Online Farmers Market

Empowering Farmers through Multi-Vendor Access

PROBLEM

The agriculture industry is a critical sector that feeds the world. However, small-scale farmers have limited access to markets and often receive lower prices for their crops due to middlemen. Additionally, with the rise of online shopping, farmers need a better way to reach consumers and sell their products. Customers also have touble accessing healthy affordable farm produce as it is expensive due to middlemen and it is not easily accesible as not all physical markets have all types of farm produce in one place. That's where Online Farmers Market comes in.

SOLUTION

Online Farmers Market is a multi-vendor webapp that connects farmers directly to consumers, eliminating the need for middlemen. Our platform provides farmers with access to a wider market, higher prices, and increased visibility. Consumers can easily browse and purchase fresh produce directly from the source, knowing they are supporting small-scale farmers and they are guaranteed clean and fresh quality products at affordable prices at their door steps.

MARKET

The market potential for Online Farmer's Market is enormous. The global agriculture industry is projected to reach $12 trillion by 2025, with the e-commerce sector growing at a CAGR of 12.5%. In addition, the demand for locally sourced and sustainably grown food is on the rise, presenting a unique opportunity for small-scale farmers.

Target Market

- Farmers (vendors)
- Customers who are in need of healthy fresh and easily accessible farm products which can be delivered to them without leaving their location.

Competitive Advantage

Our platform is unique because we offer a multi-vendor approach, allowing farmers to work together to offer a wider range of products to consumers. We also prioritize sustainability and transparency, allowing consumers to learn more about the farmers and their growing practices.

Revenue Model

We will generate revenue through a commission-based model, taking a percentage of each transaction. As our user base grows, we plan to offer premium features for farmers and consumers, such as marketing and advertising services.

Team

Our team consists of experienced professionals in agriculture, e-commerce, and technology. Our CEO has over a decade of experience in the agriculture industry, and our CTO has led the development of multiple successful web applications.

Future Plans

In the future, we plan to expand our platform to include additional features such as farm-to-table restaurant partnerships and subscription boxes. We also plan to expand globally, starting with emerging markets where small-scale farmers face even greater challenges.

Call to Action

Join us in our mission to empower small-scale farmers and provide consumers with fresh, sustainable, and locally sourced food. Sign up today and be a part of the future of agriculture.

nandilov.pythonanywhere.com

Prepared by:

Nandila Mulilalila

nandilamul@gmail.com

+260779769456

24/3/2023