**Primary research (interviews analysis) & customer segmentation**

The criteria selected for analysing the data are:

1. The interest of the farmer on oil palm plantation
2. The interest of the farmer and the feedback shared by relatives/friends.

The scope for considering the above two criteria are:

1. Farmer is interested and the relatives/friends are also interested where we have to consider the two types of population-direct &indirect., where indirect population(friends/relatives) are again classified under 4 subcategories. (Refer the diagram below).
2. Farmer is not interested but the feedback from friends/relatives says that they are interested, that indicates feedback from firnds/relatives also needs to be focused as target population that may not be reflected in the data on farmers who are interested.

|  |  |
| --- | --- |
| **Type of prospects** | **Details** |
| Current | **Nominal**/qualitative data such as already existing farmer, already oil palm done. |
| Immediate | Discrete/**quantitative data** – Next 10acres planned, Ready to plant 3.5acres, Next June planned etc., |
| Future | Nominal data with **positive perception** :Farmer interested, good crop, good income, Feedback says “farmer not interested”, but conversion with direct farmer says “interested”, positive feedback on oil palm. |
| Needful | Who needs materialistic requirements :  Already existing oil palm but no borewell, completing jam oil, no road, land, passbook., land not suitable for oil palm. |
| Negative | Farmers who says “not interested”. |

**Summary:**

1.Immediate prospects can be put into current prospects with follow-up.

2.Future prospects need continuous follow-up and fulfilling the needs at the required potential.

3.Needful prospects, if:

* Borewell could be provided aligned with terms conditions, can be converted into current/future prospects.
* Understanding and explaining the potential of oil palm plantation **post jam oil** plantation by field team could turn these prospects into immediate/future/current prospects.