

Farmart: Empowering Farmers, Connecting Consumers

Farmart is an innovative e-commerce platform that revolutionizes the agricultural marketplace by connecting farmers directly with consumers, ensuring fair profits for farmers and transparent pricing for buyers of farm animals and animal produce.



Problem Statement

Reduced Profits

Farmers lose significant revenue due to the involvement of middlemen and intermediaries in the current market structure.

Inflated Prices

Consumers pay higher prices for farm products because of the markups added by these intermediaries.

Lack of Transparency

The existing agricultural marketplace lacks clear and fair pricing mechanisms, leading to an imbalance between farmers and consumers.



Farmart's E-commerce Platform

1

Direct Sales

Farmart's platform facilitates direct transactions between farmers and consumers, eliminating the need for intermediaries.

2

Key Features for Farmers

Farmers can list their animals and produce, as well as manage orders and payments through the platform.

3

Key Features for Users

Consumers can browse, search, and purchase farm products directly from the source, ensuring fair prices.

4

Benefits

Farmart's model increases profits for farmers, offers fair prices for consumers, and enhances overall market transparency.

Our Talented Team



Lameck

Frontend Developer



Jackson Njihia

Project Lead



Reagan Munene

Database Administrator
and Tester



Claire Wambani

UI/UX Designer and
Frontend Developer

Farmart's Technology Stack



Backend

Flask



Database

PostgreSQL



Frontend

ReactJS with Redux
Toolkit



Wireframes

Figma (Mobile-friendly
design)



Testing

Jest & Pytest

Challenges Faced



Debugging Code Errors and Bugs

Identifying and resolving bugs throughout the development process required thorough testing and close collaboration with the team.



Coordinating Team Meetings

Aligning the team on project objectives and solutions to technical issues was critical, despite scheduling challenges.



Ensuring Seamless Integration

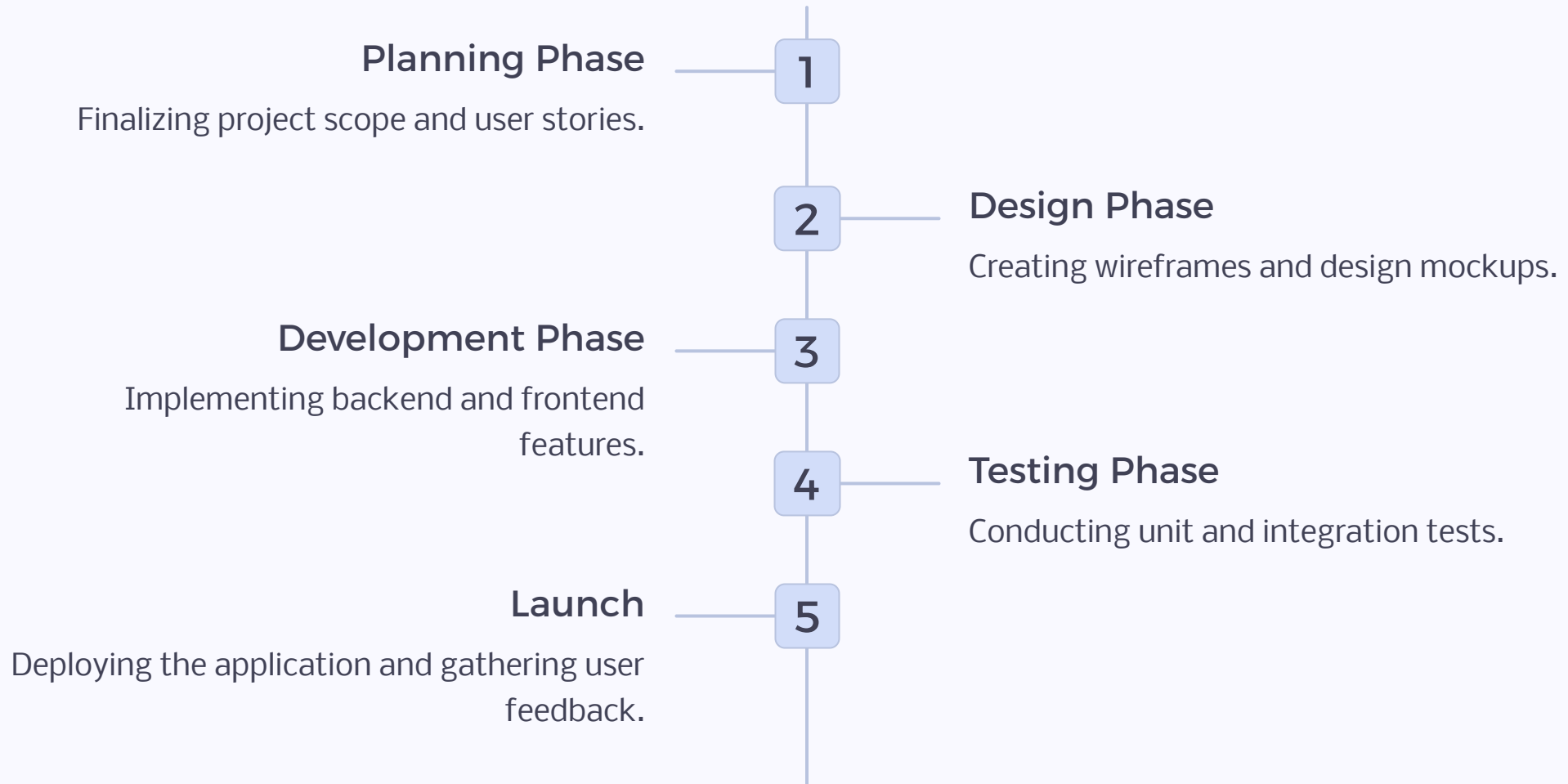
Creating a cohesive and user-friendly platform depended on the smooth integration between frontend and backend systems.



Maintaining Proper Time Management

Careful planning and efficient execution were essential to meet deadlines and deliver a high-quality product.

Farmart's Milestones





The Impact of Farmart

Addressing the Problem

Farmart eliminates middlemen, ensuring fair profits for farmers and transparent pricing for consumers.

Future Plans

Expansion to more regions, additional features, and continuous improvement based on user feedback.

Call to Action

Encouraging potential users to join the platform and inviting investors to support our mission.

Join the Farmart Revolution



Farmers

Sell your farm animals and animal produce directly to consumers and earn fair profits.



Consumers

Discover high-quality farm products, support local agriculture, and enjoy transparent pricing.



Investors

Invest in Farmart and be a part of the movement that empowers farmers and transforms the agricultural industry.

Thank You

Thank you for your time. Let's continue the journey of transforming the agricultural industry together.

