

# MAUUNO MARKET

Linking Farmers to the  
Market

# THE MAVUNO MARKET TEAM



## TEAM MEMBERS

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# INTRODUCTION

Mavuno Market is a website seeking to directly link farmers to the market, getting rid of middlemen, both locally and internationally.



# WHAT IS THE PROBLEM?

Inefficient supply chains cause losses; direct platform needed for efficiency.



# WHAT IS THE SOLUTION?

Creating a network of farmers and vendors through the Mavuno Market platform, thereby expanding business opportunities for both.



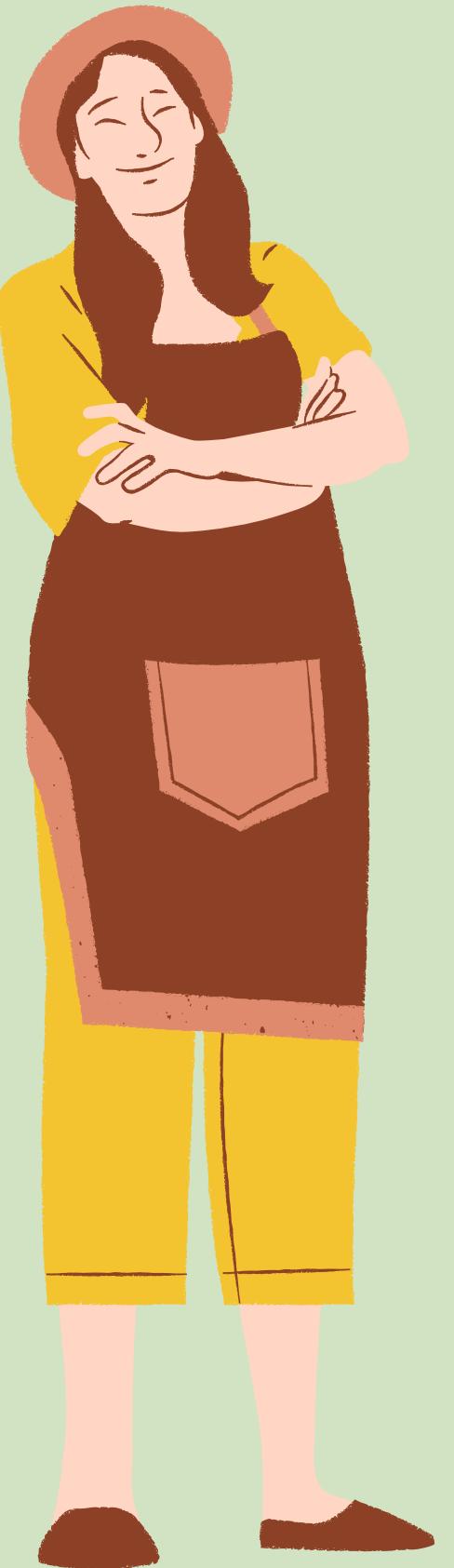
# FARMERS

- Connects farmers and vendors directly.
- Eliminates middlemen, for fair produce prices.
- Steady market.
- Establishes a large network.



# VENDORS

- Streamlines vendors' access to fresh products.
- Connects vendors directly to farmers reducing the influence of middlemen.
- Fair prices boosting profitability.



# TRANSPORTERS

- Integrates transport providers for farmers and vendors without transportation.
- Bridge the gap between farmers and vendors.



# OUR COMPETITORS

- FarmLink
- Agromovil

There are a few websites trying to solve the same problem.

To have an edge in the market and be different we plan on:

- Providing farmers with market trends for proper planning.
- Creating a platform for farmers to interact and exchange ideas.
- Offering convenient transport services.



# CURRENT ACHIEVEMENTS

We have successfully completed the tasks below:

1. Creation of our poster.
2. Website.
3. Coming up with a workplan and using Trello to track progress.
4. Problem Definition.
5. Secondary Market Research.
6. 70% of Requirements Gathering.

# BLOCKERS

Below are the challenges we've encountered:

1. Poor participation in the questionnaires.
2. Lack of access to farmers willing to be interviewed.
3. Scope Creep.
4. Lack of primary market research limiting our requirements gathering.



# THANK YOU

MAVUNO MARKET