

# **Mobile App for Direct Market Access for Farmers – Salesforce Project**

## **Phase 1: Problem Understanding & Industry Analysis**

### **Problem Statement:**

Farmers often rely on middlemen to sell their crops, which reduces profit margins. There is limited transparency in pricing, slow buyer reach, and lack of real-time crop data. A Salesforce-based Direct Market Access system is required to connect farmers directly with buyers, enable transparent pricing, and improve income for farmers.

### **Key Activities in Phase 1:**

- 1 Requirement Gathering – Identify farmer needs, buyer expectations, and government/NGO reporting requirements.
- 2 Stakeholder Analysis – Farmers, Buyers, Agriculture Co-operatives, Logistics Providers, Government/NGOs.
- 3 Business Process Mapping – Current crop selling workflow vs proposed Salesforce automation.
- 4 Industry-specific Use Case Analysis – Study successful AgriTech CRM solutions and adapt for local needs.
- 5 AppExchange Exploration – Identify Salesforce add-ons for payments, logistics integration, and farmer engagement.

### **Expected Outcomes of Phase 1:**

- Clear understanding of farmer-to-buyer workflow.
- Defined stakeholder roles and permissions.
- Identified gaps in current selling methods.
- Documented industry-specific needs for agriculture sector.
- Initial roadmap for Salesforce org setup and AppExchange tools.