Your Target Market-

1:Primary Target Market:

Individual persons whose profession is not farming who want to pursue it as a hobby and nutritients conscious people who would like to use organic vegetables and fruits.

2: Secondary Target Market:

Students and colleges which teach agriculture and research-based organisations on agriculture.

Our Competition-

1- Current start-ups based on our concept :

1: Letcetra Agritech

2: Acqua Farms

3:GP Solutions

2- All devices and products used for growing at homes.

1: **Agro2o® Smart Garden:**

Potential Customers-

1- Urban people: Since urban who would like to grow the vegetables and would like to take gardening as the hobby. Most of the urban people do not have big land for growing the garden and grow vegetables our product is a perfect fit for these people. Which can fit inside a room, balcony or even an unused corner at their homes. This pod can be used for growing the vegetables organically which is a big demand nowadays due to preservation technique. Fertilisers and pesticides are also one of the other harms these days in the vegetables which has to survive longer duration of the logistics from where they are grown to where they are consumed. So the pod serves as the most promising place for growing the organic vegetables.

2- Farmers for teaching: This is one of the potential customers, we will not directly sell them but our pod will be used to teach them about hydroponics and further if they found out right for their place, they can be provided all the other necessary materials for growing the vegetables and fruits with the help of hydroponics at their farms.

3- Farming colleges and institutes: This pod can be used at the colleges and research institutes forteaching the students about the latest trends in hydroponics and similar field of study.

4: Restaurants and hotels: This pod can be used by the restaurants and hotels for growing their own vegetables and fruits such as lettuce, spinach, tomatoes and strawberries for their dishes. It will make them self-sustainable and reduce their dependence on the outer market without compromising with the quality of the vegetables and fruits.

**Revenue Streams-**

1. Selling the pod-
   1. Selling the pod at cost decided.
   2. Selling the pod at less cost but with some limited features, remaining money will be generated when user will buy premium membership having all features.

2- Rent our product to colleges or schools for studies and awareness- Our product can be rent at some fix price(what will be price) to universities teaching farming as main subject. (have to talked to any such college) This method is highly equipped with technology whose demand is growing day by day. Students will be able to get hands on and practical experience with hydroponic farming. It will enhance practical learning and hence will be promoted by colleges and schools.

### Disadvantages of B2C startup business model

****a) Security****

When you hear of sites like Flipkart and Amazon, you also hear of things such as online fraud and identity theft. Thus, you not only have to constantly upgrade your security system to keep at top of things, but you also have to take the backlash of even one-off security breach that still takes place despite all the upgrades.

Further. while you can convince people in the cities to trust you, when it comes to smaller towns and villages, it is much harder to get people to trust you than people they meet and greet personally.

****b) Limited Interaction****

While you can reach out to your consumers directly via app notification, popups, and emails. it is very limited in interaction which people have one on one and which also gives your consumer the option to physically see, smell and touch the products.

****c) Competition****

As compared to other startup business model, B2C has to deal with a huge competition which is present both online and offline.

While the online platform has made a huge dent in the Indian market, a huge chunk of the market is still controlled by physical shops. These shops act as a broker between B2C businesses and thus make a huge impact.

## What are the challenges of D2C e-commerce?

### Competing with retailers

With a D2C e-commerce strategy, the biggest challenge for manufacturers is having to compete with retailers. Retailers already have experience in selling to consumers and a good understanding of their clients and the retail market.

### Order fulfillment

Newly formed D2C companies often struggle with order fulfillment. Not only does a manufacturer have to ship their products, but they also need to compete with Amazon and many other online retailers with next-day shipping.

### Marketing, sales and customer service

D2C e-commerce also means that manufacturers need to start looking after their marketing strategies and sales strategies. This often requires hiring a new team.

Future of D2C-

D2C is the future. Especially if pandemics continue to break out around the globe. More manufacturers will turn to D2C e-commerce to sell to end-consumers directly.

