**SOLUTION:**

VictualMart is a mobile application which bridges the gap between farmers and buyers, it is a digital agricultural market that gives smallholder farmers an opportunity to connect more easily with buyers in order to sell their farm produce efficiently as well as give buyers the opportunity to purchase victuals at a subsidized rate. It simplifies the tedious process of purchasing victuals by bringing both parties together on a single platform. With a simple user interface and dual functionality, the app serves both farmers and purchasers depending on the role the user logs in with. The applications layout is quite descriptive and this allows for easy posting, searching, categorization and payment.

**Competitive Advantage**

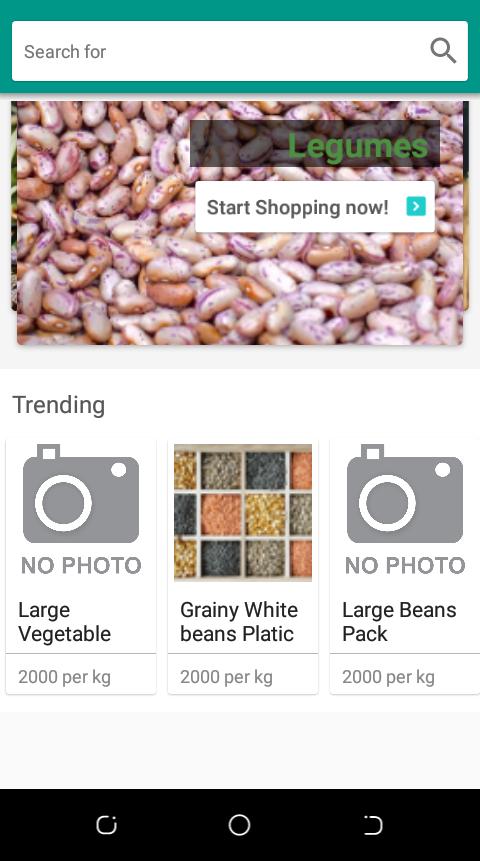
* Dual Accessibility for both farmers and buyers
* Cheap sales of agricultural produce to the consumers
* Introduction and teaching of hydroponic farming for the smallholder and consumers as well as agricultural innovations that could save the world
* Sells of Healthy and fresh victuals

**Market requirements.**

* The market needs access to limitless agricultural produce.
* They want cheap and affordable food.
* They want to be able to make purchases at their convenience.

**HOW WE WILL PENETRATE THE MARKET**

* To penetrate the market, VictualMart is looking to start with the top 10 Agricultural produce that can be marketable online and those that are also in demand.
* We will also penetrate the market by targeting the working class people who need food stuffs but are unable to purchase them before of time. We will have for example, destoned rice, well selected beans to etc.

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