**Question 1 – BPM**

**Identify Business Process Model for Online Agriculture Store – (Goal, Inputs, Resources, Outputs, Activities, Value created to the end Customer)**

* **Goal**: To develop an online agriculture products store that connects farmers in remote areas with manufacturers of fertilizers, seeds, and pesticides, enabling seamless purchase and delivery while enhancing accessibility, convenience, and affordability for farmers.
* **Inputs**:

Farmers' requirements include access to fertilizers, seeds, and insecticides.

Product information provided by the manufacturer (name, description, price, and availability).

Technical Resources: Needed for online and mobile app development.

Budget and timeline: INR 2 crore, 18-month project period.

Stakeholder Feedback: input from Peter, Kevin, Ben, and other farmers.

* **Resources**:
1. Human Resources: Project Manager (Mr. Vandanam), Developers (Ms. Juhi, Mr. Teyson, Ms. Lucie, Mr. Tucker, Mr. Bravo), Network Administrator (Mr. Mike), Database Administrator (Mr. John), Testers (Mr. Jason, Ms. Alekya), and Business Analyst (You).
2. Technological resources include software development tools, database systems, hosting platforms, and internet access.
3. Financial Resources
* **Outputs**:
1. Applications for online agriculture products store include web and mobile platforms.
2. Features for browsing, selecting, and purchasing products.
3. User-friendly UI designed specifically for farmers.
4. Product listings: Fertilizers, seeds, and insecticides are displayed, along with full information.
5. Order Management System: Used to track and manage orders and deliveries.
* **Activities**: -
1. Work with stakeholders to collect functional and nonfunctional requirements.
2. To picture the user experience, create wireframes and prototypes.
3. Create features for browsing, purchasing, and managing products.
4. Allow manufacturers to input product information and coordinate order management.
5. End-to-end testing is recommended to ensure usability, performance, and dependability.
6. Deploy the application for web and mobile platforms.
7. Post-launch support includes maintenance and upgrades based on customer input.
* **Value**
	1. Farmers may now readily get agricultural items from remote regions.
	2. Physical procurement requires less travel time and costs.
	3. Enables direct connections between farmers and manufacturers.
	4. Makes it easier to compare, choose, and order things online.
	5. Provides farmers with tools for increasing productivity and profitability.

**Question 2 – SWOT**

**Mr Karthik is doing SWOT analysis before he accepts this project. What Aspects he Should consider as Strengths, as Weaknesses, as Opportunity and as Threats.**

* **Strength:**
1. The organization's wealth and success reflect strong financial management and visionary leadership.
2. The Skilled talent pool, including experienced developers, network and administrators and testers
3. The project addresses a critical issue faced by farmers, making it a meaningful CSR initiative with high potential for positive societal impact.
4. Provides a direct link between farmers and manufacturers, removing intermediaries and increasing efficiency.
5. Focus on designing a user-friendly application ensures accessibility, even for users with limited technological expertise.
6. Focusing on building a user-friendly application enables accessibility, especially for those with less technological knowledge.
* Weaknesses
1. Remote farmers might not have as much access to or understanding to digital tools, so they need a lot of support and training.
2. Dependency on stable internet connections may provide a challenge in isolated and rural locations with inadequate network coverage.
* Opportunities
1. Possibility of expanding the platform to accommodate more agricultural services, like equipment, tools, and consultation.
2. Partnerships with governmental organizations may offer incentives or subsidies to encourage farmers to adopt.
3. Enhancing APT IT SOLUTIONS’ reputation as a socially responsible company, potentially leading to new projects opportunities

Threats

1. Competition from existing and other online stores
2. Profitability may be impacted by price fluctuation in agricultural goods.
3. Cyber attacks
4. Delivery delays or differences in product quality could undermine confidence and harm the platform's standing.
5. Supply chains and platform operations may be impacted by weather, geopolitical concerns, or regulatory changes.

**Question 3 – Feasibility study –**

**Mr Karthik is trying to do a feasibility study on doing this project in Technology (Java), Please help him with points (HW SW Trained Resources Budget Time frame) to consider in feasibility Study.**

* Technology: Java,
* Hardware:
1. Dedicated cloud-based servers to host the web application and database.
2. Networking Equipment like Routers, switches, and firewalls to ensure secure and reliable connectivity.
3. Storage solutions for storing product information, transaction history, and user data, as well as backup systems to assure data recovery in the event of a failure.
4. High-performance desktops/laptops for developers and testers.
* Software:
1. Java development environment (e.g., IntelliJ IDEA, Eclipse) and Frameworks like Spring Boot for application development.
2. Database Management Systems
3. Frontend frameworks such as React or Angular for the web interface.
4. Android and iOS SDKs for mobile application development.
5. Automation tools and Performance testing tools
* Trained Resources:
* Java Developers with expertise in frameworks and frontend technology,
* Database administration to manage and optimize performance
* Experienced QA and Testers both in manual and automated testing
* UI/UX developers
* Project management Team & Business analytics team
* Network administrator with expertise in configuring and maintaining secure networks.
* Testers with extensive experience in both manual and automated testing tools.
* Budget: Estimation up to 2 Crores INR
* Timeframe: expected Duration up to 18 months

**Question 4 – Gap Analysis**

**Mr Karthik must submit a Gap Analysis to Mr. Henry to convince him to initiate this project. What points (compare AS-IS existing process with TO-BE future Process) to showcase in the GAP Analysis**

**AS-IS:**

* Farmers struggle to obtain necessary agricultural items such as fertilizers, seeds, and pesticides. These products are sometimes unavailable in rural areas, forcing them to travel great distances or rely on untrustworthy intermediaries.
* Farmers have limited to no direct communication with manufacturers or suppliers, and relying on intermediaries increases costs and delays.
* Delivery methods lack organization, causing delays in acquiring key items throughout critical farming seasons.
* Fertilizer, seed, and pesticide manufacturers have a limited ability to directly reach farmers in remote areas.
* Product selection, ordering, and payments are often manual, increasing effort and errors.
* Farmers lack access to user-friendly platforms to browse, select, and purchase agricultural products.
* Current purchasing practices may not be considering the long-term environmental with limited access to eco-friendly products

**TO-BE:**

* An online platform will allow farmers to purchase fertilizers, seeds, and pesticides directly from manufacturers at any time and from any location.
* The platform will enable direct interaction between farmers and manufacturers, removing middlemen.
* Real time inventory management with automated updates and notifications
* The application will include multiple payment options including UPI payment, card payments etc.
* 24/7 customer support system via chat and phone to assist the customers and vendors
* The platform will collaborate with logistics providers to ensure timely delivery to remote areas with order tracking options
* Auto suggestions based on search history and user requirements
* This system can handle large numbers of users and transactions without slowing down the system
* Strengthened security for user and vendor data using encryption, Secured payment gateway
* This application has offline features and SMS based ordering options can be implemented to areas with poor networks
* The platform will highlight and promote sustainable and eco-friendly products, providing farmers with options that support environmental sustainability.

**Question 5 – Risk Analysis**

**List down different risk factors that may be involved (BA Risks And process/Project Risks)**

Internal risks:

* Availability of skilled resources during the project lifecycle and Over-reliance on key individuals
* Potential overspending beyond the allocated budget of ₹2 Crores and Inadequate allocation of resources due to poor financial planning
* Miscommunication among project members, such as between developers and testers and Lack of collaboration between technical and BA, stakeholder’s teams.
* Issues with integration between online and mobile platforms, as well as application security concerns.

External risks:

* Change in demand for agricultural products like fertilizers, seeds, and pesticides.
* Unreliable manufacturers or suppliers provide inaccurate or incomplete product information, as well as delays in product delivery to farmers due to third-party logistics.
* Changes in government regulations affecting online agricultural commerce.
* Poor internet connectivity in remote areas affects farmers' access to the platform.
* Extended threats such as hacking or data breaches

BA risks

* Misunderstanding or incomplete capture of requirements from stakeholders
* Frequent changes in requirements can cause project delays and scope creep
* Errors or inconsistencies in requirement documents leading to development issues.
* The technical team may interpret requirements differently than the BA due to lack of communication and coordination
* Lack of knowledge in project domain
* Lack of stakeholder engagement

Project/Process Risks

* Unrealistic deadlines or unnecessary delays can disrupt the project schedule and can cause a missed timeline
* Misalignment with the chosen development methodology
* Insufficient testing can result in bugs and glitches and can impact the project progress
* Challenges in ensuring timely delivery to remote areas could lead to customer dissatisfaction
* Depending on limited numbers of suppliers /manufactures can lead to supply chain disruptions affecting product availability

**Question 6 – Stakeholder Analysis (RACI Matrix)**

**Perform stakeholder analysis (RACI Matrix) to find out the key stakeholders who can take Decisions and Who are the influencers**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Activities** | **Sponser** | **Financial head** | **Project coordinator** | **Delivery Head** | **Project manager** | **Senior Java Developer** | **Java Developers** | **Network Admin** | **DB Admin** | **Testers** | **stakeholder** | **BA** |
| **Mr. Henry** | **Mr. Pandu** | **Mr. Dooku** | **Mr. Karthik** | **Mr. Vandanam** | **Ms. Juhi** | **Mr Teyson, Ms Lucie, Mr Tucker, Mr Bravo** | **Mr. Mike** | **Mr. John** | **Mr Jason and Ms Alekya** | **Peter, Kevin and Ben** | **Mr Nithin** |
| **Project Approval** | **A** | **C** | **C** | **R** | **I** | **I** | **I** | **I** | **I** | **I** |  |  |
| **Budget Allocation** | **A** | **R** | **C** | **I** | **I** | **I** | **I** | **I** | **I** | **I** | **I** | **I** |
| **Project Planning** | **I** | **I** | **I** | **A** | **R** | **C** | **C** | **C** | **C** | **C** | **C** | **C** |
| **Requirement Gathering** | **I** | **I** | **I** | **A** | **I** | **I** | **I** | **I** | **I** | **I** | **C** | **R** |
| **Technical Design** | **I** | **I** | **I** | **I** | **A** | **R** | **C** | **C** | **C** | **C** | **I** | **I** |
| **Development** | **I** | **I** | **I** | **I** | **A** | **R** | **R** | **C** | **C** | **I** | **I** | **I** |
| **Testing** | **I** | **I** | **I** | **I** | **I** | **I** | **I** | **I** | **I** | **R** | **I** | **I** |
| **Deployment** | **I** | **I** | **I** | **I** | **A** | **I** | **I** | **R** | **R** | **I** | **I** | **I** |
| **Final Approval** | **A** | **C** | **C** | **R** | **I** | **I** | **I** | **I** | **I** | **I** | **I** | **I** |
| **Stakeholder Communication** | **I** | **I** | **I** | **I** | **A** | **I** | **I** | **I** | **I** | **I** | **C** | **R** |

**Question 8 – Four SDLC Methodologies - 8 Mark**

**SDLC:**

SDLC stands for System development Life Cycle. It provides a structural approach to software development.  The goal of SDLC is to minimize project risks through forward planning so that software meets customer expectations during production and beyond

The phases are Requirement gathering, Planning &analysis, Design, Development, Testing, Deployment and maintenance

There may be 5 to 7 phases based on the organization approach

**Requirement gathering:** Identifying what project exact requirements from start to end. Requirement gathering is important for developing a software product that satisfies the client requirements and business objectives

**Planning & analyzing:** In this phase the gathered requirements are analyzed for project feasibility and availability of resources and cost of production to deliver the project to customers

**Design:** In the Design phase a blueprint of the product is created. This stage is where the software developer defines technical specifications of the product. Depending on the project, these details can include Screen design, database sketches and prototypes.

**Development**: Translating the detailed requirements and design into system components.

**Testing:** Testing the individual units for usability**.** Thefunctionality, quality, and performance are checked in the testing phase. This is done to uncover and fix any potential errors or areas for improvement before the product is delivered to the client.

**Deployment:** In this phase the final software product which is ready to deliver is delivered to customer in a live production environment

**Maintenance:** This phase the software product that is delivered is maintained for software upgrades, Repairs and bug fixes. This is done to ensure the Product is fully functional and performs optimally.

**Sequential Methodology:**

This methodology is the traditional approach. In this methodology each phase must be completed only after the next phase begins. Sequential models work best for projects with well-defined, unchanging requirements and where clarity and predictability are priorities.

The waterfall model and V-model follows the sequential methodology

**Iterative methodology:**

An iterative process starts with implementing small software requirements, enhancing evolving versions until a complete system is developed, utilizing repeated cycles and incremental portions at a time.

The RUP model follows the Iterative methodology

**Spiral Methodology:**

The spiral model is an iterative development process that combines iterative and Sequential aspects, focusing on risk analysis and incremental refinement. It has four phases: identification, design, construct, and evaluation. The process involves gathering business requirements, designing the product, producing a prototype, and evaluating the software after each iteration.

**Agile Methodology**

The Agile SDLC model is an iterative and incremental process model that focuses on customer satisfaction and process adaptability. It breaks the product into small incremental builds, typically lasting one to three weeks, and delivers a working product after each iteration.  Every iteration involves cross functional teams working simultaneously

Agile follows 4 main values and 12 principles

The 4 main values of agile are

* Individual interaction over processes and tools
* Working software over comprehensive documentation
* Customer collaboration over contract negotiations
* Responding to change over following a plan

**Agile 12 principles**

* Satisfy customer through early and continuous delivery of valuable software
* Welcome changes even later in development, Agile process harness change for the customer’s competitive advantage
* Deliver working software frequently, from a couple of weeks or a couple of months with a preference to shortest timeline
* Business people and developers must work together daily throughout the project
* Build projects around motivated people. Give them the environment and support they need and trust them to get the job done
* The most effective and efficient method to convey the information to and within a development team is face to face conversations
* Working software Is the primary measure of progress
* The agile process promotes sustainable development. The sponsor, developers and users should be able to constant pace indefinitely
* Continuous attention to technical excellence and good design enhance agility
* Simplicity – the art of maximizing the amount of work not to be done is essential
* The best architecture, requirements and designs emerge from self-organizing teams
* At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behaviors

**Question 9 – Waterfall RUP Spiral and Scrum Models – 8 Marks**

 **Waterfall model:**

* The Waterfall process is a step-by-step development and project management approach, ideal for clear-cut projects with clear steps from start to finish.
* The waterfall model is the first model to be used in software development.
* The model is divided into different phases and Each phase is linked to another phase.
* This waterfall model is easy to understand and simple and each stage in the model is clearly defined.
* The drawback of this model is that it does not incorporate any mechanism for error correction.
* It is difficult to accommodate any change requests after the requirements specification phase is complete.
* This model is used for projects that require a Structured approach for timely, cost-effective completion.
* **Requirement:** Gathering the requirement and analyzing them to understand the scope of the project
* **Design**: In this phase, once the requirements is understood the design phase will be started and by creating the detailed design of the project that outlines the system to be developed
* **Development:** This phase includes the implementation involved in coding the software and unit
* testing the code to check if each component of system is working or not
* **Testing**: In Testing the system is tested for user acceptance and to meet the requirements
* **Deployment**: once the software has been tested and approved, it is deployed to the production environment.
* **Maintenance**: This phase involves fixing any issue that arise after the software is deployed and ensuring that it continues to meet the requirements

**RUP model (Rational unified process):**

Rup model follows Iterative methodology in Software development. In RUP, the project is developed in a series of cycles, or iterations, rather than completed in single pass.

Iterative development provides flexibility for adapting to changes, lowering the risk of rework or failure. Iterations also give constant input, helping to ensure that the system meets the demands of the users. Iteration in RUP provides benefits like risk control, quality improvement, flexibility, and early feedback. It aids in managing complexity, risk, and change, ensuring that the software advances in a controlled and adaptive manner, giving value on a regular basis.

The phases in RUP model

**Inception:** The phase focuses on establishing the project's scope, gathering early needs, and develop a business case.
**Elaboration:** This phase focuses on examining the system's requirements, establishing the architecture, and resolving high-risk areas.
**Construction**: The system is built in iterations. This phase consists of coding, testing, and integration to create the final product.
**Transition:** The system is deployed to the user environment. This phase includes final modifications, such as bug patches and system improvements.

**Spiral Model**

This model is the combination of both sequential and iteration model focusing on risk analysis. This model is typically used for large, complex and high-risk projects

The project is developed in a series of cycles or spirals allowing for refinement of the system.

Every iteration focuses on risk identification and mitigation. The number of loops and spirals depends on the complexity and size of the projects. The spiral phase starts from the planning phase requirements are gathered and risk is assessed to identify risk and alternative solutions. A prototype is built after the risk analysis phase and software is produced in the development phase.

**Planning phase**: In this phase the requirements are gathered and analyzed to Identify system goals, scope, and constraints.

**Risk analysis phase:** In this phase the risk associated with the project is identified and strategies to mitigate them are developed and prototype is developed.

**Engineering phase:**

Using the results from the previous phases develop and verify the system’s functionality

**Evaluation Phase**: Review the progress of the current iteration, assess the quality and functionality of the system, and gather feedback for the next spiral.

**Scrum Model:**

Scrum Model is an agile framework that is used to manage and develop complex software projects. Scrum divides work into fixed-length sprints, lasting 2-4 weeks, where a specific set of features or tasks is developed, and at the end, a potentially deliverable product increment is delivered that can be reviewed and tested by stakeholders.

Each sprint involves the development of a specific set of features or tasks, known as the sprint backlog. The Scrum team, consisting of the product owner, scrum master, and development team, is responsible for delivering the product increment. The Scrum process consists of sprint planning, daily scrum meetings, sprint reviews, and retrospectives. The product backlog is managed by the product owner, and the sprint backlog is a subset of the product backlog. The sprint backlog is a subset of the product backlog, and the increment is the sum of all completed tasks. This approach allows stakeholders to see progress and provide feedback after each sprint, promoting ownership and accountability.

**Question 10 – Waterfall Vs V-Model - 5 Marks**

|  |  |
| --- | --- |
| Waterfall | V model |
| * The waterfall model is a sequential execution process and steps move in a linear way
* This model addresses risk through sequential phases which can result in discovering issues later in the process
* This model places a strong emphasis on comprehensive documentation for each phase before progressing
* Less customer involvement
* No way to return to an earlier stage till the development has ended
* Waterfall model is preferred for projects with well-defined stable requirement and minimal expected changes
* In waterfall model due to linear development only one phase of development is operational and hence cost and complexity is low as compared to v model
 | * The v-model is also a sequential execution process, but steps don’t move in linear way
* The v-model inherently addresses risk by involving testing. Since testing is parallel to development, issues are identified earlier leading to more effective risk mitigation
* This model also requires documentation but emphasizes the detailed alignment of testing activities with each development phase
* More customer involvement as compared to waterfall model
* V model doesn’t restrict backtracking
* V-model is appropriate when testing is critical and when requirement may evolve during the project
* As sequence phases need to be functional in V-model hence cost is higher as compared to waterfall model also the complexity is more than water fall model
 |

**Question 11 – Justify your choice - 3 Marks**

The V-Model (Verification and Validation model) is a suitable approach for the Online Agriculture Products Store project due to its structured and disciplined approach to software development. The model ensures that each phase of development is based on predefined requirements, making it a natural fit for this project. It directly associates every development phase with a testing phase, focusing on verification and validation to ensure the right system is built.

The V-Model emphasizes early-stage testing, which helps detect and fix defects early in the project lifecycle. This is crucial for the Online Agriculture Products Store, as addressing defects early minimizes risks of exceeding the 18-month project duration or budget of ₹2 Crores. The structured approach allows frequent reviews and alignment with stakeholders, ensuring that the application meets the intended goals and expectations.

The V-Model's approach to integrating modules only after unit testing minimizes integration risks. It aligns well with traditional development methodologies, providing a linear and sequential approach suitable for projects where requirements are fixed from the start. As a Business Analyst (BA), the V-Model supports detailed risk analysis by identifying risks at each phase, addressing them during early stages, starting test plans during early development phases, and focusing on building modules according to verified designs.

The V-Model ensures the systematic development of the Online Agriculture Products Store application, focusing on quality, stakeholder alignment, and risk management. It leverages the defined team structure and stable requirements, ensuring timely delivery and budget adherence.

**Question 12 – Gantt Chart - 5 Marks**

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 **Question 13 – Fixed Bid Vs Billing - 5 Marks**

**Fixed bid Project**

* A fixed bid project involves a client paying a predetermined budget, regardless of project conditions. It has an agreed-upon price upfront,
* A fixed bid project with the specific price or cost has been agreed between the client and the service provider
* The client fixes the exact budget for the project, and he know what they will pay which will help him in budget management
* The project scope for the fixed budget is well defined priorly and any changes may require negotiation of the budget
* The provider assumes most of the risk as they agreed to deliver project in the given budget regardless of any unforeseen circumstances
* Payment might be linked to milestones or phases of project but the total amount remaining fix

**Billing projects**

* Billing projects are usually based on actual time spent on the project and materials used. Clients are charged based on hours worked and any expenses incurred
* Billing project can use various pricing models like fixed bid, time and materials, or milestone-based billing
* This project allows changes and adjustments to the project scope without need to negotiate
* The client may be less predictable regarding the cost as it changes based on time required to complete the project
* The client assumes more risk related to the cost of the project as they pay for actual work
* Payments are made often (monthly or weekly) based on the hours charged

**Question 14 – Preparer Timesheets of a BA in various stages of SDLC - 20 marks**

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**Question 7 – Business Case Document –**

**Business Case: Online Agriculture Product Store**

**Prepared for**: SOONY Company
**Prepared by**: APT IT SOLUTIONS
**Project Sponsor**: Mr. Henry
**Project Duration**: 18 months
**Budget**: 2 Crores INR
**Delivery Head**: Mr. Karthik, APT IT SOLUTIONS
**Project Manager**: Mr. Vandanam

1. **Executive Summary**

Mr. Henry is a businessman had identified from his friend that his friends as remote areas farmers are facing difficulties in procuring fertilizers, seeds, and pesticides, which are crucial for farming certain crops. Mr. Henry thought of creating an online agriculture product store to help remote farmers buy products, allowing direct communication between farmers and companies, including fertilizers, seeds, and pesticide manufacturers.

APT IT SOLUTIONS has acquired the project, budgeted at 2 Crores INR and scheduled for completion within 18 months.

1. **Business Problem and Need**

Farmers are facingdifficulties in procuring fertilizers, seeds, and pesticides, which are crucial for farming certain crops. This challenge has major implications like financial loss, farming issues like less available of products that requires for farming leading to less productivity

The online platform solves these problems by

Helping farmers to order fertilizer, seeds and pesticides from any remote location,

The online application allows manufacturers to make availability of products and services, reduces costs making all products and services affordable offering home delivery to remote areas.

**3. Objectives and Scope**

**Objectives**:

* Build a user-friendly online platform that is easy for farmers for browsing, purchasing agricultural essentials products for farmers
* Facilitate product listings and inventory management by manufacturers.
* Offer secure payment choices and order tracking.
* Assure prompt and reliable product delivery to isolated locations.

**Scope**:

* Develop the platform using a Java-based backend with a user-friendly interface for both online and mobile applications.
* Incorporate payment gateways with logistical assistance.
* Establish real-time contact between manufacturers and farmers.
* Provide a mechanism that allows manufacturers to amend the specs and availability of their products.

**4. Stakeholders**

* **Primary Sponsor**: Mr. Henry, SOONY Company.
* **Financial Head**: Mr. Pandu.
* **Project Coordinator**: Mr. Dooku.
* **Key Stakeholders**: Peter, Kevin, Ben (Farmers providing input on requirements).
* **Delivery Head**: Mr. Karthik, APT IT SOLUTIONS.
* **Project Team**:
	+ Project Manager: Mr. Vandanam
	+ Senior Java Developer: Ms. Juhi
	+ Java Developers: Mr. Teyson, Ms. Lucie, Mr. Tucker, Mr. Bravo
	+ Network Admin: Mr. Mike
	+ DB Admin: John
	+ Testers: Mr. Jason, Ms. Alekya
	+ Business Analyst: Nithin

**5. Cost and Resource Estimates**

The estimated budget for the project is 2 Crores INR, which will be allocated as follows:

• Development Expenses: Infrastructure, software tools, salary for the development team.
• Testing and Quality Assurance: Pay for testers, surroundings, and testing instruments.
• Infrastructure: Network security, database administration, and server expenses.
• Delivery and Logistics: Coordinating with delivery partners to guarantee delivery to remote locations.
• Encouraging farmers and manufacturers to learn about the platform.

**6. Benefits and Value Proposition**

* **For Farmers**:
	+ Access to a wide range of products at competitive prices.
	+ Reduced reliance on local middlemen.
	+ Convenience of home delivery.
* **For Manufacturers**:
	+ Direct communication and transactions with farmers.
	+ Wider market reach, especially in remote areas.
* **For SOONY (Mr. Henry’s Company)**:
	+ Social impact through its CSR initiative.
	+ A successful platform that could be expanded to other markets.

**7. Risks and Mitigations**

**Risks:**

* Limited internet access in remote areas.
* Difficulty in convincing manufacturers to list products.
* Logistics and delivery issues in remote areas.

**Mitigations**:

* Partner with reliable local logistics companies for efficient delivery.
* Ensure a mobile-friendly application that can work in low-bandwidth conditions.
* Offer incentives and marketing support to attract manufacturers to the platform.

**8. Key Deliverables**

* User-friendly web and mobile applications.
* Product listing and order management system.
* Payment gateway integration.
* Inventory management for manufacturers.
* Order tracking and delivery management.

**9. Timeline and Milestones**

* **Month 1-2**: Requirements gathering, planning, and design.
* **Month 3-5**: Backend and frontend development.
* **Month 6-8**: Integration with payment gateways and logistics systems.
* **Month 9-10**: Testing, bug fixing, and quality assurance.
* **Month 11-12**: Final adjustments, deployment, and launch.
* **Month 13-18**: Post-launch support and maintenance.