

# OUR TEAM

**01** Rabby khan  
ID :1478



**02** Usama Akif Ador  
Id :1485



**03** Israt Jahan  
ID: 222-35-1191



**04** Mujahidul Islam  
ID :1465



**05** Nishad Ahmed  
Id : 191-35-2734



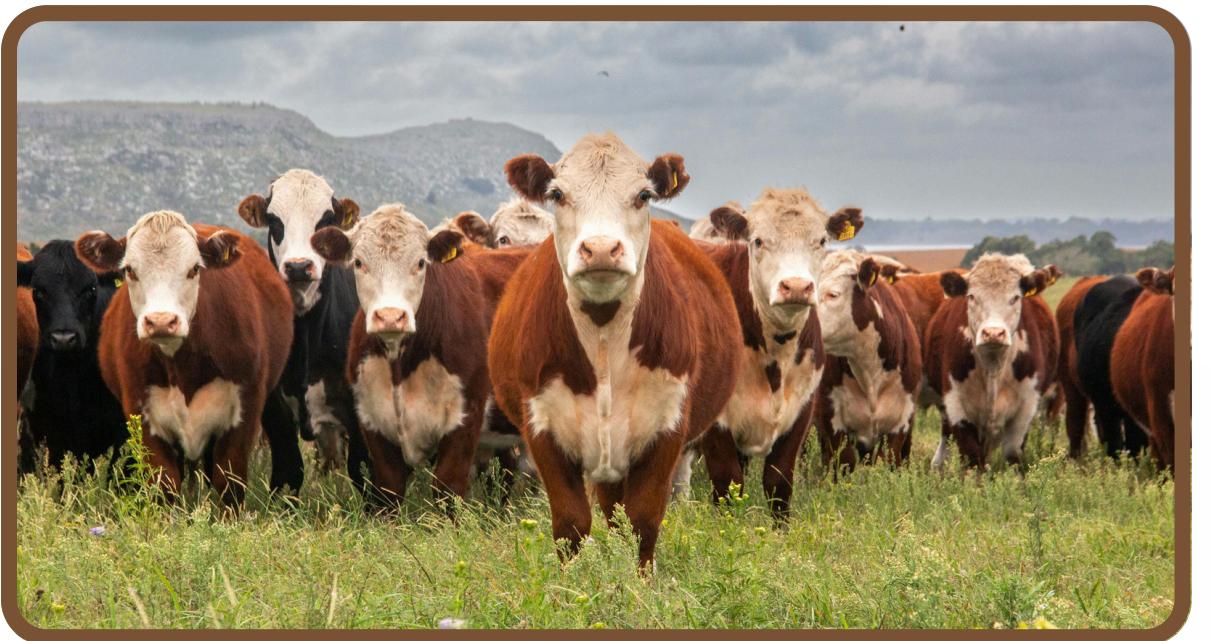
**06** Touhidur Rahman  
ID :1477



# E-FARM BD



PURELY TRANSPARENT - FARM TO YOU



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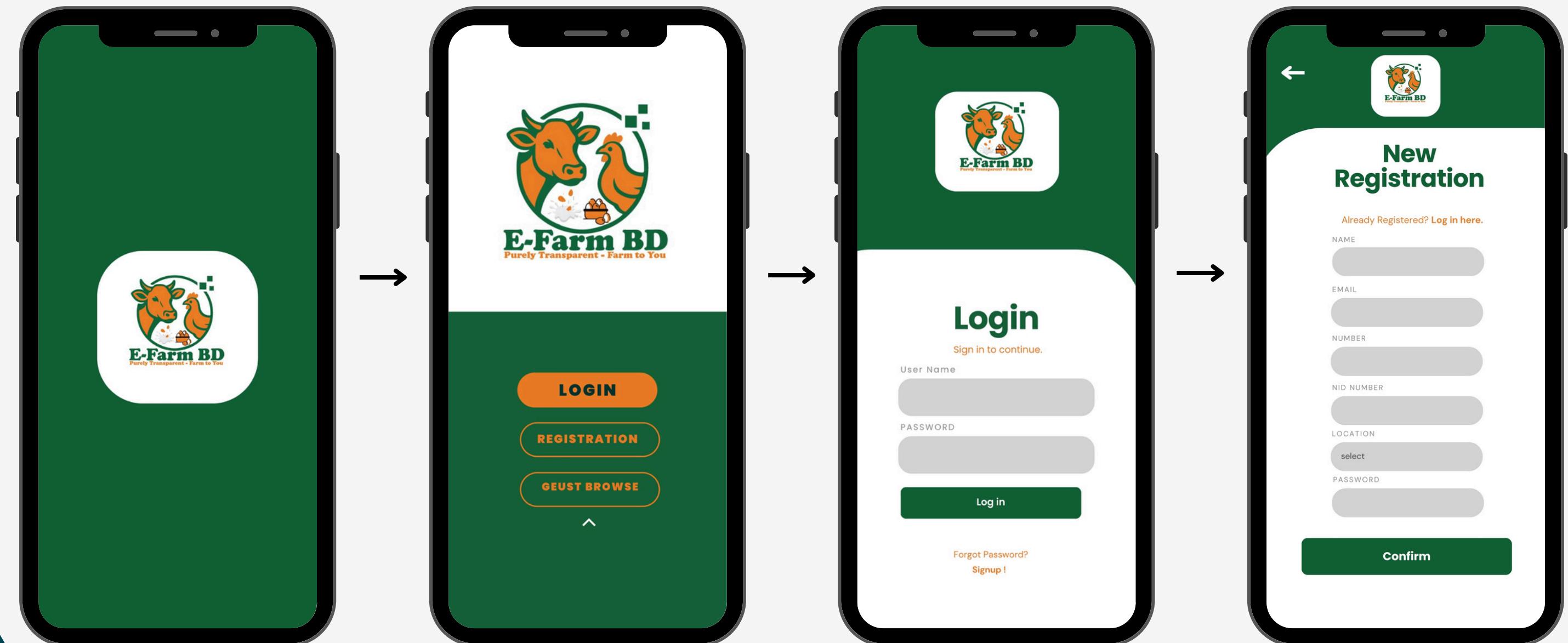
# INTRODUCTION



## A Smart Poultry and Dairy Farm with a Digital Distribution Network

We combine fresh, local farming with cutting-edge technology bringing clean, traceable food from rural farms directly to city consumers through vending machines and mobile apps.

# Mobile App UI Design



# PRODUCT AND ECOSYSTEM

WE OFFER A VERTICALLY INTEGRATED FARM TO CONSUMER MODEL :

- ➤ **Fresh Cow Milk** (Daily)
- ➤ **Organic Eggs** (Daily)
- ➤ **Chicken** (Slaughtered on Demand – Every Friday)
- ➤ **Fresh Beef** (Processed on Demand – Every Saturday)
- ➤ **Live Farm Video Feed** (via App + Vending Screens)
- ➤ **Smart Subscription System** (App-based: Weekly, Monthly, Yearly)
- ➤ **Automated Vending Machines** (Urban Delivery Nodes)





# PROBLEM STATEMENT

- **Lack of Fresh, Safe Food:** Hard to find unadulterated milk, eggs, and meat with guaranteed freshness.
- **Hygiene & Trust Issues:** Concerns over food quality, cleanliness, and source traceability.
- **Time Constraints:** Busy city life leaves little time for crowded, unreliable local markets.
- **Uncertainty in Food Origin:** No clear idea of where and how the food was produced.

# Marketing & Growth Strategy

## Target Audience:

- Health-conscious Dhaka residents
- Working professionals
- Gym & fitness lovers
- Parents with young kids

## Method:

- **Digital Marketing:** Facebook Ads, Instagram promotions, YouTube influencer reviews, and TikTok clips showcasing live farm scenes and vending experience.
- **Referral Program:** Customers can refer others for subscription discounts.
- Email & SMS Campaigns: To alert customers about new packages, delivery updates, and offers. Local Flyers/Posters: In community centers, gyms, and residential buildings near vending zones.
- **In-app Engagement:** Push notifications, reward points, live chat, and farming education.

# Marketing & Growth Strategy

## Branding & Trust:

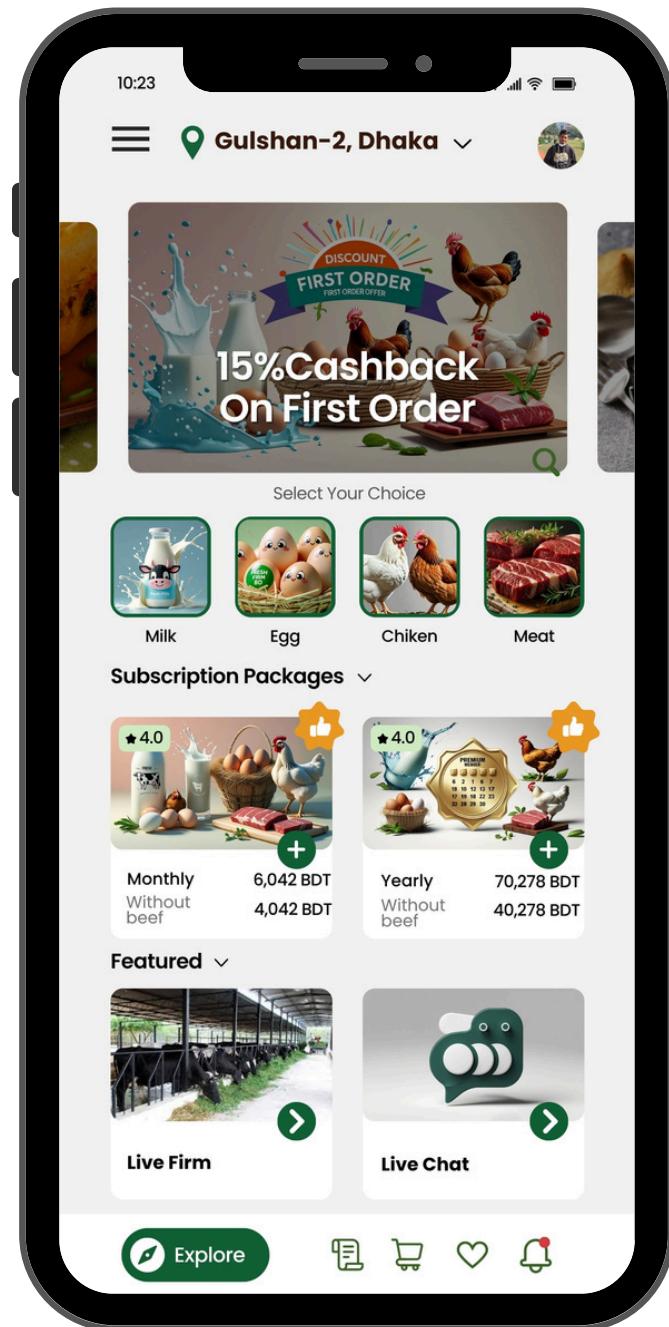
- Livestreaming from the farm builds transparency.
- Bio-security hygiene standards.
- Emphasis on “Purely Transparent - Farm to You”.

# TECHNOLOGY INFRASTRUCTURE

- **Mobile App (iOS & Android):**  
Real-time ordering, live farm view, subscription management, wallet payments, referral system.
- **Smart Vending Machines:**  
Auto-dispense milk & eggs; display live farm activity via LED.
- **IoT Camera Systems:**  
24/7 farm surveillance ensures transparency and builds consumer trust.
- **Digital Payment Gateway UI:**  
Accepts Card, Wallet (bKash, Nagad, Rocket), and Bank Transfer through a clean, fast interface.

# PRICING STRATEGY

Product	Unit Price (BDT)
Milk (1 Litre)	100
Egg (1 piece)	10
Chicken (1 Kg – Friday only)	150
Meat (1 Kg – Saturday only)	600



## Weekly Subscription

- 1 Litre Milk per day ( $7 \times 100$ ) = 700 BDT
- 2 Eggs per day ( $14 \times 10$ ) = 140 BDT
- 1 Kg Chicken (Friday) = 150 BDT
- 1 Kg Meat (Saturday) = 600 BDT

Total Weekly Cost =  $700 + 140 + 150 + 600 = 1,590$  BDT

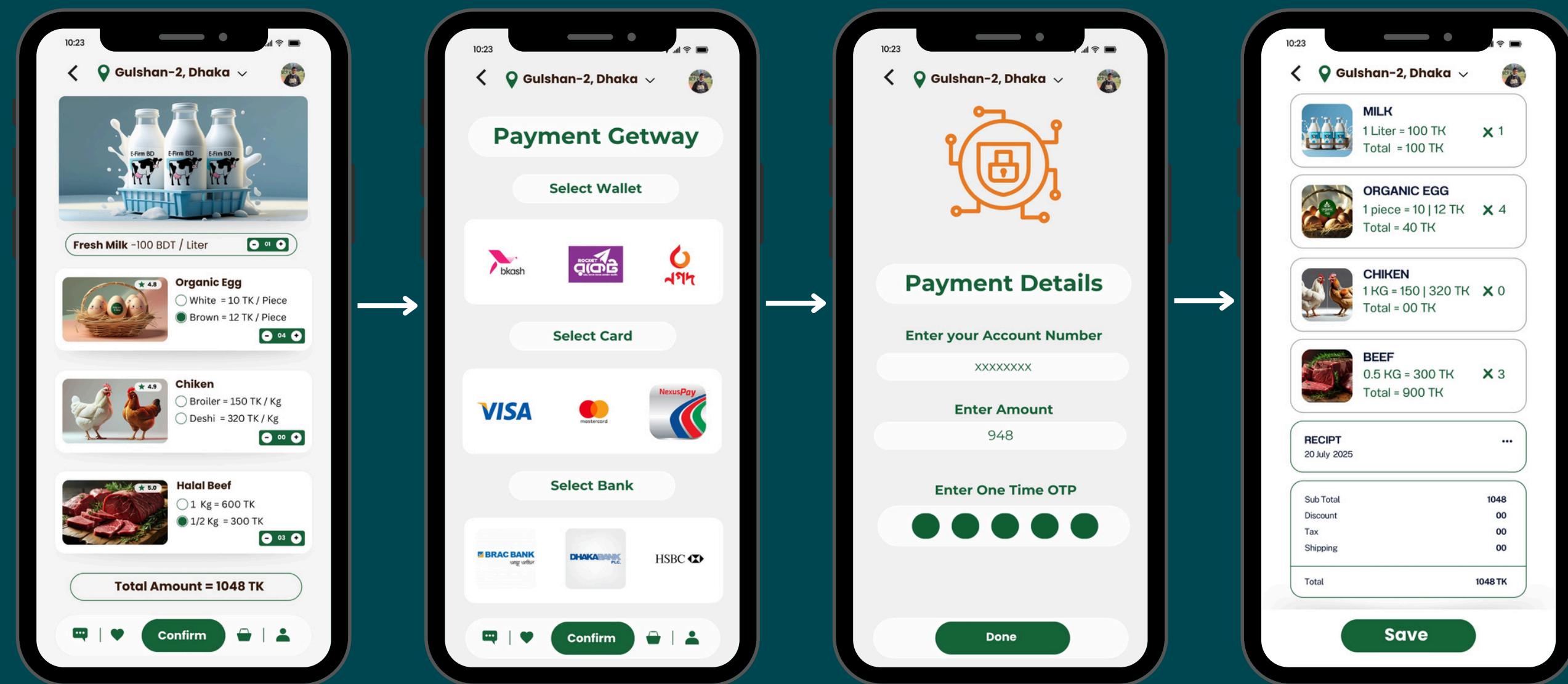
## Monthly Subscription (4 weeks)

- Weekly total  $\times 4 = 1,590 \times 4 = 6,360$  BDT
- 5% discount for monthly =  $6,360 - 318 = 6,042$  BDT

## Yearly Subscription (52 weeks)

- Weekly total  $\times 52 = 1,590 \times 52 = 82,680$  BDT
- 15% discount for yearly =  $82,680 - 12,402 = 70,278$  BDT

# Order System & Advanced Payment Gateway UI



# CAPITAL INVESTMENT PLAN

Item	Cost (BDT)
App Development	4,00,000
Vending Machines + IoT (3 units)	9,00,000
Farm Setup	8,00,000
Delivery Vehicles	2,00,000
Live Feed System	2,00,000
Branding & Marketing	3,00,000
Miscellaneous	2,00,000
<b>Total:</b> 30,00,000 BDT	

# HUMAN RESOURCES PLAN

Role	Number	Responsibility
Farm Workers	5	Animal care & hygiene
Delivery Men	3	Zone-wise delivery
Technical Support	1	App & vending support
Admin & Accountant	1	Records & ops
Customer Support	1	App-based help desk

# CONCLUSION

E-Farm BD is our own smart and modern farm that delivers fresh, hygienic milk, eggs, chicken, and meat directly to city customers. We use technology like mobile apps, vending machines, and live video from our farm to build full trust and transparency.

Our goal is to give people in Dhaka healthy and clean food with a service they can fully rely on. We want everyone to know exactly where their food comes from – our farm to your home.

**E-Farm BD is not just a business – it's a new way of connecting people to pure food, full trust, and a better, healthier lifestyle.**





**THANK  
YOU!**

