

India Trades - Finest Agriculture, Finest Crops

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| WHAT + HOW + WHO | WHAT do we do? | We will procure crops directly from farmers to sell and trade (Raw & processed both) in domestic & overseas market |
| | HOW do we do it? | We will use various marketing channels offline and online along with tieup with business entities for supply. |
| | WHO do we serve? | We will help local farmers to get the right value of crops in best possible manner and time. Supply for the big processors industry to cater the consumer demand. |
| WHY | DEFINE CUSTOMER PROBLEM | Lack of proper knowledge and resources for the farmers to get the best rate for their crop. |
| | DEFINE SOLUTION PROVIDED | To implement the system in which farmers crop can be picked from their field directly , paid on time. Also reach the end client in timely and efficient manner. |
| REVENUE | PRICING + BILLING STRATEGIES | Work in progress |
| | INCOME STREAMS | Profit Income from wholesale & retail selling to domestic as well as overseas market |
| MARKETING | CUSTOMER REACH STRATEGY | Marketing channels, Direct agreement with big food processing companies |
| | REFERRAL GENERATION STRATEGY | Word of mouth, using technology as a tool to maximise the reach (affiliate marketing) |
| COMPETITION | TOP COMPETITORS | Bijak, Enam, Krishi network |
| | OUR COMPETITIVE ADVANTAGE | Mostly are tech network based platform not connected to grassroot level. We will directly connect with the farmers for procurement. |
| METRICS | SUCCESS MILESTONE MARKER 1 | In first 3 months itself we will try to book and manage demand and supply for next one year. |
| | SUCCESS MILESTONE MARKER 2 | In 1 year time we will make company profitable. |

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| SITUATIONAL ANALYSIS (SWOT) | INTERNAL FACTORS | |
| | STRENGTHS (+) | WEAKNESSES (-) |
| | Local connect and contacts | Lack of awareness among the farmers |
| | Technology and marketing experience | Initial fund for setup |
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| | EXTERNAL FACTORS | |
| | OPPORTUNITIES (+) | THREATS (-) |
| | Large untapped agriculture market (traditional crop as well as millets) | Quality of crops |
| First go advantage | Payment delay to farmers during initial order due to non payment from the client | |
| | Wastage of crops | |