POSITIONING STATEMENT FOR THE AGRICULTURAL PLATFORM

Our platform bridges the gap between communication of farmers and customers, and provides features making it stand out in the market, ahead of other like platforms. Our platform also provides the need for farmers to deliver fresh locally grown produce to customers to sustain food availability unlike other platforms.

POSTIONING STRATEGIES FOR THE PLATFORM ABOVE OTHER COMPETITORS

1. Direct sales between customers and farmers, ensuring transparency between them
2. Our platform will be designed with the user’s experience at the forefront, making it easy for them to navigate through the platform
3. Providing seamless transactions between farmers and customers, with the integration of technology.
4. Providing real time climate updates for farmers to know what type of produce to grow and what not to grow to avoid unnecessary cost and efforts.
5. Providing real time updates on the growth of plants and other farm produce, alerting farmers of the right time to harvest to avoid spoilage and food wastage
6. Building a community of farmers and customers, organizing events and partnering with local farm stores to provide enlightenment about the p