Product Development life cycle Documentation for fresh Tomatoes.

1. **Introduction**

Product name: Go and Get Fresh Tomatoes

Category: farm produce

Platform: online marketplace (GoandGet)

Tomatoes are a staple in many households, used in cooking, sauces, and salads. The demand for fresh, high-quality tomatoes is high, but challenges in supply chain management, storage and distribution affect availability. This project will document the product development life cycle for fresh tomatoes, from ideation to improvement.

1. **Product development life cycle stages**

**Discovery (Ideation****).**

* **Problem identification:** Many consumers struggle with accessing fresh, organic tomatoes due to high market prices, supply inconsistencies, inefficient logistics and spoilage during transportation and the length at which the goods spend transporting them in. this my idea will based on how in particular it can be solved. Consumers struggle with inconsistent quality, seasonal price fluctuations, and limited availability in urban areas.
* **Target Audience:** In line with this problem statement, my target audience are the Urban dwellers looking for fresh and organic produce for their usefulness. Restaurants and food vendors needing bulk purchases for their daily uses in producing good food out for people to consume is another thing to be considered to meet and solve major issue they are facing in getting it. Grocery stores needing a steady supply is also part to which the problem statement could be addressed by meeting their needs and for the quality of the freshness to be maintained.
* **Market Research**: To maintain and grow well in market and to reach certain target and level, there should be a need of market research and trends by doing this it would allow to assess existing competitors in market e.g. Target customers: local marketers, restaurants, household and supermarkets. Also, competitors: open markets, grocery stores and online platform.
* **Solution:** develop an online farm to customer model where user can order fresh tomatoes directly from verified farmer. By doing so there should a need to Identify the demand for organic and fresh tomatoes, particularly customers in need of the product and see how to meet their demands. Analyze pricing strategies and consumer preferences is very vital and important thing to consider doing market research this would help to keep the existing price in the market trends and know how to go with the price. offer farm-fresh tomatoes directly from farmers at competitive prices.Ensure doorstep delivery within hours to maintain freshness and Minimize spoilage with efficient logistics and storage solutions.

**Design**

* **Business model:** There will be a need to create a web and mobile-based platform where customers can order fresh tomatoes and need to Partner with local farmers for a steady supply. Implement a just in time delivery system to reduce waste and offer bulk purchase for business and restaurant.
* **User experience**: developa mobile friendly website and app where users can select quality grades, order and track deliveries. There will be a place of Payment Integration where Multiple payment options would be made such as cards, mobile money and bank transfer.
* **Logistics planning:** partner with local transport services for same day delivery

**3. Development**

* **Building the online platform:** Technology Stack: and Website would be made available to read and send updates. Mobile App, Flutter for cross-platform accessibility, Database Firebase for real-time inventory updates, and Payment Gateway Paystack or Flutterwave for secure transactions would be made available.
* **Supply onboarding:** train farmer on grading, packaging and hygiene standard also market and branding, by using social media ads, partnership with restaurant and referral discounts.

**Challenges:** withthe challenges on how fresh tomatoes can be get, I would make possibly best to in ensuring a steady supply of fresh tomatoes, Managing delivery logistics efficiently and Training farmers on digital inventory updates.

**Delivery (Launch)**

Part of the delivery plan to deliver the product is to make use of Go-to-Market Strategy, Soft Launch: Beta testing with select customers, Official Launch: Social media campaigns, partnerships with restaurants and grocery stores. Referral System: Discounts for first-time users and referrals, User Onboarding, Tutorials on how to place orders, Customer support for assistance and Farmer training on updating stock via the platform.

**Pilot testing:**

Start with one city such as Lagos or Ibadan before scalingand offer promotional discounts for first time buyers.

**5. Iteration (Feedback & Improvement)**

To ensure all this work well there be a need of Customer Feedback Collection In-app reviews and surveys after each delivery. Monitor customer retention rates and satisfaction levels.

**Customer feedback collection:** implement reviews on the platform and conduct post purchase surveys.

Data driven improvements: optimize delivery times based on traffic and demand trends. Introduce subscription models for recurring customers.

1. **Challenges and solutions**

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| **Challenges** | **Proposed solutions** |
| Supply chain disruptions | Partner with multiple farmers to ensure steady supply |
| Post harvest losses | Introduce cold storage facilities & scheduled harvesting |
| Pricing fluctuations | Use strategy demand forecasting for price stability |
| Consumer trust issues | Implement a quality assurance system & transparent review |

1. **Conclusion & recommendation**

A direct farm to customer platform for fresh tomatoes reduces loses, ensures quality and increases farmer profits and Improve efficiency.

**Future plan:**

Expand to other fresh produce e.g peppers, onions.

Introduce a loyal program for frequent buyers.