

# PROPOSAL AND MARKETING PLAN

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## KISSAN DOST APP

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## Abstract

An online shopping system that permits a customer to submit online orders for items and/or services from a store that serves both walk-in customers and online customers. The online shopping system presents an online display of an order cut off time and an associated delivery window for items selected by the customer. The aim of this project is to make a farmer's friendly shopping site where farmers act as vendors. Normal shopping sites enable only the website owner to sell their products but this platform enables every farmer to sell their products.

KISSAN DOST is a farmer-friendly interface where farmers can sell their farm products at a profitable price. Basically, it's a shopping site where customers can buy fruits, vegetables and crops directly from farmers. This online shopping site provides farmers with an option of filling their goods information and buyers can buy the products which farmers want to sell. Thus the site helps farmers to sell their goods produced.

## Problem Statement

Pakistan is a land of agriculture and farmers are its root. But the farmers don't get the true value of their agricultural products. Farmers sometimes are forced to sell their products at low prices or sometimes they are even unable to sell the crops. Thus they are not able to do the profitable business of their crops or goods in the markets. The following project can help farmers to solve this issue and in future this project can become the right hand of the farmers.

## Proposed Solution

KISSAN DOST app will help farmers to sell his crops directly to the retailers, by setting a base price for his crop, and many retailers bid for certain products they want from the farmers. This app uses a bidding system, for selling of crops from the farmer side to the retailer side. This helps the farmer to gain some profit, otherwise, they used to get manipulated by the middlemen.

## Objective

The main aim of the project is to design a platform where farmers can sell their fruits and vegetables at a profitable price and the consumers can directly buy those good produced by farmers. By this, the in-between profit gainers are removed and farmers can get the true value of their goods.

## About Project

The project name is "KISSAN DOST". The name is assigned to the project such that it is acceptable and attractive to farmers. This is an online platform which provides two types of account - first is farmer's account and second is consumer's account. A person can decide whether he wants to sell or wants to buy something from the seller. For a farmer's account, the site provides to a farmer to add the details of the products which he wants to sell. A consumer's account provides consumers to buy the products he wants. Basically, the project is about database management between the farmers and consumers.

Normal shopping sites have only one seller (i.e. website owner) and multiple buyers but in this project provides the facility of multiple sellers and multiple buyers.

# Vision Mission Values

## Our Vision Statement

To influence market forces through efficient and sustainable agriculture or crops prices and activity that reduces poverty reduces the risk of crops insecurity and increases the contribution to GDP

## Our Mission Statement

Removing fruit and vegetables from the control of these middle man would allow the product to find its true market value and damp down inflation

# Who are Farmer and Retailer?

The farmer Side:

The farmer can add the crop to his list and set a base price for his crop, or otherwise the government that helps in setting the base price for them. He / She can edit their list depending on the transactions they have done to the retailers.

The Retailer Side:

The retailer can log in in his account and choose the category of crops him /her wants (options are Vegetables, Fruits, and Flowers). After they select one or more from this, they will get information about the farmer's crops and how much their base price is. They can select one or more items from that list and bid for that. Once a retailer starts bidding, then all other retailers who use this app will get a notification about the current bid for an item they have also bided for or going to bid for.

# Project Scope

## Functionalities

Any user can act as a farmer or buyer. The App provides an option to a user to be a farmer or a consumer. Following are functionalities:

### Farmer's Role

Each farmer will be having a user ID and Password used for login. Non-registered farmers can register themselves by creating an account using Registration. These registered farmers can now sell their products on the website by inserting their product on the website.

### Customer's Role

As of farmer, each consumer will have user ID and password and can register themselves using Sign Up option. Each consumer will have a cart ID assigned using the IP Address of the user. Consumers can add products to cart with corresponding product ID and quantity without even logging in. But in order to place an order, login is necessary.

### Administrator's Role

Administrator's role is to maintain the security of the database. He / She will be having access to all the database tables used at the backend server.

# Development

## Technologies Used

Following are the technologies used in the development of the project.

### Front End

The external design of the site is done in following languages:

1. Android Platform (Java)
2. Python for SERVER Side

### Back End

XAMPP server is used as back end to create the databases of the site. Sublime Text editor is used to write the code and Firefox Fox is used to see real Web-pages of website

# Database Management

1. SQL language is used for creating database and MySQL open source DBMS software is used for implementing SQL language.
2. Storage Engine - InnoDB (Supports transactions)
3. Running the Project
4. First you need to install XAMPP software and any browser like Firefox, Chrome.

Now you have to open the XAMPP control panel, start Apache and MySQL. After starting MySQL and Apache you have to open the browser and in the search bar give the address of website (localhost/Farmers Buddy) and press enter.

# Business Strategy

Desired image and position in market Kisan-Dost seeks to be known as a leader in making consumers energy aware. This primarily means providing relevant online market to farmers to sell their products. Our position in the market will likely be an intermediate between farmer and costumer. However, we would like to aim for the consumer oriented part of this market, rather than reaching out to the part of the market dealing with clean power generation.

# SWOT analysis

## Strengths

Our biggest strength is that no such online system is available for farmers to sell their products, previously brokers take a lot of commission from farmers and costumers. Another strength is that Pakistan is very rich in agricultural, so we have a very big market whom we can provide online platform.

## Weaknesses

The biggest weakness is that the most of the farmers are uneducated, so it could be difficult to understand them the benefits of our online system.

## Opportunities

The idea of kissan-Dost has no competitors in the market.

## Threats

The biggest threat is that already existing online system start may this thing to their systems, so this very difficult for us make a space in market because those companies are already established.

# Project Schedule and Milestones

1. Planning
2. Functions and features
3. UI/UX Design
4. Frontend development
5. Backend development
6. Testing
7. Deployment
8. Maintenance & Support

## Resources

### IOS App Development Resources

1. iOS Design Guide
2. iOS Icon Templates
3. Apple iPad app Development guidelines
4. Optimizing iPad app for Multitasking
5. iPad app multitasking Developer guide
6. Submitting app to the Apple Store

### Android App Development Resources

1. Getting Started on Android
2. Complete Android Developers Guide
3. Supporting Different Devices
4. App Launcher & icon guidelines
5. Tablet Design Optimization Guidelines
6. Submitting App to the Google Play Store

## Estimated Cost

1. Analytics and user experience - 20,000
2. Design - 50,000
3. Front-end - 20,000
4. Back-end - 20,500
5. Marketing- 20,000
6. QA - 60,500

**Grand total:** 200,000. In essence, that's the cost price. But you've got to consider risks, taxes, rent, and interest. Then we get an approximate budget of 220,000, for which our company can aim a stellar project without bugs or delays for release in Apple Store or Google Play.

## Revenue Policies

1. Google Ads Banners
2. Google Video Ads



3. Freemium App Model
4. App/SMS/Email Marketing

## Other Apps in the Market

1. Mandi App (Leaning toward Wholesalers)
2. Mandi Trades (Only Buying and Selling)

## How are we different

1. A real time market with commodity prices shown in a separate tab
2. Using the map interface to automatically send a goods vehicle with best prices
3. A master account for the government to have access to the entire data recorded

## Summary and Conclusion

Our product will be able to end up the margins between farmers and consumer. All the profits are made only by these brokers leaving farmers poor and consumers unsatisfied.