

## Business Profile

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## About AgricHandy

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AgricHandy is an online marketplace for farmers and consumers to conduct business transactions. AgricHandy is a part of the agricultural industry and specializes in agricultural marketing and advisory services for farmers which helps them increase their farm revenue, grow their farms and feed the public.

## Vision

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To help farmers increase revenue and enhance productivity to tackle food insecurity

## Mission

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AgricHandy is dedicated to customer service and strives to be number one in the provision of agricultural marketing services to farmers and consumers. Farmers feed a nation, therefore Agrichandy strives to be an active player in the improvement of marketing and delivering farm products and advisory services.

## Who we are?

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AgricHandy is an ecommerce site dedicated to helping farmers increase their revenue and expand their farms from selling farm products. AgricHandy helps farmers make better marketing decisions by informing farmers about market prices, demand and contemporary trends.

## History

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AgricHandy started from observing the manifold challenges farmers go through in marketing their products and improving their livelihoods. Farmers find it extremely difficult to market their products on a timely and efficient basis, thus they lose a lot in revenue. The lack of storage facilities for perishable products limits the length of time a product needs to get purchased. This discourages most farmers from producing on a commercial level. Being a witness of these constraints, I envisioned creating an online market to help farmers market and deliver their products fast to potential customers. Wholesale agricultural businesses and subsidiaries are the targeted customers.

I studied Plant and Soil Science at Bachelor level and I'm anticipating a Masters degree in Agri-entomology and Pest Control. I have also engaged in farming and crop marketing, hence I have some knowledge on how the Liberian agricultural market operates. There is still a wide lacuna in agricultural marketing and development in Liberia and AgricHandy is on the verge of bridging this gap.

## Target Market

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AgricHandy's business activities span the following:

- Provision of an online marketplace for farmers and consumers to conduct business transactions
- Provision of advisory market services to farmers to enable them make better marketing decisions

- Provision of contemporary farming methods to help farmers increase yield

AgricHandy's target market are farmers who are producing commercially and consumers who purchase products on a wholesale basis. At this point in time, AgricHandy's operations are local. In the soonest possible time, we plan to go regional and then international. Presently, due to the inadequacy of farm to market roads in some locations in Liberia, AgricHandy's operations will be limited to counties in West, Central, and North Liberia. Counties in the Southeast will not be reached now.

## Core Values

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AgricHandy values will be centered on the following:

- Hard work and respect
- Dedication to customer's satisfaction
- Fair business practices

## Strengths

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- Quality products, services and information
- Timely delivery of products
- Dedication to customers' satisfaction and support

## AgricHandy Team

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