

# How Organic Farmer Overcoming Porfit Bottleneck

Report time frame: Decmber, 2021

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- S**
- High quality and tasty food
  - Nutrient-rich soil
  - manual methods
  - certified organic seeds

- W**
- Inefficient farm equipment
  - Not USDA Organic certified
  - Inperfect business strategy
  - Few employees

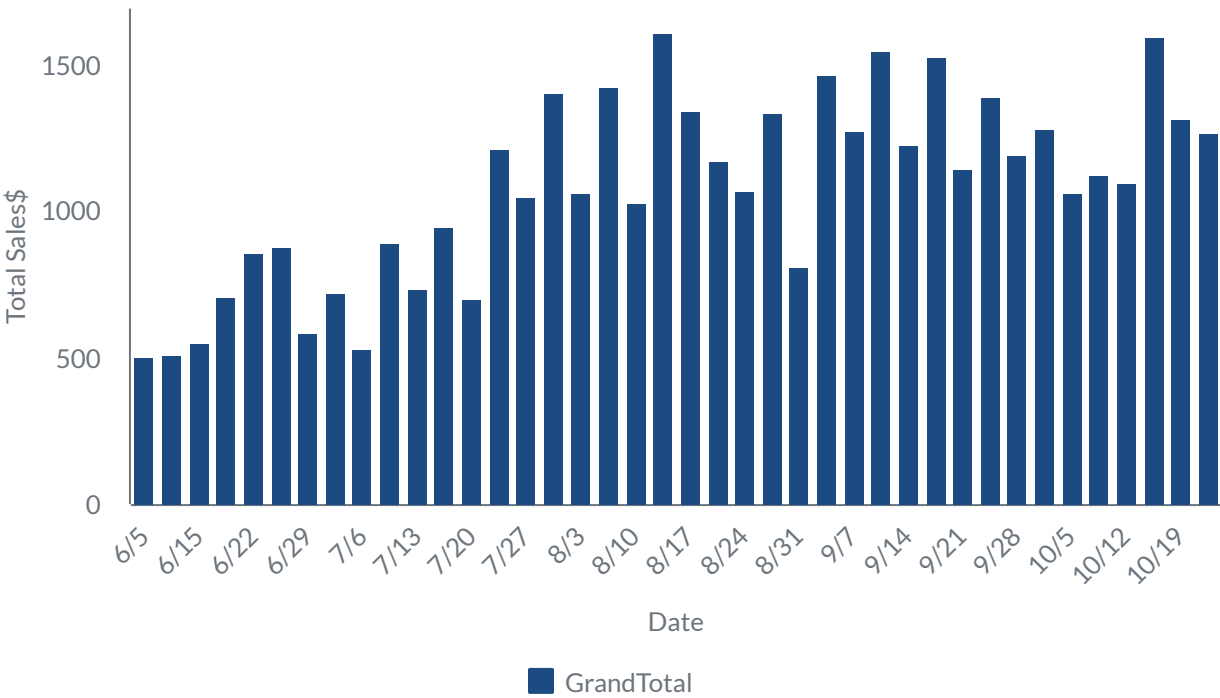
- O**
- Social media promotion
  - Relationship with customers
  - Expand business
  - CSA membership

- T**
- Start-up farm
  - Struggling in profit edge
  - Unpredictable weather
  - No additional capital

## Sales Forecast in 2022

Sales from June to October

Sales Forecast in 2022



## The scale of Uncle Tim's Organic Farm

Land Area

5 acres



CSA Members

250



Categories

40+



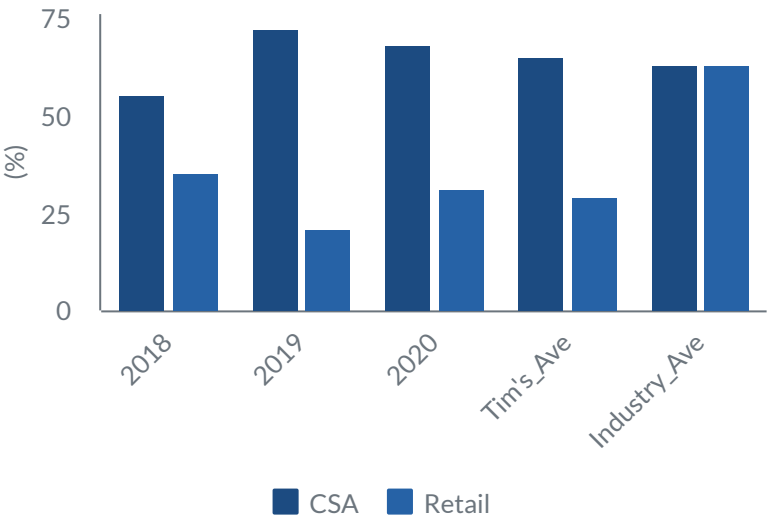
Established Date

Since 2015



## Customer Retention Rate

Customer Retention Rate



## Uncle Tim's Value Chain

### Firm Infrastructure

Simple organizational structure, Little outsourcing.

### Human Resource Management

Very few employees, owner takes on a large part of the work himself.

### Technology Development

Developing an irrigation strategy, most efficiently; Operating more organically.

### Procurement

Procuring organic certified and quality seeds, fertilizers, and farming equipment.

### Inbound Logistics

Procuring and warehousing raw materials; Arranging farming land and labor; Design agriculture production plan; Receiving prepayment

### Operations

Planting and harvesting vegetables; Improving the quality of soil; Using no chemical material and organic seeds.

### Outbound Logistics

Washing and packing Delivering to local farmers' markets stands, CSA boxes; CSA pick ups at the farm.

### Marketing and Sales

Selling at two local farm markets, CSA boxes, seeds and plants online.

### Service

Offering pick-up services.

How Uncle Tim's Farm can overcome the profit bottleneck?

### Recommendations:

- Improving customer retention rate to improve the profit without increasing the cost
- Strengthening core competency as providing great organic vegetables with low price to be the competitive advantage

Uncle Tim's Organic Farm

