**Documentation**

Project name: Baqshamnyń ónіmі (2nd name: FarmMarket)

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Project Purpose/ Justification:

Nowadays, in rural areas of Kazakhstan a lot of farmers have large space for a kitchen-garden. But even they harvest enough vegetables they can’t sell it because they do not know well the platform for sale or can not sale for price they want. Also, many more city dwellers do not know how grow vegetables and whether they are ecologically clean even they have an interest in agriculture. Therefore, the main goal of project - to increase popularity of ecologically clean product and interest of urban dweller who often do not have enough time to deal with the harvest.

Moreover, our future application will give farmers additional income and can solve unemployment in country place by giving them tasks which will be paid by users. Also, they can sale vegetables in our platform to entrepreneurs in great bulks.

Core audiences

Our core audiences are city dwellers, who care their health and interest in the products grown by farmers. They take care of a wide selection of products, secure transaction to pay for products.

Market overview

In Kazakhstan there are a lot of farming enterprise. A diversified structure of agricultural production, high research and experimental potential have been formed. The industry has sufficient capacity for harvesting, processing and storage of agricultural products. But an important task is the sale of agricultural products

Platforms and support

Our Platform FarmMarket ( Baqshamnyń ónіmі ) contains a website and mobile application for android device (iOS in the future)

In order to support mobile application android version should be more than 6.0.

App financials

App financials are needed for supporting platform on the hosting and advertising on market to attract users.

For financing application, money would be taken from transaction fees between customer and seller

Goals – financial, strategic, customer-related, market-share related

Even if our platform covered the whole of Kazakhstan, we can not save more than 40% of the market, as many sellers of fruits and vegetables do not understand the digital system of sales and online payments. Therefore, market-share goal is keep around 100 000 constant users of platform who will buy and sellers.

Strategic goals are returns on investment, constantly stable delivery order time, steady rise of number of users.

The goal for customers is maintained by providing accurate and useful information, handling complaints and offering appropriate solutions in complex situations

Financial goal is to have multiple sources of income in future from platform.

Competitors

*Functional requirements of the mobile app:*

1. Login and Registration mechanisms to authorize as farmer / entrepreneur/ ordinary user.
2. Payment transaction between farmer and ordinary user
3. Functionality for farmers:

* The ability to note kitchen-garden.
* Ability to add list of vegetables and fruits which will be grown in the farmer's garden

1. Functionality for ordinary user:

* The ability to choose vegetables, fruits or milk products.
* Add to cart
* Order registrationfrom cart

1. Functionality for entrepreneurs:

* View the list of fruits and vegetables of farmers
* Order in large quantities

MainActivity which includes Menu, main page

RegistrationActivity includes registration function

AuthActivty includes authorization process

SellListActivity includes list of products of farmers that is on market for sale. User can click one product and add to cart

GardenListActivity includes list of kitchen-gardens for users to create virtual farm. User can rent one of garden by selecting garden

GardenActivity contain activity for planting vegetables on virtual farm.

Future improvements:

In the future, the project can be implemented in Central Asia, where, as in Kazakhstan, there are many places for the garden.

A real-time camera can be turned on to track the ripening process of vegetables for virtual farmers.

Conclusion:

To sum up, I believe that our product can increase the condition of farmers. Current times in Kazakhstan similar products don’t exist, and we can use this situation to create a multi-user platform that will be very popular.

We do not set a goal to enrich ourselves with the help of highly effective, but most often unscrupulous ways. We don't hide behind the brand of the mark, does not hide the technology of the production of those and other products. We are open and want to conduct our business as transparently as possible, creating a favorable atmosphere for people who consciously approach their nutrition.