

# Farmers Marketplace CRM

## Phase 1: Problem Understanding & Industry Analysis

👉 **Goal:** Build a CRM where **farmers list crops**, buyers request crops, orders are created, and payments are tracked.

### 1. Requirement Gathering

- Farmers list crops (type, price, stock).
- Buyers request crops (Lead → Opportunity).
- Orders must be approved before confirmation.
- Payments are tracked against each order.

### 2. Stakeholder Analysis

- **Admin:** Configures system.
- **Farmer (Seller):** Lists crops.
- **Buyer (Customer):** Places requests/orders.
- **Sales Agent:** Converts leads, manages opportunities, approves orders.
- **Manager:** Monitors sales, revenue, and disputes.

### 3. Business Process Mapping

Flow:

**Buyer Lead → Opportunity (Crop Request) → Order → Approval**

→ **Payment** → **Invoice/Receipt**.

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

- Problems: Fraud orders, delayed payments, duplicate buyers.
- Needed: Validation, approval workflows, and payment tracking.

#### 5. **AppExchange Exploration**

- Payment Apps exist (Stripe, PayPal integration), but we'll build a **basic order-payment CRM**.