A MINI PROJECT REPORT ON

AGRISHOP:ONLINE FARMER SELLING

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
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Certificate

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1.INTRODUCTION

1.1. Overview of the system

The *Agri Shop: Online Farmers Selling* system is designed to help farmers sell their products directly to customers through a user-friendly online platform. From the main page, farmers can list their products, set prices, and manage inventory, while customers can browse and purchase agricultural goods, contributing to fair trade and reducing intermediaries. The system also features a section for highlighting popular products and offers interactive tools for farmers to track sales and communicate with buyers.

This system not only supports farmers by providing them a direct sales channel but also ensures that consumers get fresh produce without intermediaries, leading to fairer pricing for both. The platform offers features such as inventory management, price setting, product reviews, and feedback, which enhance the overall user experience for both farmers and buyers.

The system is scalable, allowing it to expand its reach to more farmers and customers in the future, with the potential for integration into broader national and international markets.

1.2. Problem definition and objective

- Farmers often struggle to sell their products directly to consumers, having to rely on middlemen, which reduces their profits.

- Consumers find it challenging to purchase fresh and organic farm products directly from farmers.

- Limited access to a wider market restricts the reach of local farmers.

2. REQUIREMENT AND ANALYSIS

2.1. Problem definition

In the traditional agricultural market, farmers often face substantial challenges in selling their products directly to consumers. They primarily depend on intermediaries, such as distributors and local markets, which leads to reduced profit margins as intermediaries take a significant portion of sales, leaving farmers with minimal earnings. Many farmers also struggle to reach a wider audience, confining their sales to local markets and limiting their potential for growth. Additionally, the involvement of multiple parties often results in delays, leading to a decline in the quality and freshness of produce.

Conversely, consumers find it challenging to access fresh, locally sourced products and often pay higher prices due to these intermediaries. This disconnect creates a lack of transparency and trust between farmers and consumers.

The *Agri Shop: Online Farmers Selling* system aims to address these significant challenges by providing a digital platform that facilitates direct sales between farmers and consumers. By eliminating intermediaries, the system allows farmers to set their

prices, retain a larger share of the sales revenue, and engage directly with customers. This approach not only empowers farmers economically but also enables them to showcase their products' quality and freshness.

For consumers, the platform offers a convenient way to access fresh, locally sourced agricultural products at competitive prices. By fostering transparency and direct communication between farmers and consumers, the *Agri Shop* system builds trust and encourages a supportive community around local agriculture. This initiative aims to create a more equitable and sustainable agricultural marketplace, ultimately benefiting both farmers and consumers.

2.2. Select the software development model.

 For the development of the *Agri Shop* system, I have chosen the Agile Model.

2.3. Requirement specification includes existing system and proposed system

Existing System

In the current agricultural landscape, farmers primarily sell their products through local markets, distributors, or intermediaries. These methods are often inefficient and result in farmers receiving a lower price for their goods. Customers, on the other hand, may not have direct access to fresh farm products and often face inflated prices due to the involvement of middlemen.

Disadvantages of the Existing System:

- **Reduced profits for farmers**: Intermediaries take a significant cut from the sales, leaving farmers with lower earnings.

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- **Limited market access**: Farmers, especially those in rural areas, have difficulty reaching a wider audience.

- **Inconsistent product quality**: Due to long supply chains, customers may not always receive the freshest products.

- **Lack of communication**: Farmers and customers have little to no direct interaction, preventing the building of trust and transparency.

Proposed System

The *Agri Shop: Online Farmers Selling* system is designed as an innovative digital platform that connects farmers directly with consumers, effectively transforming the traditional agricultural sales model. By eliminating the need for intermediaries, this system empowers farmers to take charge of their sales processes. They can set competitive prices, manage their inventory, and showcase their products to a broader audience. This direct engagement enables farmers to retain a larger share of their earnings, fostering financial stability and encouraging them to invest further in their agricultural practices.

For consumers, the *Agri Shop* platform offers a convenient and user-friendly shopping experience. Customers can easily browse a diverse selection of fresh, locally sourced agricultural products from various farmers, providing them access to quality goods that might not be available in traditional markets. The platform allows customers to place orders online and have their purchases delivered directly to their homes, streamlining the purchasing process. This direct connection not only enhances customer satisfaction but also promotes the consumption of fresh produce, supporting healthier eating habits.

To ensure a trustworthy and efficient marketplace, the *Agri Shop* system incorporates several essential features. A review and rating system allows customers to provide feedback on their purchases, helping to build a community of trust and transparency between farmers and consumers. The platform also includes secure payment options to facilitate safe transactions, as well as integrated logistics and delivery management tools to optimize the supply chain. This holistic approach aims to create a more

equitable and sustainable agricultural marketplace that benefits both local farmers and consumers while enhancing overall food quality and accessibility.

2.3.1. Justification of the proposed system

The *Agri Shop* system addresses the limitations of the existing agricultural sales models by creating a direct link between farmers and consumers. This system empowers farmers by providing them with greater control over their sales process and pricing, while consumers benefit from fresher, more affordable products. The platform also promotes transparency, with user reviews and direct communication between buyers and sellers, ensuring a trustworthy marketplace.

Additionally, the platform's scalability allows it to grow beyond regional boundaries, enabling farmers to reach broader markets, both nationally and potentially internationally.

2.3.2. Benefits of the proposed system

The *proposed system* offers numerous benefits for both farmers and consumers, fundamentally enhancing the agricultural marketplace. For farmers, the platform enables them to retain a larger portion of their earnings by eliminating intermediaries, thereby increasing their profit margins. They gain access to a wider customer base, allowing them to reach consumers beyond their local markets, which can lead to increased sales and greater financial stability. The system also provides farmers with valuable insights into consumer preferences through direct feedback and engagement, enabling them to make informed decisions about their product offerings. For consumers, the platform guarantees access to fresh, locally sourced agricultural products at competitive prices, promoting healthier eating habits and supporting local economies. The convenience of online shopping, coupled with secure payment options and reliable delivery services, enhances the overall consumer experience. By fostering a transparent and direct relationship between farmers and consumers, the *Agri Shop* system cultivates trust, encourages sustainable agricultural practices, and ultimately contributes to a more equitable food system.