

E-BUSINESS STRATEGIES

Prepared By
Group 09



OUR TEAM

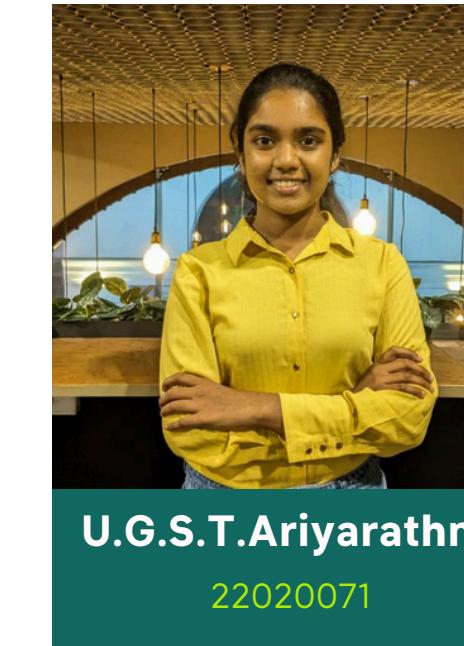
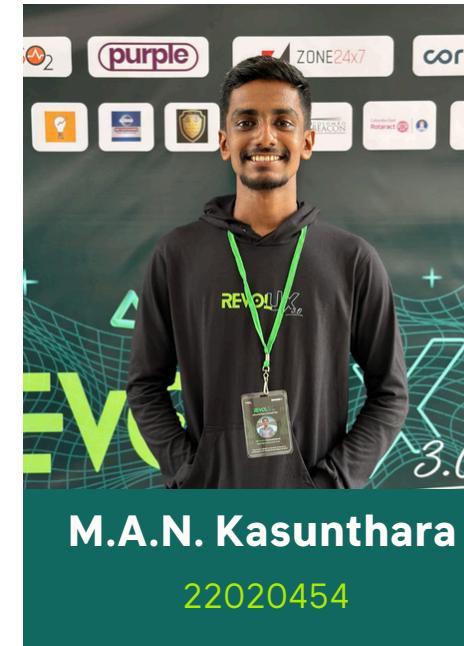
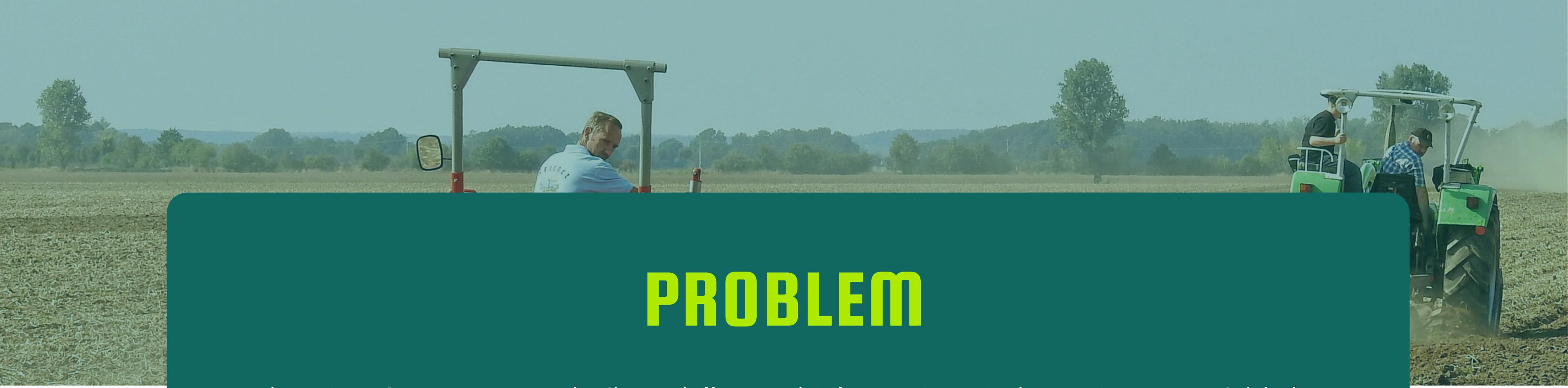


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PROBLEM

Sri Lankan farmers struggle financially as middlemen buy their produce at unfairly low prices and resell it at high markups. With limited market access and no real-time price information, farmers have little bargaining power, leaving them with minimal profits while middlemen take the largest share. This exploitation prevents farmers from earning what they deserve and weakens the agricultural sector.



SOLUTION



OUR SOLUTION

- Empowering Farmers with Direct Market Access
- Real-Time Market Insights
- Secure & Transparent Transactions
- Logistics & Delivery Support
- Government & NGO Collaboration



STRENGTHS

OPPORTUNITIES

SWOT ANALYSIS

WEAKNESSES

THREATS

Farm
LINK

STRENGTHS

The platform offers direct access to consumers and retailers, improving pricing, profit margins, and financial stability for farmers.

01



Direct Market Access

02



Increased Profits

03



Fair Pricing

04



Data-Driven Insights

WEAKNESSES

Limited access to technology in rural areas, lack of tech-savvy farmers, high development and maintenance costs, and logistical challenges in remote regions may hinder app adoption and affect service efficiency.



Technological Barriers



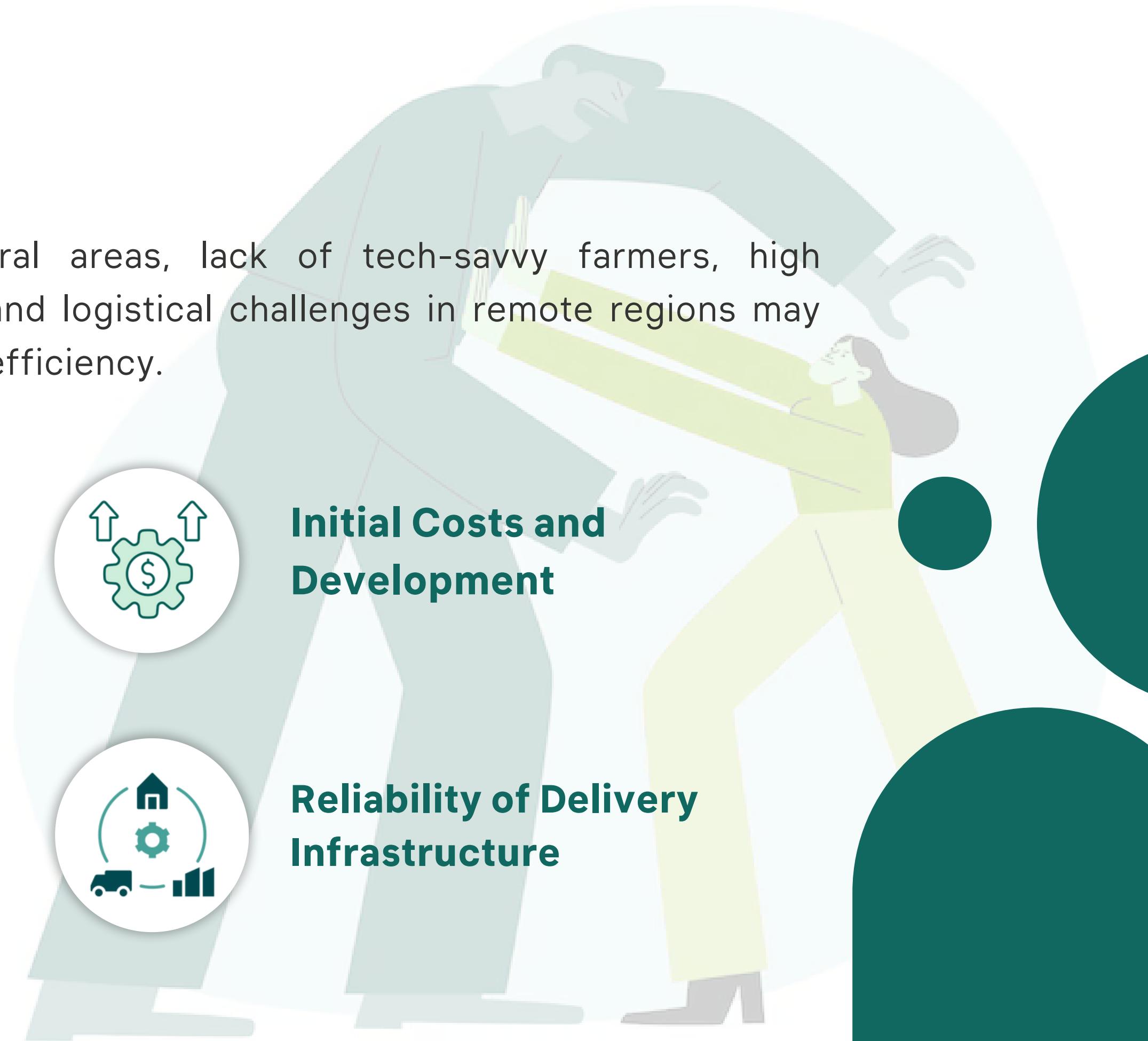
Digital Literacy



Initial Costs and Development



Reliability of Delivery Infrastructure



OPPORTUNITIES

Growing market potential, expanding technology access, and forming strategic partnerships offer opportunities for growth and increased user adoption, particularly in underserved rural areas.



Partnerships
with Retailers
and Supplier



Government
Support and
Policies



Expansion into
Other Markets



Consumer
Awareness and
Demand



Integration with
Other Agricultural
Services:



THREATS



**Competition from
Traditional Middlemen**



**Regulatory
Challenges**



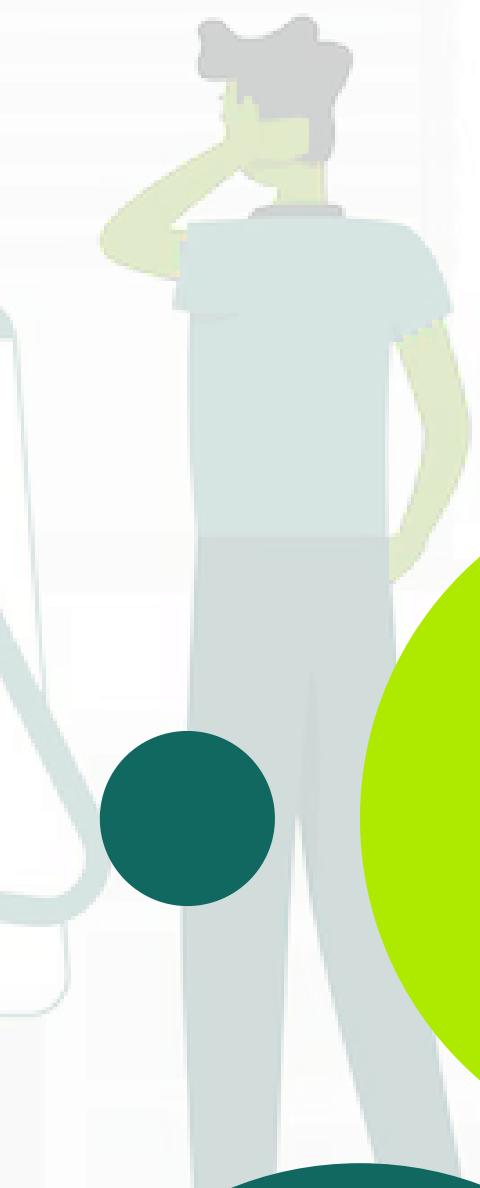
Economic instability



**Market Adoption
Resistance**

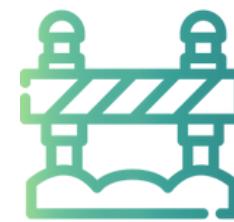


**Supply Chain and Logistics
Challenges**



PORTER'S FIVE FORCES

THREAT OF NEW ENTRANTS (MODERATE)



Barriers to Entry



Regulatory & Compliance
Challenges

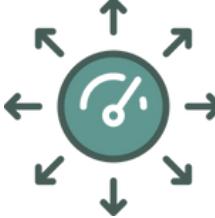


Brand Loyalty & Trust

BARGAINING POWER OF SUPPLIERS (LOW TO MODERATE)



Increased Pricing Control



Risk of Large-Scale Domination



Reduced Exploitation

BARGAINING POWER OF BUYERS (MODERATE TO HIGH)



Buyer Sensitivity to Price & Quality

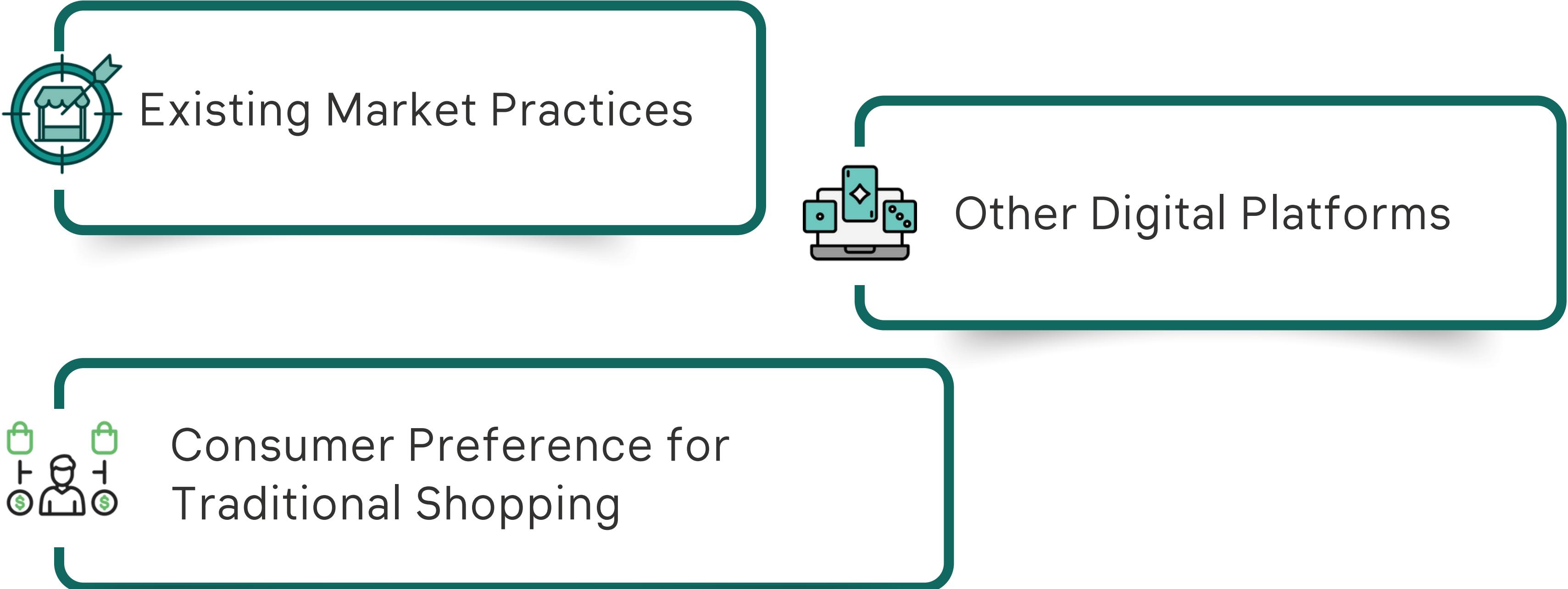


Potential Loyalty Programs & Discounts



Availability of Alternatives

THREAT OF SUBSTITUTES (HIGH)



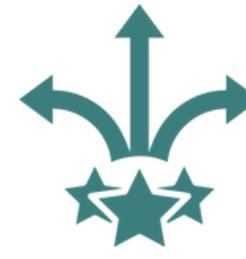
INDUSTRY RIVALRY (MODERATE TO HIGH)



Existing Competition



Price Wars & Competitive Strategies



Differentiation & Brand Positioning

PESTEL ANALYSIS

POLITICAL FACTORS

MENTAL
HOPE

A large, solid yellow circle is centered on a dark blue background. The circle has a thin black outline and is positioned in the upper half of the frame. The background is a solid dark blue color.

The image features large, bold, white letters spelling "L A N A" against a solid teal background. The letters are slightly slanted and have a clean, sans-serif font. A thin horizontal lime green bar runs across the bottom of the frame.

YSIS

A large, solid green circle is positioned on the right side of the page, partially overlapping a teal-colored rectangular background. The teal background has the word "FACTORS" faintly visible at the top left.



P

Political factors

- Government Policies
- Regulations and Trade Laws
- Corruption and Bureaucracy

Economic Factors

- Farmer Income and Pricing
- Consumer Prices
- Internet and Mobile Penetration

E





SOCIAL FACTORS

- Farmer Awareness and Digital Literacy
- Consumer Trust and Buying Behavior
- Rural-to-Urban Migration

TECHNOLOGICAL FACTORS

- Mobile and Internet Accessibility
- Data Security and Payment Systems
- Integration with Other Technologies



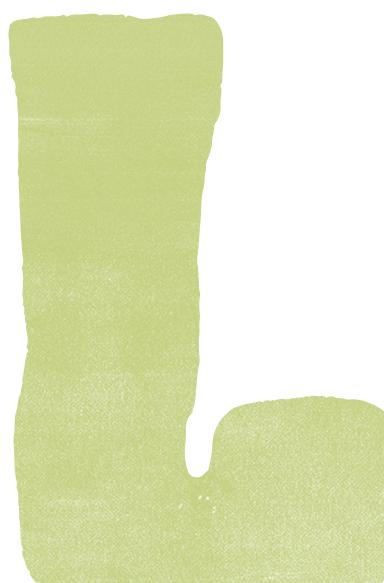


Environmental Factors

- Sustainable Farming Practices
- Climate Change Impact
- Reduced Wastage

Legal Factors

- E-Commerce and Digital Business Laws
- Farmer Rights and Fair Trade
- Data Privacy Regulations



7 E MODEL

Environmental Analysis



- Govt. support for digital agriculture & e-commerce policies
- Challenges: Middlemen exploitation, low digital literacy, rural internet access
- Legal compliance: E-commerce laws, data protection, fair trade regulations

eBusiness Goals/Strategies



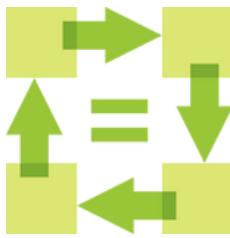
- Empower farmers by eliminating middlemen
- Direct farmer-to-consumer marketplace with AI-based pricing & secure payments
- Training programs for farmers & partnerships with govt. & NGOs

eReadiness (Internal/External)

E

- Internal: App development, secure transactions, cloud-based storage
- External: Farmer digital literacy, mobile connectivity, consumer adoption

eTransformation Methodology



- User-friendly UI in local languages
- Agile development & feedback-driven improvements
- Data security & compliance with digital trade laws
- Scalability plan (add dairy, fisheries, agro-services)

eTransformation Roadmap



- Research & feasibility study
- Prototype & pilot program
- Partnerships & funding
- Launch & adoption campaigns
- Continuous improvement (AI, blockchain, analytics)

eSystems (ICT/Business Maintenance)



- Mobile App: Flutter-based for Android & iOS
- Backend: Firebase/AWS for cloud storage
- Payments: Mobile banking, digital wallets, UPI integration
- Security: Blockchain for transaction records

Evolution – Change Management



- Training & incentives for adoption
- Regulatory adaptation & policy alignment
- Future expansion (AI-driven crop monitoring, logistics, farm advisory services)

STRATEGIES PROPOSED

Government Partnerships and Regulatory Alignment



Loyalty Programs and
Incentives

Differentiation
and Brand
Positioning

Direct Market Access

Integration with
Other Agricultural
Services

Data-Driven Decision Making

E-BUSINESS MODELS PROPOSED



**Direct-to-Consumer
D2C Model**



**Business-to-
Business B2B Model**



**Online Marketplace
Model**



**Mobile Commerce (M-
Commerce)**



JUSTIFICATION OF PROPOSED STRATEGIES AND MODELS

Porter's Forces

Justification for Strategies & eBusiness Models

Threat of New Entrants
(Moderate)

Direct-to-consumer models empower farmers by giving them pricing control and reducing exploitation by intermediaries, strengthening their bargaining power.

Bargaining Power of Suppliers Farmers (Low to Moderate)

Loyalty programs, pricing transparency, purchasing convenience, and reliable logistics enhance consumer loyalty and reduce buyer bargaining power.

Bargaining Power of Buyers
(Moderate to High)

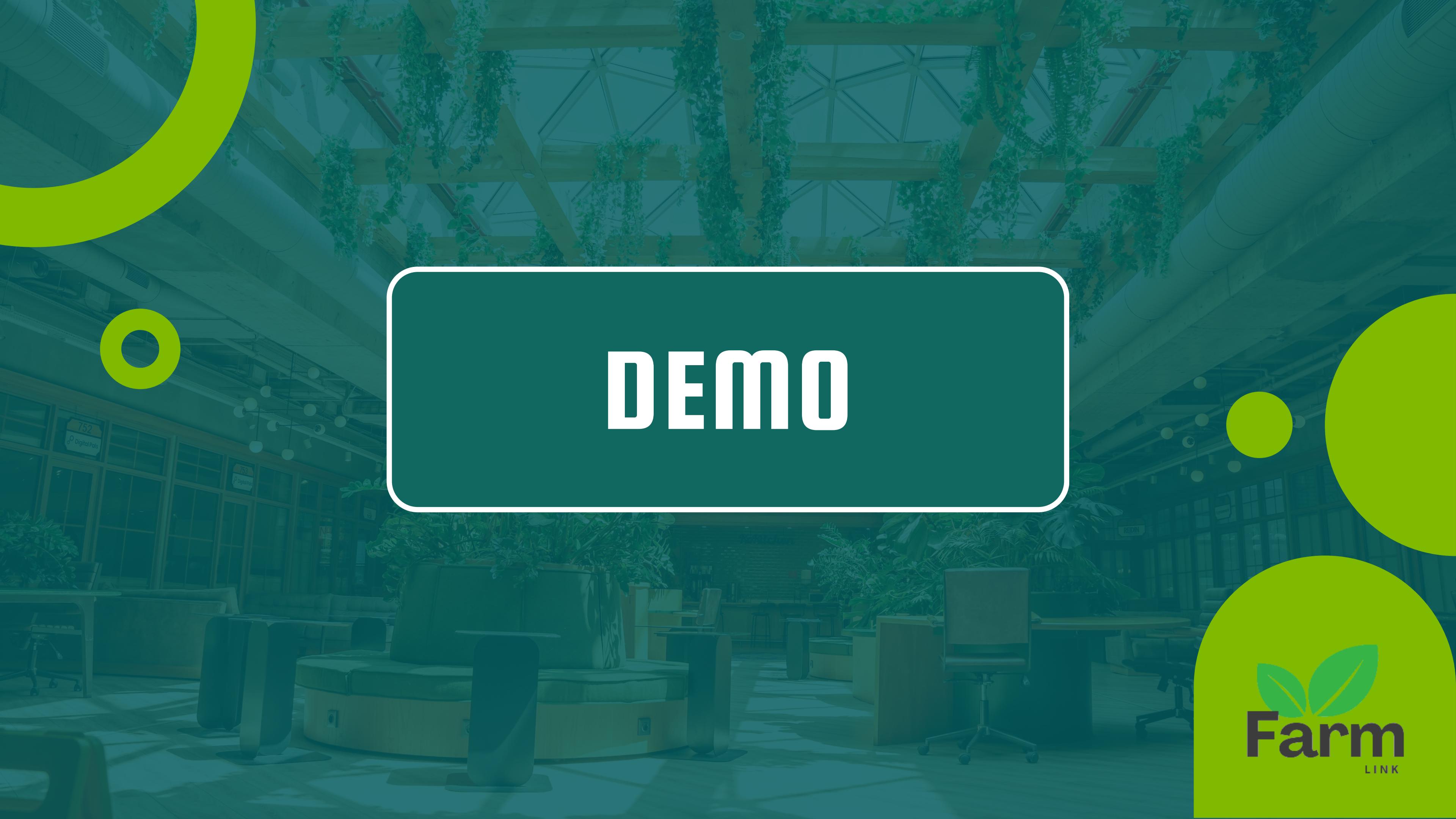
Differentiation through pricing transparency, traceability technologies, mobile-first commerce and value-added services is key to retaining users despite strong market substitutes.

Threat of Substitutes (High)

Differentiation through transparent pricing, quality assurance, mobile-first commerce, and value-added services is key to competing with traditional markets and digital platforms.

Industry Rivalry (Moderate to High)

Competing with agritech startups requires strategies like loyalty programs, advanced logistics data-driven insights, government collaboration, and smart agricultural technologies.



DEMO





THANK YOU



Farm
LINK