**Nature of Customer**

Our customer Mr. Alok Kumar is an entrepreneur who is basically dealing in organic farming sector. He has a great vision which does not only deal with selling of organic products to their clients but also producing them. With this vision only he started his startup a couple of years ago from a small village in Bihar wherein he bought a couple of cows and started delivering fresh organic milk in that local area. He totally believes in starting from scratch and thus instead of buying more cows he started breeding them to ensure the quality of the product that is milk here. In the coming years he wishes to expand his business to all the metropolitan cities starting from Delhi. Since Mr. Alok is also a professor at NIIT UNIVERSITY it was really difficult for him to manage his job and business simultaneously and thus he needed a software which makes his work less tedious and cumbersome. At this very point we sort off came to his rescue and provided him with customized ERP System which was his one-time solution to all the problems. Using this particular ERP System it became really easy for him to manage and communicate with his workers back there in Bihar.

**Future plans:**

Mr. Alok being a true optimist and entrepreneur wishes to expand his business in metropolitan cities and in future he would like to have a wide range of customer as compared to now. Since his idea is really novel and there are hardly and people who cater to the organic needs of the people there is a wide scope for him to establish his name in the market. Further he plans to takes his business online and has an ecommerce website just like Flipkart consisting of a proper cart and a proper way of buying his products online. Looking at his optimism, zeal and down to earth nature one can be sure he would achieve all his goals.