

# **Farm2Market – Direct Farmer-to-Consumer Platform**

## **Phase 1: Problem Understanding & Industry Analysis**

### **1. Requirement Gathering**

Problem: Farmers struggle with fair pricing, and consumers don't always get fresh produce at reasonable rates.

Requirements:

- Farmers should be able to register and list their produce.
- Consumers should be able to browse and order directly from farmers.
- Payment and delivery tracking features.
- Transparency in pricing (no middlemen).

### **2. Stakeholder Analysis**

Stakeholders:

- Farmers → Sell produce directly, get fair price.
- Consumers → Buy fresh produce at lower cost.
- Delivery Partners → Logistics and last-mile delivery.
- Admin/NGO/Government → Monitor fair trade and platform operations.

### **3. Business Process Mapping**

Step 1: Farmer registers and lists crops with price & quantity.

Step 2: Consumer browses available crops and places an order.

Step 3: System confirms order and assigns delivery partner.

Step 4: Farmer prepares the order; delivery partner picks it up.

Step 5: Payment processed → Farmer receives fair share instantly.

Step 6: Admin dashboard tracks transactions and analytics.

## **4. Industry-specific Use Case Analysis**

- Agriculture Industry: Digital empowerment for farmers.
- E-Commerce: Platform model connecting producers and consumers.
- Logistics: Integration for efficient deliveries.
- Government Schemes: Could align with initiatives like Digital India, Atmanirbhar Bharat, etc.

## **5. AppExchange Exploration**

Possible Salesforce AppExchange tools to integrate:

- Payment Gateways (Stripe, PayPal).
- Delivery/Logistics plugins (map & tracking).
- SMS/Notification apps for order updates.
- Analytics apps for dashboards & reporting.