**Farmer-Vendor Portal**

1. **Executive Summary**

Farmer-Vendor Portal is dedicated to providing excellent quality service to its users by providing an interface where farmers can list their products and vendors can directly buy items from there, in a manner that generates fair and equitable returns for present and future owners, and superior value to our customers.

**1.1 Objective**

* To attract users, get them registered on the portal so that the gap between end user and producer is minimised, hence maximizing profit for the producers, minimising prices for the consumers.
* To offer our customers best services and provide outstanding user experience and less customer complaints.
  1. **Mission and Vision**

Farmer Vendor Portal's mission is to offer users the best service. We are committed to providing the service quality and value that our customers expect.

Farmer Vendor Portal will use its strategy, to provide each customer with a seamless customer experience, ease of buying and selling products, seamless delivery of the products with an accessibility to trace their orders, each part of which will meet or exceed our customers' expectations.

* 1. **Products and Services**

Farmer Vendor Portal will offer a seamless experience with farmers will be able to list their items and vendor having an option to add the items in the cart and can proceed to buy the item as needed.

* 1. **Market**

The Indian economy has a great importance of agriculture as a large percentage of people depend on it. We can utilize the whole of this market and can engage a large group of farmers to register and list their items.

The main market segments are: a) farmers of India b) small and large vendors.

**2.0 Products and Services**

* Farmer Vendor Portal will offer a seamless experience of selling and buying of agricultural products within Indian Society.
* In India Agriculture, with its allied sectors, is the largest source of livelihoods in India. 70 percent of its rural households still depend primarily on agriculture for their livelihood, with 82 percent of farmers being small and marginal.
* A Farmer-vendor portal where users can list their crops, vegetables etc. vendors like restaurant owners, small vendors and individuals can directly buy the fresh products from the ecommerce portal.
* Buying/Selling various types of products will be provided to the users.
* Basic User authentication for famers and vendors.
* Order status is being provided to the buyers.
* Cart facility is available for all the vendors to add their items.
* Wishlist can be marked by the vendors for the items of their interest.
* Payment’s collection facility be added through various mode, UPI, debit card, and internet banking.

**2.1. Business Model**

Farmer Vendor portal is a platform where customers order vegetables and fruits from their place. Our main products include the fresh vegetables and fruits produced by the farmers of India. WE allow farmers to list their products, add the quantity of the product available (in kgs), and allow vendors to purchase the products. We allow all orders by online mode only, by phone or their PCs, or at their own location.

**2.1.1. Competitive Landscape**

Currently, there are no such known portals offering this facility but attracting farmers and vendors to come online to do their business is a great challenge in local and rural parts of Indian Society.

1. **Strategy and Implementation Summary**

Our strategy is working on the requirements of the farmers and vendors and offer them best service, a seamless experience to buying and selling fresh farm products with ease of convenience and a transparency.

Offering them a fast delivering of products and giving accessibility to track their orders.

* 1. **SWOT analysis**

The SWOT analysis provides us with an excellent opportunity to examine and evaluate the internal strengths and weaknesses of Farmer Vendor Portal. It also allows us to focus on the external opportunities presented by the business environment as well as potential threats.

Next sections explain major strengths, weaknesses, opportunities, and threats that Farmers Vendor Portal should be aware of.

**3.1.1. Strengths**

* Large Available market of India, where there are 70 percent of its rural households still depend primarily on agriculture for their livelihood, with 82 percent of farmers being small and marginal.
* Easily available internet facilities in rural as well as urban areas, can give a boost to the portal.
* Transparency in the price of all the items will help to take a hold on the market.
* Clear vision of the market needs: we know the customers' needs, we are familiar with the latest technology, and we can offer the services that would bring the two together.

**3.1.2. Weaknesses**

* Small Farmers are still not that much aware of online systems and many a times earning their faith is a tough task too.

**3.1.3. Opportunities**

* Large dependency of people on the agricultural sector.
* No specialized portal offering the facility to farmers and vendors.
* Large percentage of people depend on agriculture in rural areas.

**3.1.4. Threats**

Changes in the business environment for farmers and vendors might not seem favorable to all of them.

The people who gets benefits as the middle man might not be happy with the portal, they can be potential threats for our system.

* 1. **Marketing Strategy**

To reach our potential customers, a combination of marketing techniques will be utilized:

* **Social Media:** Social Media like Instagram, Facebook and WhatsApp can help us to reach to our customers.
* **YouTube:** Giving ads on YouTube videos of farming related content can help us to reach potential customers.
* **Direct Mail**
* **Internet Marketing**
* **Word of Mouth**
  1. **Technical specifications**
* **The project is in the form of a website, built on the java spring framework.**
* **Built on java spring boot, hibernate for the database connection, html for the basic frontend.**
* **MySQL database is used.**

**3.4 long term plans**

* **The portal will no longer be just a ecommerce site but an educational site too which will help farmers increase their productivity and improve quality in every possible manner.**
* **Integration machine learning for detection of various crops, displaying their uses, harmful and good effects etc.**