concern to Agrifeed as they have a chance of shutting down due to loss of customers

-other competitors might technologically advance with might leave agrifeed outdated which could change the survival direction of agrifeed.

-Other competitors might reduce the price to lure customers to their stores which might make agrifeed shut down .

2(a)

-Their specialization in the market downsizes the lack of marketing as customers know what agrifeed produces in the market . this could reduce the lack of knowledge on what agrifeed sells.

-Agrifeed producing a wider range of products compared to their competitors helps them excel in the market as they can get more customers and more sales.

-their longevity in the market makes agrifeed a more trustworthy company to buy products from as they have been in the market for longer help which could symbolise their good quality products .

(b)

-Agrifeed could allocate more resources to research and development to improve the quality and range of agricultural products they sell . furthermore they can enquire on what the customers truly desire in the agricultural stores.

-Agrifeed could price compete with their competitors to a good extent so that they stay relevant in the market .

-the company could also improve their market supply chain in order to make a difference in their customer service .

(c)

-Agrifeed allocating more of their resources to R&D could help them get ahead of their competitors which gives them a survival chance in the market .

-Agrifeed expanding their product range would help them become more of a monopoly in the market increasing sales revenue within the company.

-agrifeed improving their social media marketing would greatly improve customer knowledge on the products being sold at agrifeed .

Part B

(1)

As an e-commerce consultant, I would advise Agrifeed's online store to use the following e-business model:

Agrifeed's online store's value proposition should focus on providing high-quality agricultural products and services to clients in a convenient and user-friendly online purchasing experience. The internet store should sell a wide range of products, including seeds, fertilizers, and farm equipment, as well as services like agricultural advice, training, and support. The store's devotion to customer satisfaction, product quality, and competitive price should be emphasized in the value proposition. The online store of Agrifeed should use a revenue model that blends direct and indirect revenue streams. Product sales, service fees, and premium service subscriptions are examples of direct revenue streams. Advertising, affiliate marketing, and data monetization are examples of indirect revenue streams. To retain consumers and generate income, the company should also consider giving loyalty programs and incentives. The increased need for agricultural products and services, particularly among small-scale farmers and hobbyists, provides a market potential for Agrifeed's online store. To reach a larger audience, the store should target these categories and use online marketing methods like social media and search engine optimization (SEO). The online store for Agrifeed is set to face fierce competition from both existing firms and new entrants. The store should do a detailed competition analysis in order to identify important competitors, their strengths and weaknesses, and pricing tactics. This information should be used to establish a competitive but long-term pricing plan. The online store for Agrifeed should concentrate on gaining a competitive advantage in terms of product quality, customer service, and innovation. The store should spend in R&D to identify new product lines and services that suit client wants and distinguish the store from competitors. Additionally, the business should use consumer feedback and data analytics to improve product offerings and customer experience. Agrifeed's online store's market strategy should use a multi-channel approach, mixing online and offline marketing channels. To attract a wider audience and boost traffic to the website, the store should use social media and SEO. The store should also attend trade exhibitions and industry events to showcase its products and services and form alliances with other industry players. Agrifeed could think about creating a specialized e-commerce team to oversee the management of the online store's operations, clientele, and marketing initiatives in order to support the online store's expansion. The staff should be knowledgeable on customer service, digital marketing, and e-commerce technologies. The management team of Agrifeed should be involved in the performance evaluation, strategy planning, and decision-making processes of the online store. The team should be able to adjust to shifting market conditions and client expectations, as well as has experience in marketing, customer support, and e-commerce.The e-business model for Agrifeed's online store should focus on providing high-quality products and services with a user-friendly shopping experience, leveraging a multi-channel marketing approach, and developing a competitive advantage through innovation and customer service. The model should also incorporate a sustainable revenue model, effective organisational development, and a skilled management team.

(2)

At Agrifeed, we value your security and privacy. This privacy statement describes the data we gather, how we use it, and your rights in relation to your personal data.

Information Gathering and Utilization

When you use our website, buy our goods or services, or get in touch with us, we may gather information about you. Your name, your email address, your phone number, your shipping address, your payment information, and other pertinent information may be included in this information. We use this information to fulfill your requests for goods and services and to get in touch with you regarding your order. When you visit our website, we might also gather non-personal data about you, like your IP address, browser type, and other technical information. By using this data, we may make improvements to our website and make sure it is operating properly.

Cookies

Cookies are used by Agrifeed to personalize your browsing experience and deliver advertising and content that is relevant to you. When you visit our website, cookies—small text files—are saved on your computer or other device. If you don't want to get cookies, you can disable them in your browser's settings.

Security of Data

Since the security of your personal information is important to us, we have put in place the necessary organizational and technical safeguards to prevent unauthorized access, disclosure, modification, or destruction.

Disclosure to a Third Party

In order to complete your order or give you the goods or services you've requested, we may need to share your personal information with other businesses or organizations, but only when absolutely necessary. With third-party service providers, including payment processors and shipping firms, we might share your information.

Rights You Have

Your personal information that we have gathered about you may be accessed, updated, or deleted. Additionally, you can choose not to receive marketing emails from us at any time.

Adjustments to this Policy

At any time, we retain the right to alter or modify this privacy statement. We encourage you to examine this policy on a regular basis and check our website for updates.

Get in Touch

Please email privacy@agrifeed.com with any queries or concerns you may have regarding our privacy statement.

Conclusion

At Agrifeed, we respect your right to privacy and are dedicated to keeping your personal information safe. Your information will only be gathered and used in accordance with this privacy policy, and we will take all reasonable precautions to protect it.