# **Phase 1**

# **Problem Understanding & Industry Analysis**

### **1. Requirement Gathering**

**Goal:** Understand what each stakeholder needs from the system.

* **Farmers:**
  + Easy onboarding to list their produce.
  + Update crop availability & prices.
  + Get instant notification when a buyer places an order.
* **Buyers (wholesalers, retailers, restaurants):**
  + Browse available produce with real-time stock levels.
  + Place orders quickly and track status.
  + Receive freight cost estimates and delivery status updates.
* **Logistics Coordinators / Transporters:**
  + Get daily pickup schedules automatically.
  + Track shipments and delivery confirmations.
  + Monitor payment and freight invoices.
* **Market Administrators:**
  + Dashboard to monitor total sales, farmer performance, and stock levels.
  + Manage users, permissions, and disputes.

### **2. Stakeholder Analysis**

**Goal:** Identify roles and responsibilities in the ecosystem.

**Primary Stakeholders:**

* **Farmers** → Supply crops, update availability and prices.
* **Buyers** → Purchase produce and arrange deliveries.
* **Logistics Coordinators** → Handle transport and ensure timely delivery.

**Secondary Stakeholders:**

* **Market Administrators** → Oversee operations, compliance, and reporting.
* **Finance Teams** → Manage payments and commissions.
* **Salesforce Admins / Developers** → Build and maintain the CRM.
* **Third-Party API Providers** (Freight, SMS) → Provide integrations for real-time data.

### **3. Business Process Mapping**

**Goal:** Understand how things are done today vs. how Salesforce can improve it.

**Current Process (Manual):**

* Farmers list produce via phone calls or WhatsApp groups.
* Buyers call multiple farmers for prices.
* Logistics arranged manually — no tracking.
* Payment disputes due to missing records.

**Proposed Process (Salesforce Enabled):**

* Farmers onboard themselves and list produce in Salesforce (Produce\_\_c).
* Buyers view produce and place orders via a Salesforce Experience Cloud portal.
* Flows auto-update stock and notify farmers.
* Logistics coordinator receives automatic pickup schedules.
* Dashboards for real-time visibility of orders, revenue, and delivery times.

**4. Industry-Specific Use Case Analysis**

**Goal:** Benchmark against best practices in AgriTech & Supply Chain**.**

**Traceability:**

* Modern supply chains demand full traceability from farm to shelf.
* Solution → Salesforce data model to record source farmer, location, and transport details.

**Price Transparency:**

* Marketplaces like eNAM in India show real-time prices.
* Solution → Real-time dashboards and price fields accessible to buyers.

**Delivery Optimization:**

* AgriTech startups are using AI to predict demand and route deliveries.
* Solution → Apex Batch jobs + integrations to optimize logistics scheduling.

**Buyer Confidence:**

* Verified farmer profiles & ratings improve trust.
* Solution → Experience Cloud pages with verified Farmer badges and produce quality notes.

### **5. AppExchange Exploration**

**Goal:** Identify existing Salesforce apps to reduce development effort.

**Potential Apps:**

* **Agri Management Apps** → For farm/produce management.
* **Inventory or Warehouse Management Apps** → To integrate stock control.
* **Logistics / Freight Connectors** → For truck scheduling and shipment tracking.
* **Payment Gateway Apps** → To enable online payments directly from orders.
* **SMS/WhatsApp Notification Apps** → For instant alerts to farmers and buyers.