For the consumer

**VALUE PROPOSITION**

1) What is the demand that you see?

* There is a need for organic and non-gmo foods.
  + Demand for affordable organic produce
  + range(?) - yes- and I’m thinking i translate this into marketing strategy?
* Need for affordable food - at competing market price - but a high quality

2) Who is the demand from ie. your target market?

* Mass market - individuals that purchase food
  + kampala city
    - begining with Bugolobi – surburb
    - families and single people --- how do you define demographic in this case?
    - Dual income homes
    - People that own apartments / homes in the area?

3) What is your solution for that demand?

* Provide door delivery for their food
  + hire a designated driver to do the delivery door to the head of the family?
* Produce organic / high quality food for them to purchase
* Sell the food at affordable prices

4) Why is your solution better than anyone else?

* No one else is currently producing organic food at a low cost like we are so we afford to sell the produce at any competing market price - that is, the customer is guaranteed lower cost, high quality produce. Competing produces of organic food usually have higher prices for their produce.
  + Yes. Currenlty, people in the region where we farm use organic fertilizers that are sold at market price. This is also what hinders large commercialization of organic farming in the area becasue there is a high cost of investment.
* Since 80% of the population depends on farming - once people try our produce and like it- we plan to sell our organic pesticides (we are in the process of getting a patent and distribution license for this) alongside our produce to encourage sustainable farming practises and increase crop yield for the customers too.
  + More info: 80% of rural population depend on farming on subsitience farming... but the population in the cities do not. This is the target market.

**PRODUCT or SERVICE**

Describe your offering in detail ie. What will your clients/customers get?

* They will get organic food i.e high quality produce.
  + Cassava
  + peanuts
  + egg plants
  + rice
  + sugarcane
  + onions
  + matooke – bananas
* It will be packaged well
  + Packaging is important becasue we need to determine and standardize the quanties sold to the customers.
  + We will pack them in boxes of small medium and large. Each defining the quantity of produce the customer should expect.
* Efficient delivery
  + yes, i have worked this out.
  + Weekly delivery for the start. That is, food is is ordered during the week – before wednesday. The quanity orderd for the sum of the produce is packaged thursday. The produce is transaported friday – 4 hour drive from the famr to the surburb. Delivery is done on saturday. If any packages aren’t delivered on saturday then they go out on sunday.
  + Customers that expect delivery on the weekend place orders before EOD wednesday.

What is your pricing structure?

* Subscription CSA model
  + this means that the customer chooses the package size, i.e small, medium or large they would like to be delivered, and every week they will be added to the list of weekly delieveries from the farm.
  + Perhaphs we would need to standardize the items they should always expect and not spontaneous mixed items(?)
  + have you considered delivery into the subscription
* Pay per package
  + this means that the customer will only have an item delivered idf they make a one item order. The item here referes to the box packaging.
  + List what goes in the package each month ???
  + what is the best approcah for choosing the items in the package????
  + will you be able to infleunce them to buy a package from you???
  + determine delivery charge based on the item purchaed?????
  + tell the consumers what’s in it for them..... they get the produce at peak qulaity....
  + Elaborate: how does the pricing structure fit with the value propostion? How do i define that?

For the vendor

**VALUE PROPOSITION**

1) What is the demand that you see?

* There is a need for organic and non-gmo foods.
* Need for affordable food i.e low cost for whole sale

2) Who is the demand from ie. your target market?

* Vendors that sell organic food to their customers e.g grocery stores.

3) What is your solution for that demand?

* Provide high quality produce at an affordable price
* Able to produce all year round

4) Why is your solution better than anyone else?

* We have consistent supply since we are able to produce all year round

**PRODUCT or SERVICE**

Describe your offering in detail ie. What will your clients/customers get?

* They will get organic food i.e high quality produce.
* Year round delivery
* Affordable prices for the produce compared to competitors
  + thought: I can only do pricing / marekt research if I have defined my items for export.
  + Is it bad to go with the mindest of what is the item in high demand / easy to produce / easy to sell? Then plan to plant and sell that?
  + Do research on the highest valued products for export????....
  + consult with the export board on the items that are in highest deamand... ????
  + ask, contact the people about how the vendors determine the distributors / do they expect you to have certain items already.
  + Look at the vendors and who do they distribute to – from the export board.

What is your pricing structure?

* Pay per shipment i.e based on the quantity requested / agreed upon in the contract.