

Lean Start-up Management

Course Code: MGT1022



VIT[®]
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

LOCAL STOCKS

Cultivating ideas for growth

Team Members	Dikshyant Das 19BMA0042 Mounvi Podapati 19BCE0396 Anuradha Joshi 19BCL0038 Pemmareddy Likhith 18BEC0238 Kethu Hari Vilas 18BEC0291 Ayushma Joshi 19BCB0143 Prafful Gulecha 19BMA0040
Slot	TE1
Faculty	Prof. Dr. Vincent Herald

❖ **INTRODUCTION:**

Local stocks aims to excel through quality, consistency and constant innovation. We function as an effective and efficient bridge between Indian farmers and buyers across the world for high-quality organic produce without relying on the middlemen. An integrated approach is followed by us for delivering the best organic food for everyone. We provide a proper platform to all those farmers to reach out to the customers directly and not only act as a simple E-commerce website but also as a consultancy service for the farmers to educate them in various aspects like educating them about financial aids, government schemes and incorporating technology and in turn providing the consumers not just products direct from the farm but also allowing them to connect with the nature by allowing them to volunteer in different farming activities as our other motto is to re-connect the people of the urban population with the roots of nature and hence agriculture.

Our trio goals:

- *Shrama-Dhaan*
Voluntary personal and physical contribution to the environment and for gaining knowledge about the agricultural principles the natural way.
- *Consultancy*
Expert help in various domains of operations and suggesting the various new and optimised better approaches for farming
- *E-Commerce*
One stop destination for providing the customers with highest quality organic and authentic food

❖ **VISION:**

To help all kinds of farmers to reach-out to a larger consumer-based market directly, removing most of the intermediates.

❖ **MISSION:**

To enhance the lifestyle of farmers and providing the better eatables to whole of the country. Which will enhance the overall status of India. Farmers will get the platform and consumers will get healthy, pure and fresh food for themselves.

❖ **ROLES**

Chief Executive Officer – Anuradha Joshi
Chief Technical Officer – Mounvi Podapati
Chief Operational Officer – Dikshyant Das
Finance Head – Prafful Gulecha
Marketing Head – Ayushma Joshi
Customer Relationship head – Kethu Hari Vilas
Partnership Head – Pemmareddy Likhith

❖ **LOGO & TAGLINE:**



Local Stocks

Cultivating ideas for growth

❖ **LOCATION:**

Bengaluru, India



We chose Bangalore as our location for our startup as according to our research it has and provides the best entrepreneurial ecosystem and a financial environment to start and grow a Business. Also Bangalore is surrounded by Tumkur, Kolar, Chikbalapur and Mandya where Kolar is famous for different pulses, Tumkur for nuts and ragi, chikbalapur for different fruits and Mandya for oilseeds, rice and sugarcane and hence helping us source a variety of organic foods.

❖ **FEW CURRENT FARMER ISSUES:**

1. Small and fragmented land-holdings:

There are multiple farmer land holding capacity ie. large, medium and small and not all of these categories are able to sell their products as the corporates demand a fixed minimum yield.

2. Seeds:

Good quality seeds are out of reach of the majority of farmers, especially small and marginal farmers mainly because of exorbitant prices of better seeds.

3. Manures, Fertilizers and Biocides:

Indian soils have been used for growing crops over thousands of years without caring much for replenishing. This has led to depletion and exhaustion of soils resulting in their low productivity.

4. Irrigation:

Irrigation is the most important agricultural input in a tropical monsoon country like India where rainfall is uncertain, unreliable and erratic India cannot achieve sustained progress in agriculture unless and until more than half of the cropped area is brought under assured irrigation.

5. Lack of mechanisation:

Most of the agricultural operations in larger parts are carried on by human hand using simple and conventional tools and implements like wooden plough, sickle, etc.

6. Agricultural Marketing:

In the absence of sound marketing facilities, the farmers have to depend upon local traders and middlemen for the disposal of their farm produce which is sold at throw-away price.

7. Scarcity of capital:

Since the agriculturists' capital is locked up in his lands and stocks, farmers are obliged to borrow money for stimulating the tempo of agricultural production.

❖ CURRENT SUPPLY CHAIN INEFFICIENCIES:

- Inefficient data tracking systems
- Delaying the next step in the process due to lack of resources.
- Shipping a package further than it needs to go
- Shipping more or less shipments than necessary
- Material scarcity and unable to forecast the market demands
- Increasing and fluctuating freight prices

❖ TARGET CUSTOMERS:

The major objective of our start-up, Local Stocks is to help all kinds of small and big farmers to reach-out to a larger consumer-based market directly, thereby removing most of the intermediaries which will in turn help the farmers to sell their products directly to the consumers and at the same time provide them with healthy, pure and fresh food. Hence, we will be basically working as service providers, providing the products having a natural expiry

date of not more than a year which will benefit the farmers and in turn the consumer-end. The primary targeted customers include:

- Marginal Farmers
- Small Farmers
- Semi-medium farmers
- Medium Farmers
- Large Farmers

Further, the ultimate targeted customers include almost everyone who buys and eats the farm or the agricultural produce. People from different regions, as well as different cultural and socio-economic backgrounds, tend to purchase different agricultural/farm produce. Hence, the consumer base represents nearly everyone. The market can hence be segregated according to the following as food is a necessity for one and everyone.

- Poor people
- Middle class
- Upper class
- Students
- Hotels and restaurants

❖ **FEASIBILITY:**

The feasibility of local stocks would mostly depend on the marketing strategy, technical aspects related to our company (more information about our website) and the financial aspects which will include capital, investments etc.

Trust building is a major factor in attaining feasibility in case of a start up. Quality of vegetables purchased through our app and factors such as reliable delivery, products in stock etc. would build up the trust of our customers which would make us a feasible alternative over other competitors present.

Our marketing strategies including social media initiatives and advertisements cater to make us more feasible and increase our reach so if the demand would increase, our product will remain longer in the market.

Our target customers, ie. the farmers(who are joining the initiative) and the end consumers (who need not travel to the marketplaces) makes the solution feasible and seamless through our website.

Sourcing of our startup ie. increasing the network of farmers who join with our initiative and contribute towards making it a well-established company, can increase the feasibility to a large extent. More the network, more public appeal would be created, hence more the profit of our startup.

❖ **SOCIAL RELEVANCE:**

- Farmers experience price risk, information asymmetry about demand, distribution inefficiency, and receive late payments
- Retailers face problems like higher costs, low quality and unhygienic produce, high price volatility, and the everyday hassle of going to the market.
- The traditional Supply Chain is highly inefficient, unorganized, and has a high rate of food wastage.
- We eliminate intermediaries by taking control of the Supply Chain by using technology and analytics.
- On one end, farmers get better prices and consistent demand, and on the other end, retailers receive fresh produce at competitive prices that are delivered to their doorstep.
- Eliminating any sort of price inflation that occurs during the buying and selling process between the farmers and consumers.
- Making farmers aware about the latest schemes, helping them and suggesting the various new and optimised better approaches for farming.
- Fresh food and vegetables play a very important role in our diet and making sure they are brought straight from the farm without the involvement of any sort of middlemen trying to gain profits by illicit increase of the prices.
- Bringing in the door-to-door delivery of fresh food and also ensure the food hygiene is top notch along with no compromise on its nutrition levels.
- Farmers are getting the platform to sell products directly, getting consultancy and other help and suggestions
- Customers are buying organic products & can connect to nature by participating in farm activities

❖ **TECHNOLOGY & INNOVATION:**

We aim to use AI in:

- Locate the customer and connect him to the nearest seller and segregate customer feedbacks and experience for future improvements
- Forecasting the demands of the market and detect patterns in large amounts of scattered information to enhance the services
- Efficient warehouse management and logistics maintenance
- Improve the safety of the website as well as the warehouses and power an AI based chatbot to answer customer queries.

❖ **EXISTING STARTUPS:**

National Agricultural Market (eNAM) exists which is a govt. run pan-India electronic trading portal which networks the existing APMC mandis to create a unified national market for agricultural commodities. This is a portal for unifying national agricultural markets which is almost similar to our start up. The eNAM is just a unified online national agricultural market

where farmers can sell their produce whereas in case of our start up, we will provide a proper platform to all those farmers who grow their crops and have to sell them to the government and other intermediates at very low prices. This causes them severe loss. Also, the consumer on the other hand gets very unhealthy and poor quality of product due to contamination. We become the link between farmers and the ultimate consumers. Our start up is a service-based B2C company. A service very loosely similar to our start up is Grofers, an Indian online grocery delivery service. Customers of the company use a mobile application to order groceries online. Grofers employees then secure the items from their warehouse and deliver the items to the consumer. But this is not exactly similar to our start up as most of the goods delivered to the consumers are finished products and not fresh farm produce as in the case of our start up.

❖ BUINESS CANVAS MODEL:

KEY PARTNERS <ul style="list-style-type: none"> • Farmers of different segments <ul style="list-style-type: none"> - Small - Medium - Large • Companies having large hotel circles • Famous restaurant joints • Logistic companies with AI based support • Companies with a strong supply chain network • Grocery stores 	KEY ACTIVITIES <ul style="list-style-type: none"> • Marketing our service, manage supply chain and the operational activities. • Website release and maintenance of value propositions. • Securing the e-commerce website and catering the best customer services • Manage storage and collection centers efficiently to keep track of all the items/stocks • Continue to allow and manage the volunteering activities • Educating farmers and act as provide them continuous support in different aspects • Signed agreements between the partnering companies KEY RESOURCES <ul style="list-style-type: none"> • Continued relation with the customers • Maintain reliability, variety, quality, be consistent and also accountable. • Service oriented business 	VALUE PROPOSITION <p><u>Segments associated:</u></p> <ul style="list-style-type: none"> -Price -Quality -Design -Variety -Collaborations & Partnerships <ul style="list-style-type: none"> • Door to door delivery of organic food items right from farms • Volunteering activities to allow people to connect with nature & agriculture • Various payment methods available • AI based <u>chatbot</u> system to solve customer queries • AI based approach to maintain logistics and website security • Continue to cultivate ideas with growth 	CUSTOMER RELATIONSHIP <ul style="list-style-type: none"> • Automated customer service. • Consultancy Services. • Active 24/7 customer support • Complaint portal • Toll free number to guide farmers CHANNELS <ul style="list-style-type: none"> • Website purchase (Local Stocks) • Social media platforms including LinkedIn, <u>Instagram</u> and <u>facebook</u> • Organic outreach 	CUSTOMER SEGMENTS <ul style="list-style-type: none"> • Our target age group is 18-50 based on the consumption pattern. • For farmers, our target group are the marginal, small and the middle-class farmers. • Customers who want door to door delivery • Customer segments demanding discounts and membership • Customers who want to contribute to the society by educating the farmers and conducting workshops • Customers who are only interested in participating in <u>sharamadhaan</u> activities
COST STRUCTURE <ul style="list-style-type: none"> • Overhead Expenses like delivery charges, clearance permits, hidden charges etc. • Labor charges, Salary for employees • Storage costs • Rents & Office utilities • Transportation • Marketing • Web development & maintenance 		REVENUE STREAM(S) <ul style="list-style-type: none"> • Ad-based revenue • Affiliate revenue • Transactional revenue • Donations • Funding appeals on social media • Organizing social and awareness events 		

❖ FINANCIAL PLAN:

Gross profit margin and operating profit margin are two metrics used to measure a company's profitability. The difference between them is that gross profit margin only figures in the direct costs involved in production, while operating profit margin includes operating expenses like overhead.

1. Raw material: Since the company is sourcing the products from a farmer, the raw material cost is 0.

2. Overhead expenses: This includes delivery charges and other hidden charges like payment for different clearance permits.

3. Staff charges: Different category of staff like the people belonging working in warehouses as a security guard, logistics maintainer and coordinator, helpers and labours

Initial Investment:

We would first be setting up seed funding for our startup. While raising seed funding, we would aim for enough money to last till the startup reaches its next funding milestone, which will mostly be 8-12 months. An amount of 15 lakh has been decided as the seed funding amount.

Income resources:

- Ad-Based Revenue
- Donations
- Affiliate Revenue
- Funding appeals on social media
- Transactional Revenue
- Organizing social & awareness events

MODEL FINANCIAL PLAN:

Cash Outflow	Amount (INR) Approx.
Website development & maintenance	12 Lakhs
Marketing	10 Lakhs
Salaries	15 Lakhs
Office utilities & rents	9 Lakhs
Insurance	1 Lakh
Consultancy fees	5 Lakhs
Partnering with other companies for supply chain	15 Lakhs
Transport	5 lakhs
Trademark & patent work	1 lakh

Transport Finances:

- Vehicle rent: Standard mini truck of Base price Rs 200/- (Including 1 km and 70 mins of waiting time)
- Permits cost: Rs 3000/- (For Karnataka)
- Driver's salary: Rs 15,000/- per person
- Insurance: Rs 1,00,000/-

- Maintenance of the vehicle: Rs. 5,000/-

Total Revenue = 15L (Seed Funding - Bootstrap) + 15L (Unsecured Loan) + 43L (Funding)

Net Income = 73L - 73L = 0

Gross Income = 73L - (12+1)L = 60L (Insurance at times included in COGS)

Operating Margin = 1L

OTHER FINANCIAL PLANS:

- **Angel Financing:** we would also be open to angel financing where high net worth individuals provide financial banking for small businesses in exchange for equity in the company, this can be a one-time investment or ongoing support financial system.
- **Crowdfunding:** as part of our early financial plan we will also look out for raising money from a large number of people who each contribute a relatively small amount, typically via our social media funding appeals.
- **Small Business Credit Cards:** apart from tracking the expenses and availing other benefits from using small business credit cards we would also be using these cards to earn some bank rewards and consolidate payments.
- **Venture Capital:** A form of private equity and a type of financing that investors provide to startup companies and small businesses that are believed to have long-term growth potential. Venture capital generally comes from well-off investors, investment banks, and any other financial institutions.
- **Small Business Loans:** also known as commercial loan especially designed for investment in a business. We would also avail for such loans as they cater to the urgent needs that a new opportunity can throw up.

❖ What assets are used and will be used in the business?

The assets that will be used in the business are:

- The people:
 - The different categories of farmers: small, medium and large who will be trusting us with the supply chain and our method of providing a secured platform for them to reach out to the customers directly.
 - Prospective customers who maintain a continued relation with us with respect to buying products as well as indulging in various shramadhaan activities.
 - Professionals to continuously update and secure the website to cater the different needs of the customers and updating the products and registrations.
 - The customer care team who will continuously monitor and solve various customer queries and improve their experience.

- Various computers and offices for working on the software side of the startup which consists of a secured backend and a rich user-friendly multi-language supported, free consultancy and serving as a knowledge hub for farmers and others.

❖ **MAJOR TIE UP PARTNERS:**

- **Collaborating with partners**
Ex. Jiomart, Big Bazar etc.
- **Partnering w/ logistic companies**
To help transport vegetables through online booking system
Ex. Dunzo
- **Companies having large hotel circle**
Taj, Oberoi etc.

❖ **MARKETING STRATEGIES**

1. Additional Incentives Strategy:

More people will be attracted and continue to use this service if we could manage to provide additional incentives to the existing customers by providing them annual/seasonal offers and discounts, deliver loyalty cards to appreciate their trust with the service and arrange monthly special offers to increase sales and continue to use the service. Extra coupons can be provided to customers for registering other family members or friends to use our service who indirectly help in increasing our reach.

2. Traditional Newspaper Ads:

Daily and weekly newspaper ads will allow us to target specific geographic neighbourhoods and help in letting people know about the outlets in their location. Attaching an incentive, such as a coupon and mentioning the offers to the ad can help us judge its effectiveness.

3. Targeted Radio Advertising:

A catchy jingle and quick tag line can enhance a radio ads effectiveness. Matching the station we choose with our target demographic will help us reach out to adults aged 35 to 64. An alternative or urban station is good to reach youth aged 18 to 24.

4. Free Service:

Giving away the service for free can be an excellent low-cost marketing strategy. It can work well with both low and high-cost services.

5. Local or National Television Advertising:

Television ads on local stations might require time and effort to produce, but can be effective if we sell a product with a high price point. A national TV ad can cost little, though the price

can vary widely based on the market.

6. Door Hangers and Flyers:

Placing flyers in mailboxes or hanging ads on doorknobs can be a good way to target a specific area and to make sure the potential customers have seen the information. Even if most homeowners will discard it, gaining a handful of clients may be enough for a positive return on the marketing campaign investment.

7. Targeted Radio Advertising:

A catchy jingle and quick tag line can enhance a radio ads effectiveness. Matching the station we choose with our target demographic will help us reach out to adults aged 35 to 64. An alternative or urban station is good to reach youth aged 18 to 24.

8. Direct Mail:

It can be an inexpensive strategy for targeting specific geographic markets. The cost is minimal and a 2 to 3 percent response rate can cover the entire cost of the campaign.

9. Public Speaking Events:

Public speaking can be a great advertisement. It can offer the services to organizations that could benefit from one of our workshops.

10. Social Media Marketing:

Social media platforms are an attractive marketing tool for new businesses as they involve minimum to no monetary cost. Paid promotions with celebrities and influencers can help in increasing the reach of our service at an early stage.

11. Free Lunches:

Inviting potential customers to a free luncheon can work well. With a minimum amount of money potential buyers can be introduced to our service.

❖ How much cash do you need to get to the next milestone?

Our next milestone would be to expand our business to reach out far within cities with fast and efficient door to door delivery system and maintenance of a systematic supply chain for delivering the items to the customers in time.

Establishing our own stores instead of relying on local shops and maintaining the proper storage facilities. Secure and orderly packaging of items sent out for delivery.

Agricultural expert consultants are to be hired who provide the consultancy for farmers in regional languages and to have an improved customer experience we are planning to hire a team of customer care agents who can be available full time to provide solutions and answer queries.

Professionals are needed to be hired to continuously update the website and include different functionalities like volunteering forms, own payment gateway, secured backend and registering farmers, apart from delivering a simple E-commerce website

To have a broader reach, we would be required to publish TV advertisements and other social media advertising such as YouTube, Facebook and Instagram with well known personalities to establish our own branding.

❖ **DEPARTMENTS:**

➤ **Sourcing**

Build strong local farmer network to source farm fresh products. Handle day to day sourcing of fresh produce.

➤ **Operations**

Include Order management, Quality Check, packaging, intermediate storage, Delivery tracking systems, Payment systems, Return/Refund policy and resources.

➤ **Transport**

Build Strong local transport network across the entire city based on AI route generator, Transportation permits, truck Rentals, driver expenses, maintenance of vehicle, insurance etc

➤ **Sales**

Drive Growth. Build local retailer network to grow our business in city. Develop a strong value proposition and drive retention

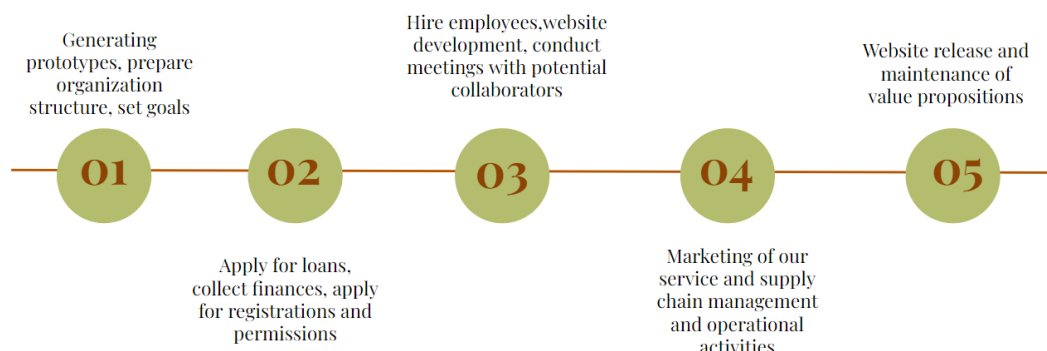
➤ **Tech & Consultancy**

Build websites and mobile applications that serve and drive scale and growth along with providing the farmers with a range of solutions for different problems.

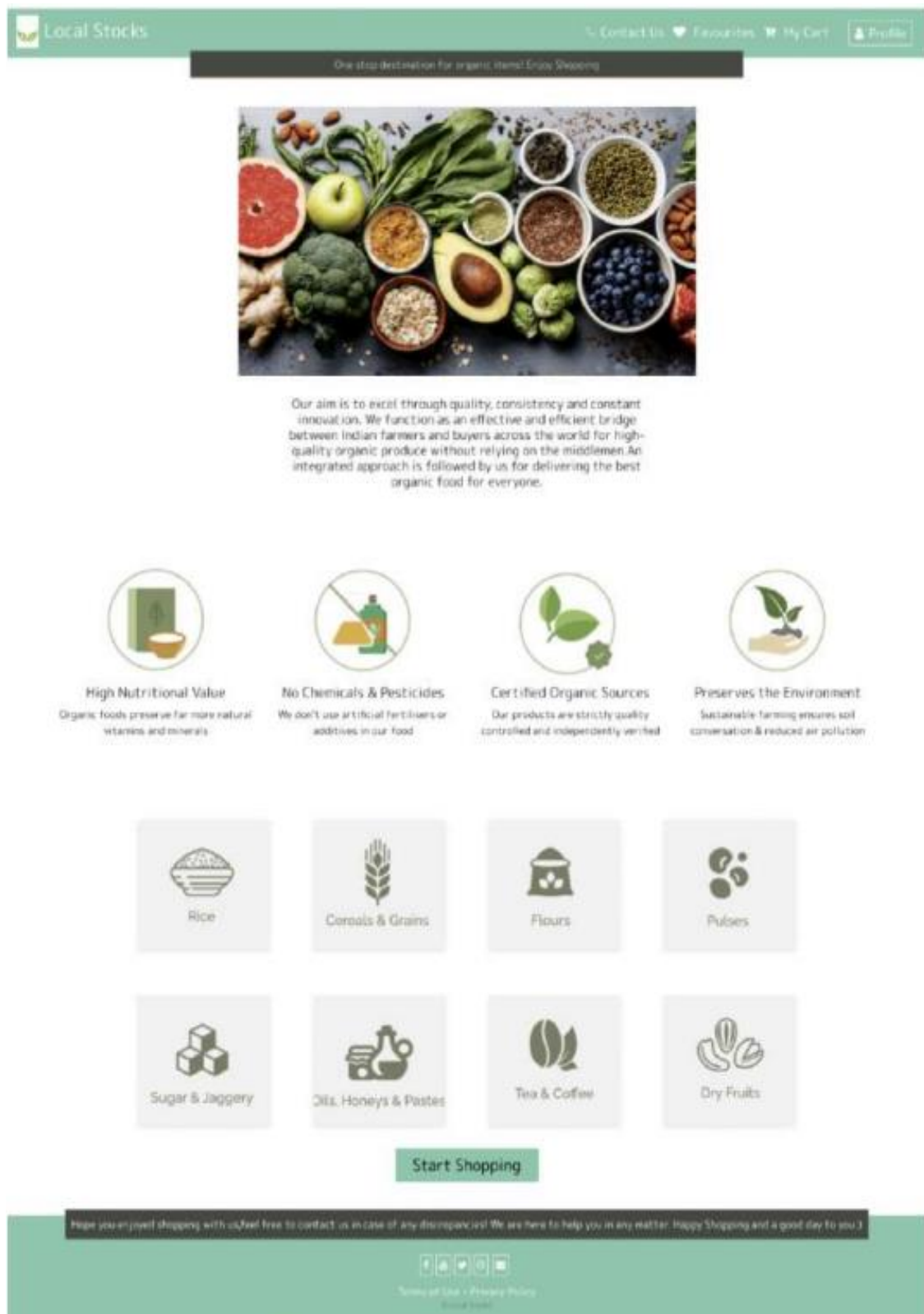
➤ **Marketing**

Striving to establish the brand's recognition and continuing to creatively come up with ideas to increase our reach

❖ **ROADMAP:**



❖ WEBSITE:





OUR PRODUCTS



Millets Pack \$50



Pomegranates \$12



Vegetables \$25



Capsicums \$10



Jaggery \$22



Dry fruits \$34



Lettuce \$7



Olive oil \$25

Captured

Hope you enjoyed shopping with us, feel free to contact us in case of any discrepancies! We are here to help you in any matter. Happy Shopping and a good day to you!



Terms of Use Privacy Policy



YOUR CART

Dry fruits

Price- \$ 34



DIY Coloring Book Mixtape Craft Beer Sartorial Hella Blue Bottle.

1

Delete Save for later See more

Subtotal (1 items)- \$ 34

Vegetables

Price- \$ 25



Lorem Ipsum Dolor. Amet Offal Butcher Quinoa Sustainable Gastropub.

1

Delete Save for later See more

Subtotal (1 items)- \$ 25

Millets Pack

Price- \$ 50



Lorem Ipsum Dolor. Amet Offal Butcher Quinoa Sustainable Gastropub.

1

Delete Save for later See more

Subtotal (1 items)- \$ 50

Your Bill

Clear Cart

Subtotal : \$ 109

Tax : \$ 10.9

Total : \$ 119.9

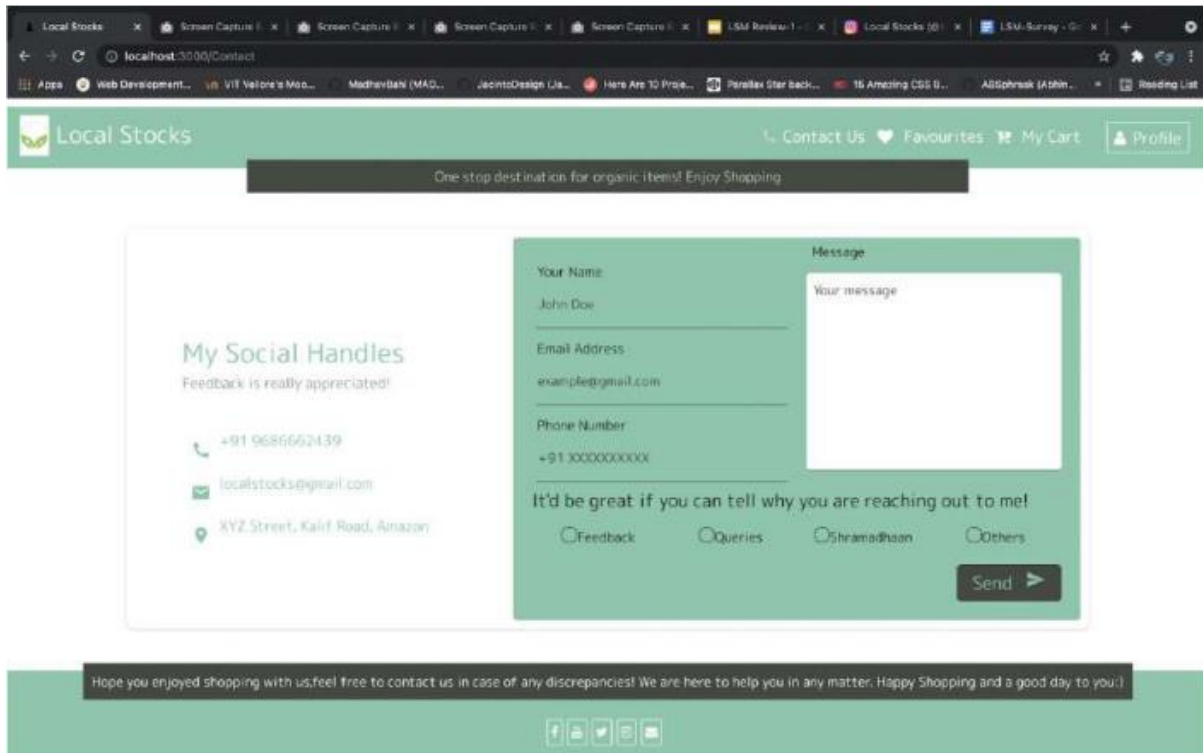
Paypal Checkout

Captured screenshot

Hope you enjoyed shopping with us, feel free to contact us in case of any discrepancies! We are here to help you in any matter. Happy Shopping and a good day to you!

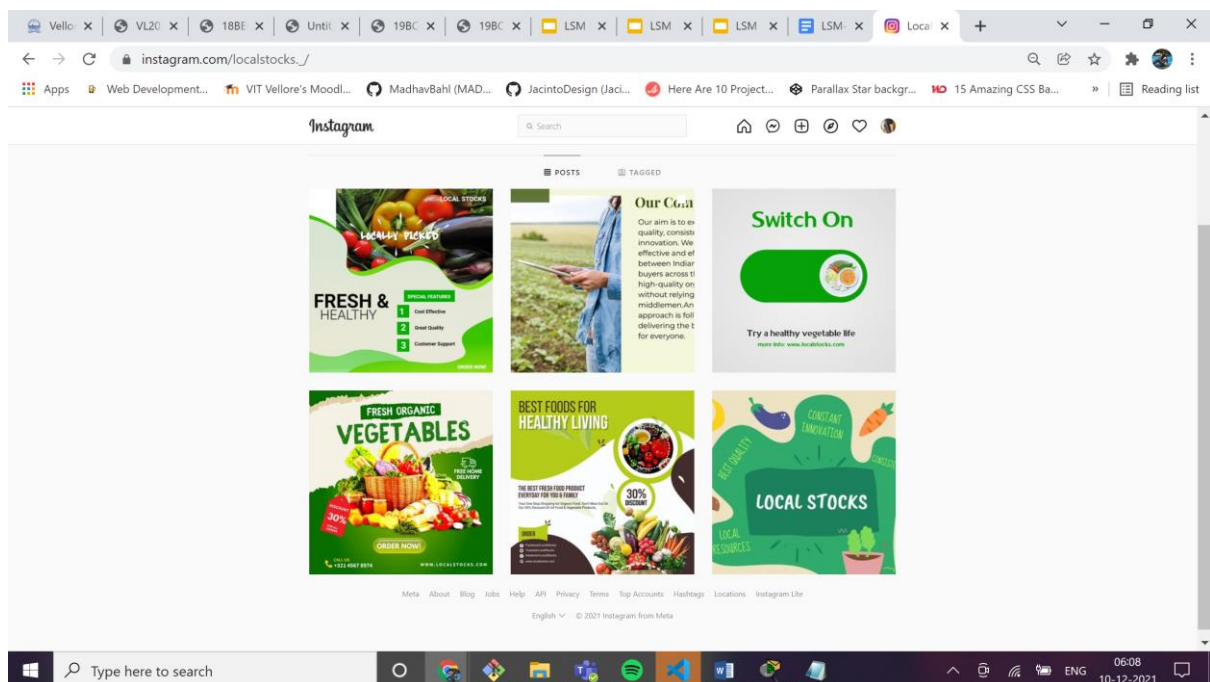


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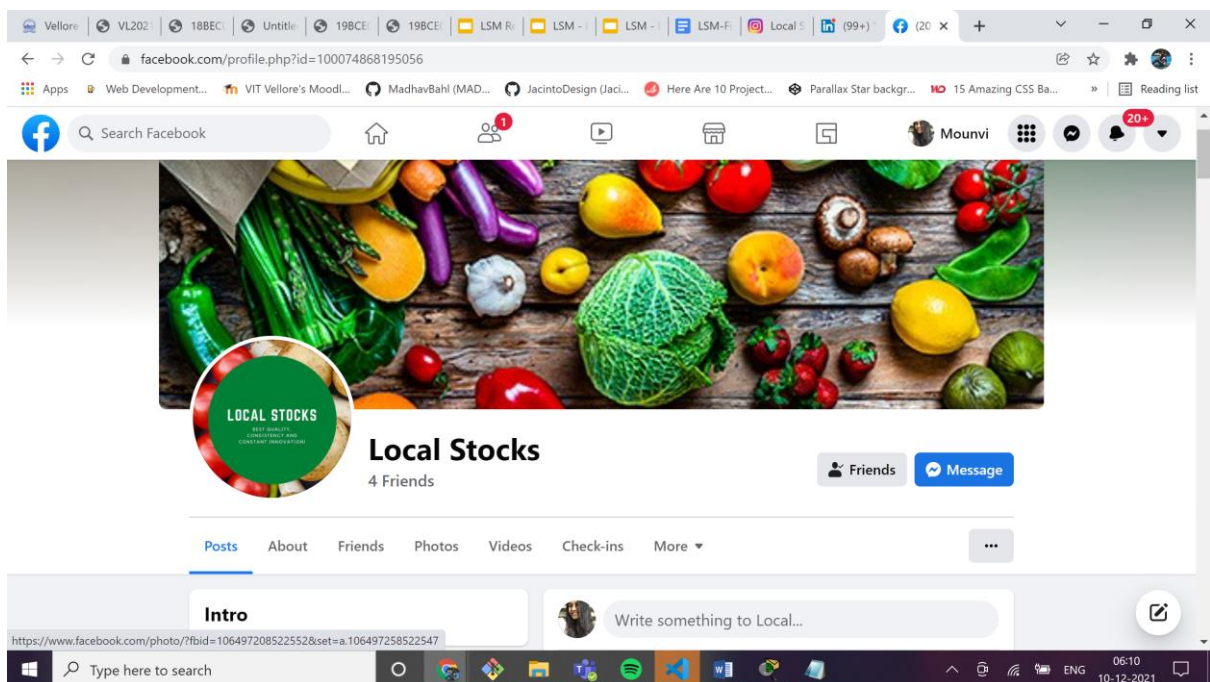


❖ SOCIAL MEDIA OUTREACH:

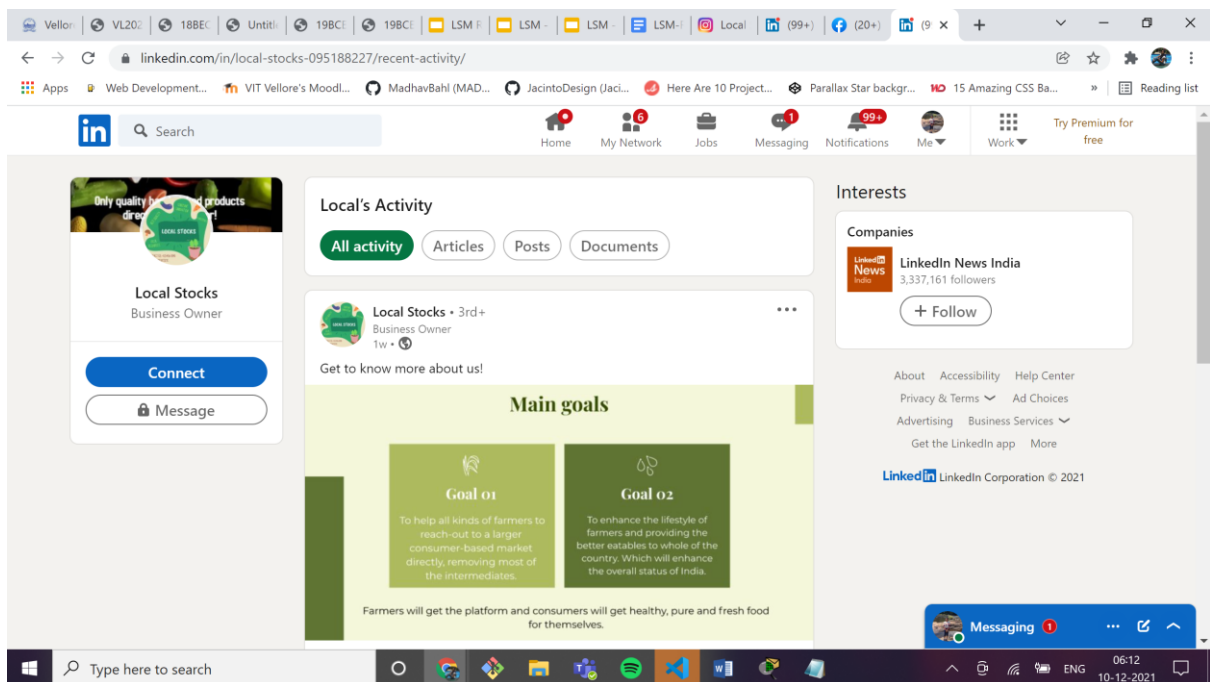
1) Instagram



2) Facebook



3) LinkedIn

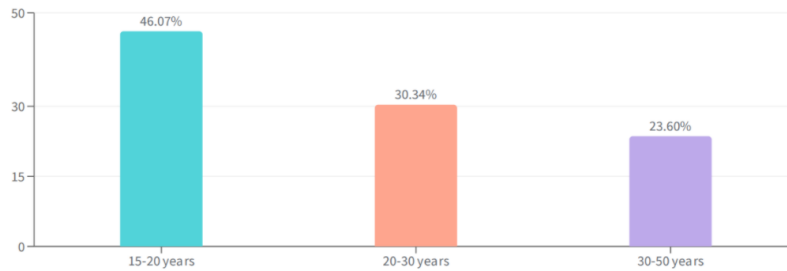


4) Our Survery : <https://sprw.io/stt-e1a701>

❖ SURVEY:

Age Group

Out of the 80 responses we got, we have received the maximum responses from people belong to age group 15-20 ie. the young generation



Do you think that the urban population needs to get back in touch with nature and its roots by reconnecting with farming?



5.7%

Voted below scale 3



17.1%

Voted between range 3 and 6



77.3%

Voted above 6

How many have a knowledge about farming?

49%
Belong to an agricultural background but do not have any knowledge about agriculture as such

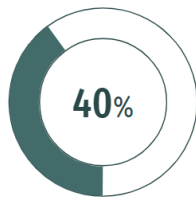
11%
Pursuing a career in some agriculture related field



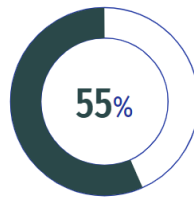
37%
People who live in a city and have absolutely no idea what agriculture or its methods

2%
Have no interest in agriculture

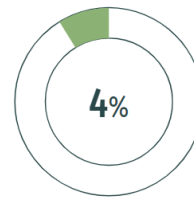
Would you be willing to go to a farm nearby to learn the practices involved in farming and help out with that work over the weekends?



I'm not sure, will want to visit once to see if I'm interested



Would love to visit farms during the weekends & know more about farming practices



Nope, not interested in such activities, can't figure what's the point of visiting farms



60KM

On an average people are willing to travel 60km to visit farms.

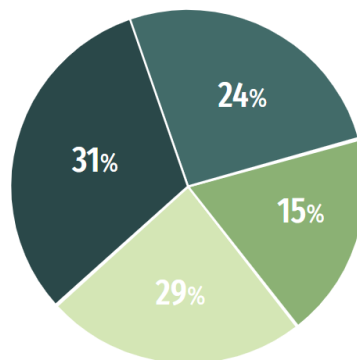
How often do you consider buying organic foods?

Quarter 1

I always buy organic products both groceries as well as fruits & vegetables.

Quarter 3

I buy such items very rarely



Quarter 2

I buy only organic vegetables, nothing else

Quarter 4

I don't believe in organic food items, everything is a scam

What do you think is the main reason for fluctuating prices of vegetables and fruits?



A



B



C



D

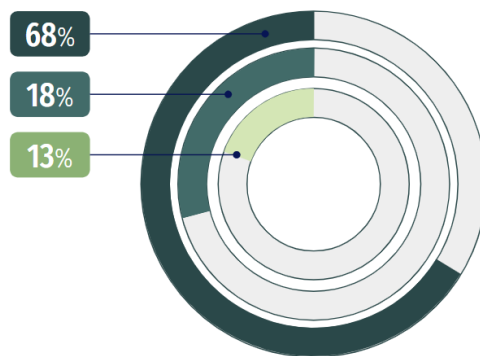
A - Floods/Droughts and other natural reasons

B - Hoarding by middlemen like corporates for their own benefit

C - Low awareness among the working farming class

D - High Tolerance among the consumers for this problem

Do you think a consultancy service dedicated to the farmers would help increase the awareness and in turn the overall yield and quality of the product?



Yes, the consultancy dedicated to the farmers will educate them about various aspects

It's good not to meddle with the traditional practises, let the farmers continue with their own methods

I honestly don't have any idea regarding this aspect but seems like a good idea

❖ SOCIAL MEDIA RESPONSES:

1. Questions



revathi_bainaboina Would you be providing transport from Bangalore to wherever these activities are performed?



__shubhayu__ Do you guys only allow volunteers or even hire people via regular volunteering?



legendaryflyingsalad I am not able to find any links to register for the volunteer work. Please share it with me



11_ayush_11 Do u guys provide shelter and transport if the farms r far away?



19h 1 like Reply



11_ayush_11 Also, what r the facilities offered in the shelter if u do provide it



19h 1 like Reply



11_ayush_11 And what is ur business model? How do i earn DM plz 😊



19h 1 like Reply



sreevardhan.pemmareddy I just came across your page and loved your idea. Is there anything we as an audience could do?



2. Suggestions:



__kashyapp Not just for farmers I think you guys can even consider providing the house makers and other people who require such a platform to reach out to others.



3. Appreciations



sayak_sengupta A very unique approach allowing people to connect with the procedures



shreyasnair99 I would love to extend my services to the farmers who are the backbone of our country during my free time, great initiative



priyo_priyodorshini I would love to talk to my principal about taking our school kids to picnic or a educational trip to such farms to learn about various aspects of farming



shreyasnair99 Seems like a very transparent method to allow people to volunteer in different sections



samyogita The combo pulses and dry fruits pack is a super saver and much needed one 🥰



❖ FUTURE INITIATIVES:

1. Testimonials

Add testimonials and video experiences of people who have participated in the sharamadhaan

2. Awareness programs

To conduct awareness programs or share videos and posters indicating the importance of farming

3. Customer suggestions

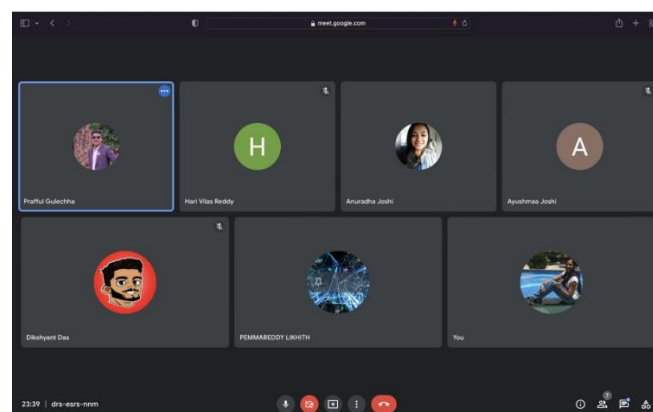
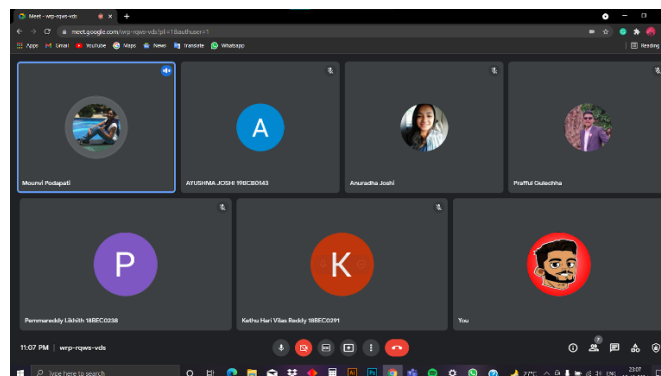
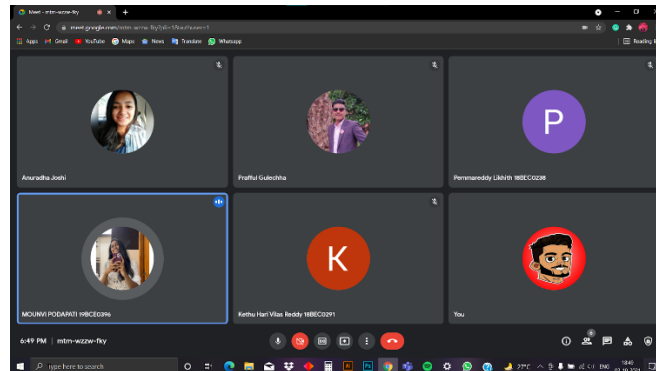
Nutrition and dietician support for a healthy lifestyle can also be incorporated to cater healthy life advices to the customers as well.

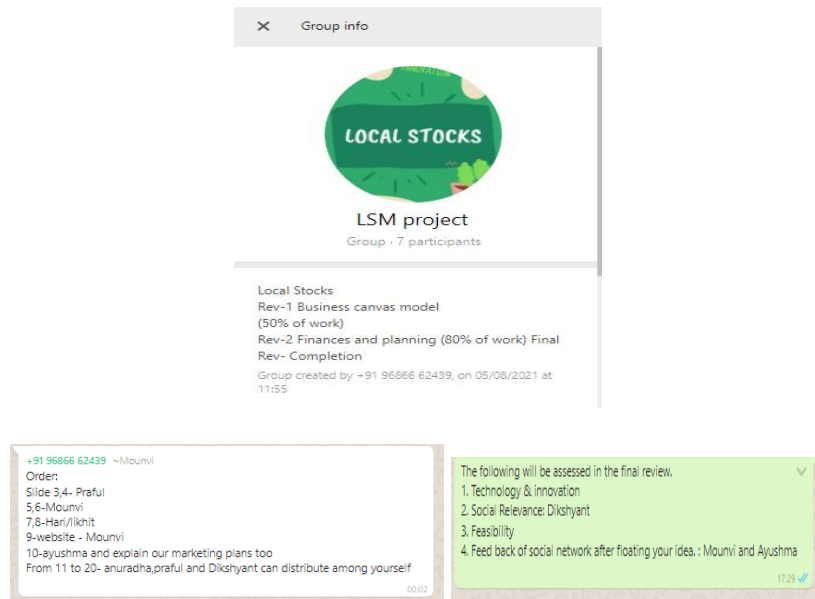
❖ **PROOF OF WORK:**

We have discussed and communicated via:

- Whatsapp
- Google Docs
- Google slides
- Google meet

For distributing and working on various aspects of our project





❖ **REFERENCES:**

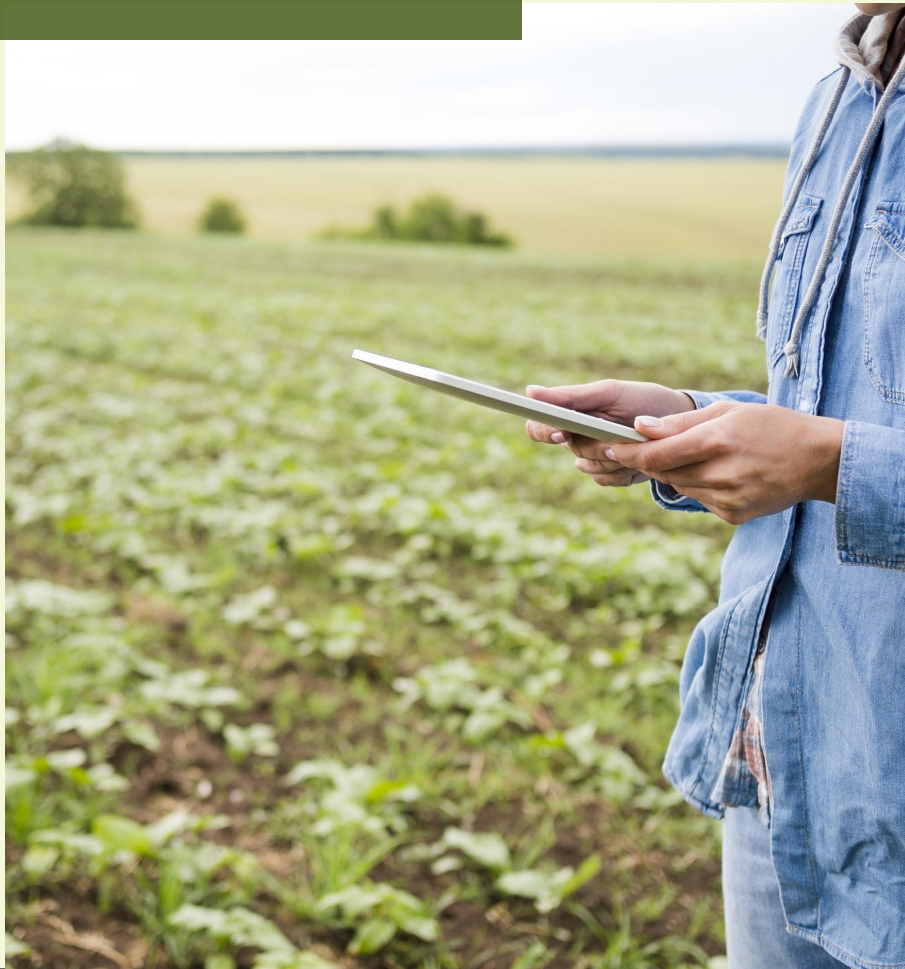
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**MGT1022 Lean Start-up Management
Review-1 Faculty: Vincent Herald Wilson**

Local Stocks

**Dikshyant Das 19BMA0042
Mounvi Podapati 19BCE0396
Anuradha Joshi 19BCL0038
Pemmareddy Likhith 18BEC0238
Kethu Hari Vilas 18BEC0291
Ayushma Joshi 19BCB0143
Prafful Gulecha 19BMA0040**



Our Company

Our aim is to excel through quality, consistency and constant innovation. We function as an effective and efficient bridge between Indian farmers and buyers across the world for high-quality organic produce without relying on the middlemen. An integrated approach is followed by us for delivering the best organic food for everyone.

Main goals



Goal 01

To help all kinds of farmers to reach-out to a larger consumer-based market directly, removing most of the intermediates.



Goal 02

To enhance the lifestyle of farmers and providing the better eatables to whole of the country. Which will enhance the overall status of India.

Farmers will get the platform and consumers will get healthy, pure and fresh food for themselves.

What we are working on

Shrama-Dhaan

Voluntary personal and physical contribution to the environment and for gaining knowledge about the agricultural principles the natural way

Consultancy

Expert help in various domains of operations and suggesting the various new and optimised better approaches for farming

E-Commerce

One stop destination for providing the customers with highest quality organic and authentic food

CHANNELS

Website purchase

Web/Mobile application to order items and receive items within 32 hours

Organic outreach

YouTube/website promotions, along with multiple blog posts, facebook updates and guest posts



Shopping points

Collaborations with local shops and outlets to minimise storage and other initial expenses

Others

Free samples and service demos in public places. Newspaper ads and banners around main locations



The problem

- Farmers experience price risk, information asymmetry about demand, distribution inefficiency, and receive late payments.
- Retailers face problems like higher costs, low quality and unhygienic produce, high price volatility, and the everyday hassle of going to the market.
- The traditional Supply Chain is highly inefficient, unorganized, and has a high rate of food wastage.



Our Solution

- We eliminated intermediaries by taking control of the Supply Chain by using technology and analytics.
- On one end, farmers get better prices and consistent demand, and on the other end, retailers receive fresh produce at competitive prices that are delivered to their doorstep.

ABOUT

Sourcing

Build strong local farmer network to source farm fresh products. Handle day to day sourcing of fresh produce.

Sales

Drive Growth. Build local retailer network to grow our business in city. Develop a strong value proposition and drive retention

Operations

Include Order management, Quality Check, packaging, intermediate storage, Delivery tracking systems, Payment systems, Return/Refund policy and resources.

Tech & Consultancy

Build websites and mobile applications that serve and drive scale and growth along with providing the farmers with a range of solutions for different problems.

Transport

Build Strong local transport network across the entire city based on AI route generator, Transportation permits, truck Rentals, driver expenses, maintenance of vehicle, insurance etc

Marketing

Striving to establish the brand's recognition and continuing to creatively come up with ideas to increase our reach

Roadmap

Generating
prototypes, prepare
organization
structure, set goals

01

02

Apply for loans, collect
finances, apply for
registrations and
permissions

Hire employees, website
development, conduct
meetings with potential
collaborators

03

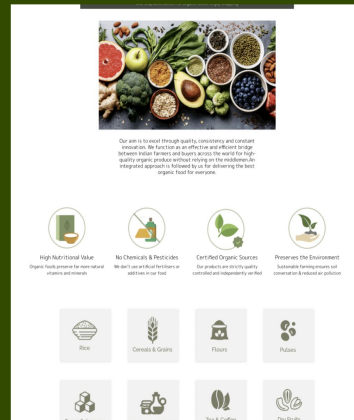
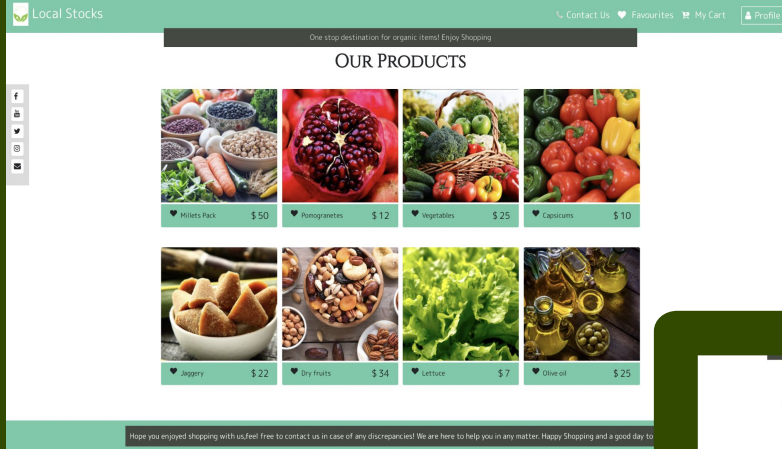
Marketing of our
service and supply
chain management
and operational
activities


04

Website release and
maintenance of
value propositions



05

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Local Stocks
Business Owner

[Edit public profile & URL](#)[Add profile in another language](#)

People you may know

**Ar. Purnima Puri**
Architect
[Connect](#)

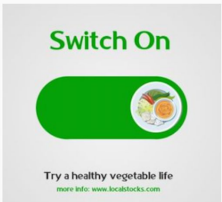


Instagram

**localstocks_** [Edit Profile](#)

55 likes5 followers9 following



Local Stocks

[POSTS](#)[SAVED](#)[TAGGED](#)



Facebook

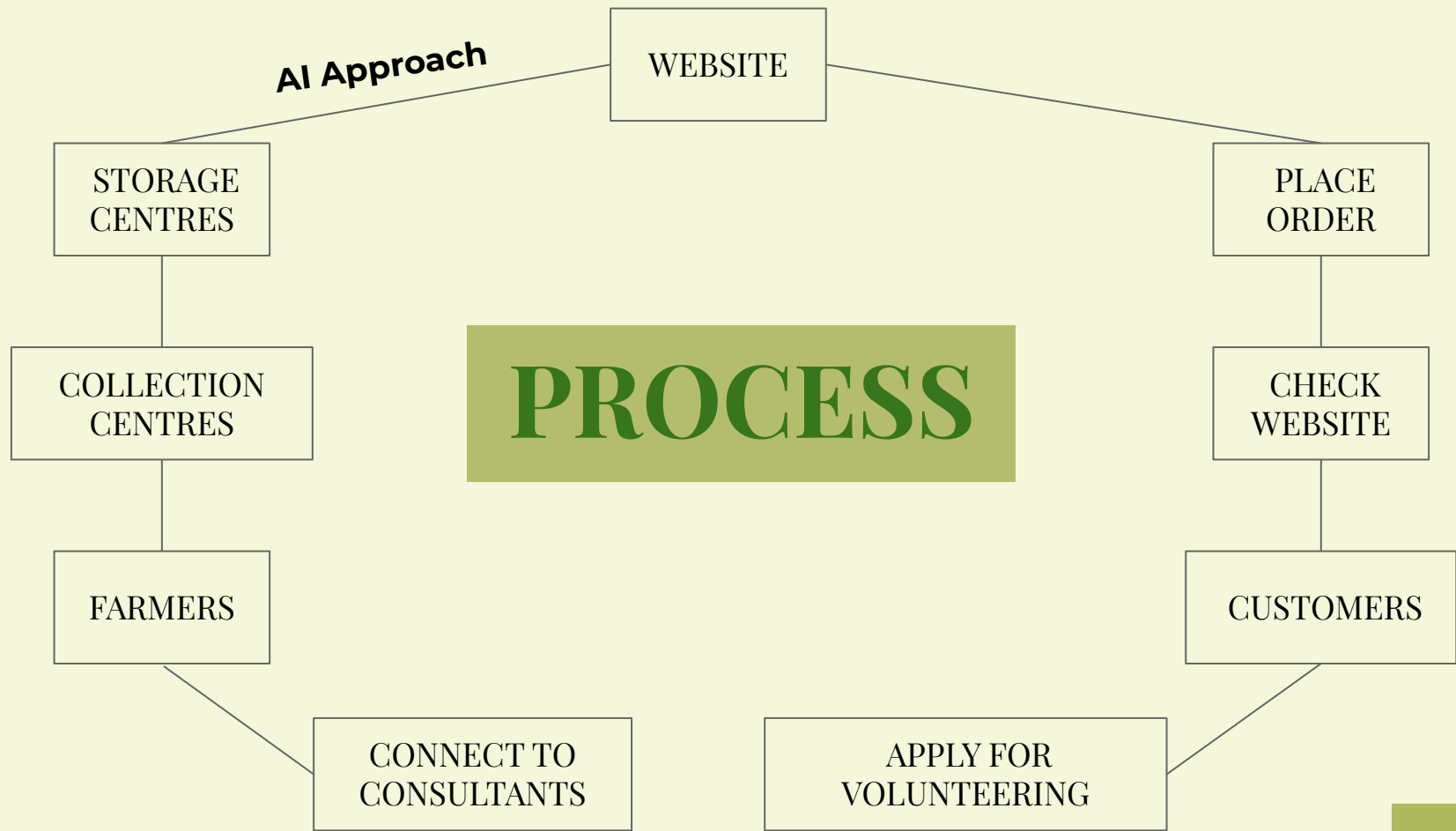
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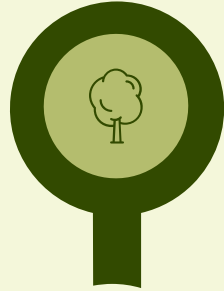
[Intro](#)



Major tie-up partners

Collaborating with partners

Jiomart, Big Bazar etc.



Companies having large hotel circle

Taj, Oberoi etc.

Partnering w/ logistic companies

To help transport vegetables through online booking system

Ex. Dunzo

Some income sources



Ad-Based Revenue



Donations



Affiliate Revenue



Funding appeals on social media



Transactional Revenue



Organizing social & awareness events

Model Financial Plan

Cash Outflow	Amount (INR) Approx.
Website development & maintenance	12 Lakhs
Marketing	10 Lakhs
Salaries	15 Lakhs
Office utilities & rents	9 Lakhs
Insurance	1 Lakh
Consultancy fees	5 Lakhs
Partnering with other companies for supply chain	15 Lakhs
Transport	5 lakhs
Trademark & patent work	1 lakh

Total Cost = 73 lakhs

Model Financial Plan

Total Revenue = 15L (Seed Funding - Bootstrap) + 15L (Unsecured Loan) + 43L (Funding)

Net Income = 73L - 73L = 0

Gross Income = 73L - (12+1)L = 60L (Insurance at times included in COGS)

Operating Margin = 1L

Tech Stack

HTML

To extend our services
via websites

CSS

To beautify the looks
of our website

React

A javascript library for
client end scripting

MongoDB

A NoSQL database

NodeJS

Backend scripting
javascript based
framework

ML Algorithms

For logistics and
predictions

USE OF AI IN:

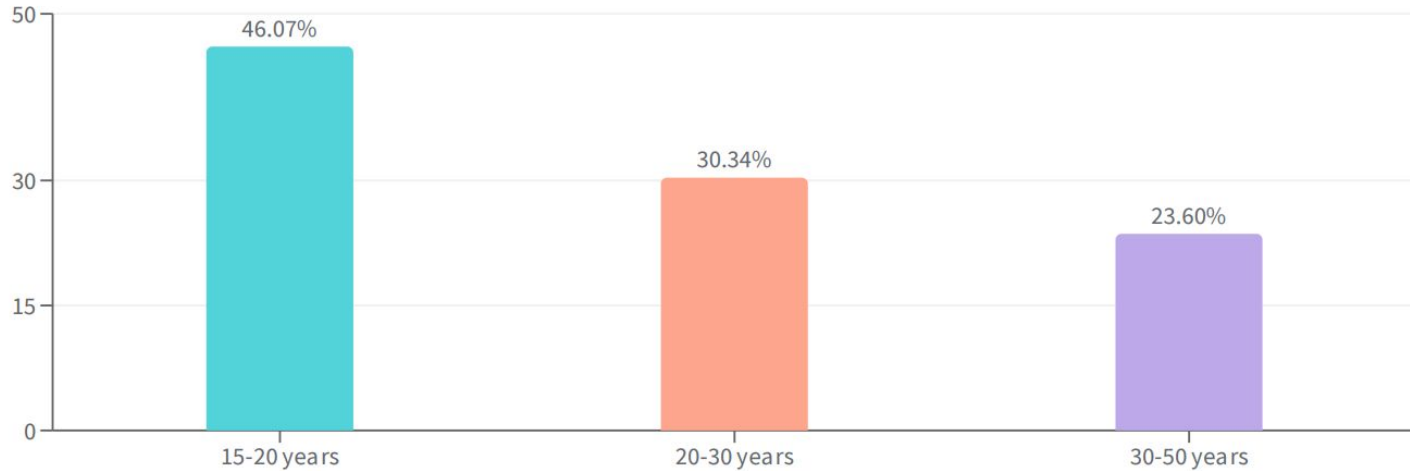
- Locate the customer and connect him to the nearest seller and segregate customer feedbacks and experience for future improvements
- Forecasting the demands of the market and detect patterns in large amounts of scattered information to enhance the services
- Efficient warehouse management and logistics maintenance
- Improve the safety of the website as well as the warehouses and power an AI based chatbot to answer customer queries.

4

Feedback

Age Group

Analysing the responses we got, we have received the maximum responses from people who belong to age group 15-20 ie. the young generation



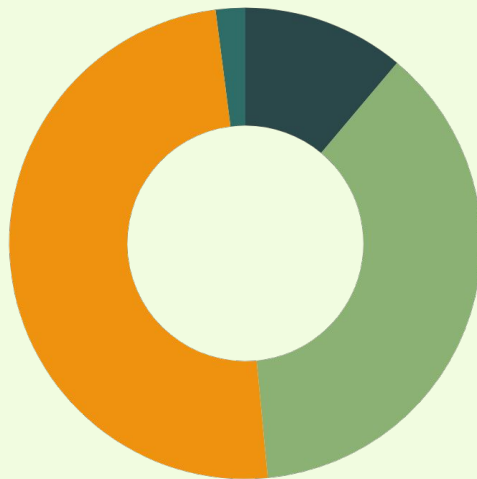
How many have a knowledge about farming?

49%

Belong to an agricultural background but do not have any knowledge about agriculture as such

11%

Pursuing a career in some agriculture related field



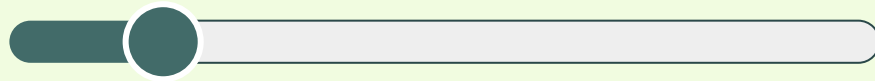
37%

People who live in a city and have absolutely no idea what agriculture or its methods

2%

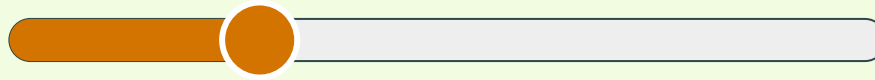
Have no interest in agriculture

Do you think that the urban population needs to get back in touch with nature and its roots by reconnecting with farming?



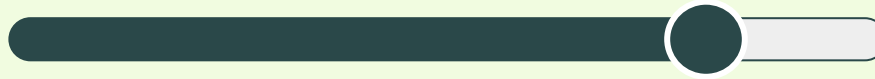
5.7%

Voted below scale 3



17.1%

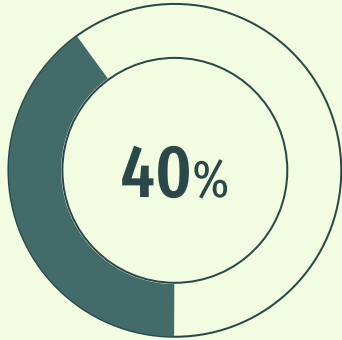
Voted between range 3 and 6



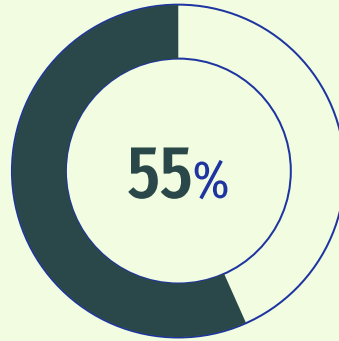
77.3%

Voted above 6

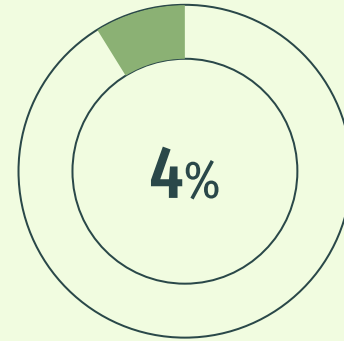
Would you be willing to go to a farm nearby to learn the practices involved in farming and help out with that work over the weekends?



I'm not sure, will want to visit once to see if I'm interested



Would love to visit farms during the weekends & know more about farming practices



Nope, not interested in such activities, can't figure what's the point of visiting farms



On an average people are willing to travel 60km to visit farms.

How often do you consider buying organic foods?

Quarter 1

I always buy organic products both groceries as well as fruits & vegetables.

Quarter 3

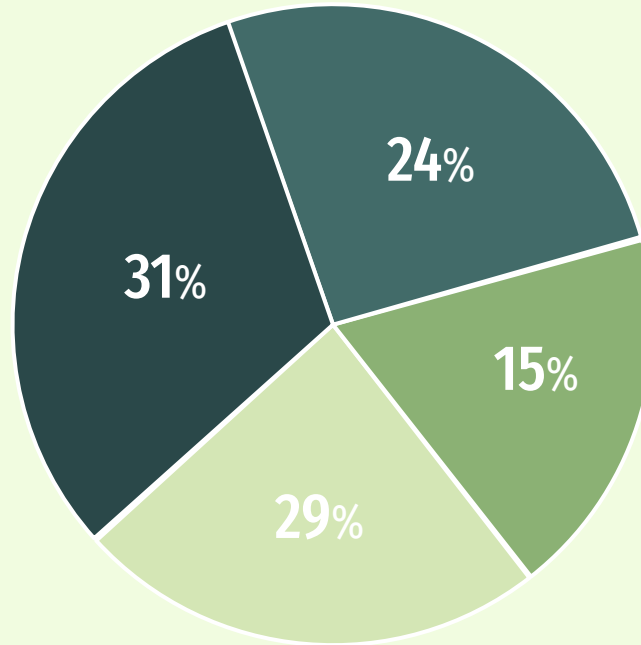
I buy such items very rarely

Quarter 2

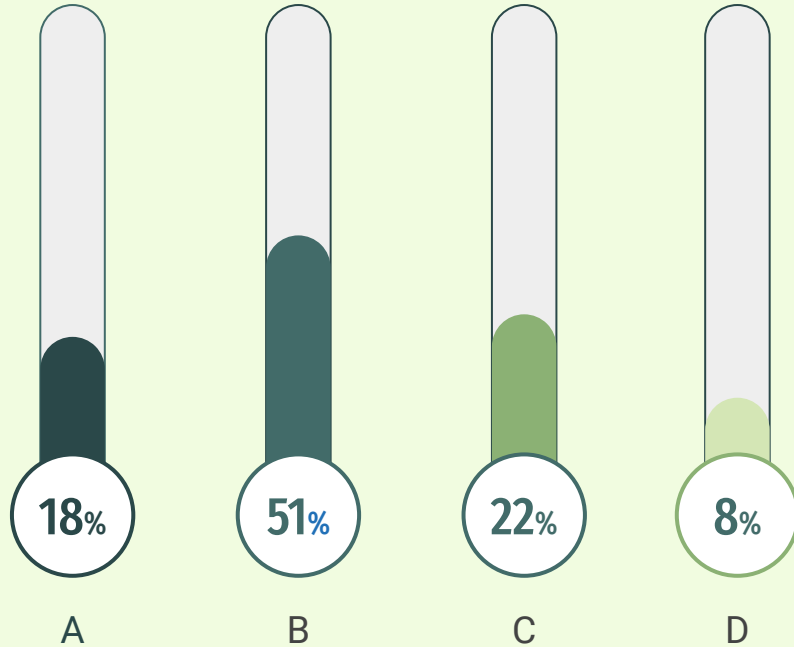
I buy only organic vegetables, nothing else

Quarter 4

I don't believe in organic food items, everything is a scam



What do you think is the main reason for fluctuating prices of vegetables and fruits?



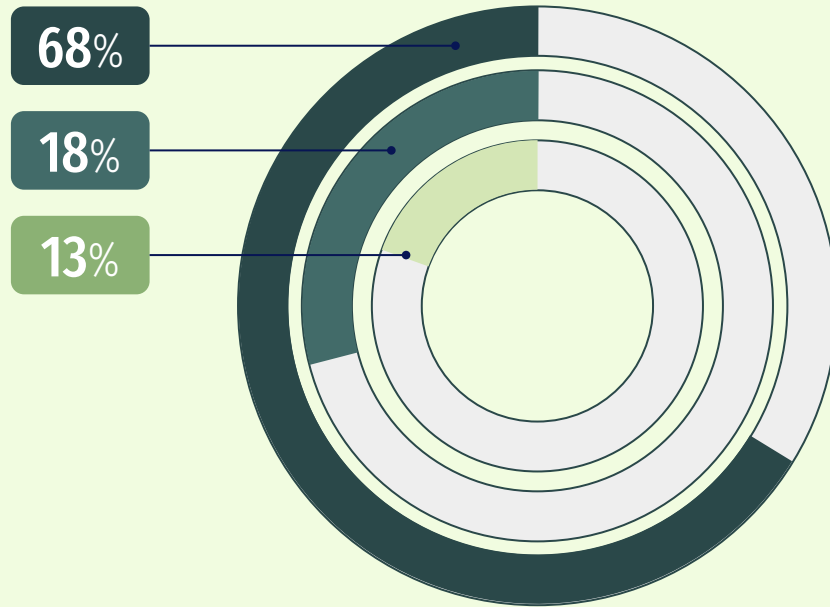
A - Floods/Droughts and other natural reasons

B - Hoarding by middlemen like corporates for their own benefit

C - Low awareness among the working farming class

D - High Tolerance among the consumers for this problem

Do you think a consultancy service dedicated to the farmers would help increase the awareness and in turn the overall yield and quality of the product?



Yes, the consultancy dedicated to the farmers will educate them about various aspects

It's good not to meddle with the traditional practises, let the farmers continue with their own methods

I honestly don't have any idea regarding this aspect but seems like a good idea

Responses from the Social Media Handles



revathi_bainaboina Would you be providing transport from Bangalore to wherever these activities are performed?



sayak_sengupta A very unique approach allowing people to connect with the procedures



shreyasnair99 I would love to extend my services to the farmers who are the backbone of our country during my free time, great initiative



priyo_priyodorshini I would love to talk to my principal about taking our school kids to picnic or a educational trip to such farms to learn about various aspects of farming





sreevardhan.pemmareddy I just came across your page and loved your idea. Is there anything we as an audience could do?



r_i_s_h_i18 I'd love to join you guys . Keep up the good work !



__kashyapp Not just for farmers I think you guys can even consider providing the house makers and other people who require such a platform to reach out to others.



__shubhayu__ Do you guys only allow volunteers or even hire people via regular volunteering?



legendaryflyingsalad I am not able to find any links to register for the volunteer work. Please share it with me





shreyasnair99 Seems like a very transparent method to allow people to volunteer in different sections



11_ayush_11 Do u guys provide shelter and transport if the farms r far away?



19h 1 like Reply



11_ayush_11 Also, what r the facilities offered in the shelter if u do provide it



19h 1 like Reply



11_ayush_11 And what is ur business model? How do i earn DM plz 😊



19h 1 like Reply



samyogita The combo pulses and dry fruits pack is a super saver and much needed one 🙌



Initiatives

1

Testimonials

Add testimonials and video experiences of people who have participated in the sharamadhaan

2

Awareness programs

To conduct awareness programs or share videos and posters indicating the importance of farming

3

Customer suggestions

Nutrition and dietician support for a healthy lifestyle can also be incorporated to cater healthy life advices to the customers as well.

You can find us on:

