

Increase the revenue of tomato smallholders farmers of Zatta (Côte d'Ivoire) by linking them to additional customers

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Introduction

Some small-scale farmers face:

- **10%** loss of harvest due to **unsold stock**.
- Unfair **foreign competition** (Burkina-Faso and Niger)

HOP'VEGETABLES (app and market) will connect them to additional customers to help them sell this 10% of their harvest.



Key tasks

- Contracting with farmers
- Make customers subscribe to the app and to the vegetable market, district after district.
- Collect customers back and improve system

Objective(s)

Sell 10% of tomato harvest + other vegetables to additional customers through an app and a modern vegetable market.

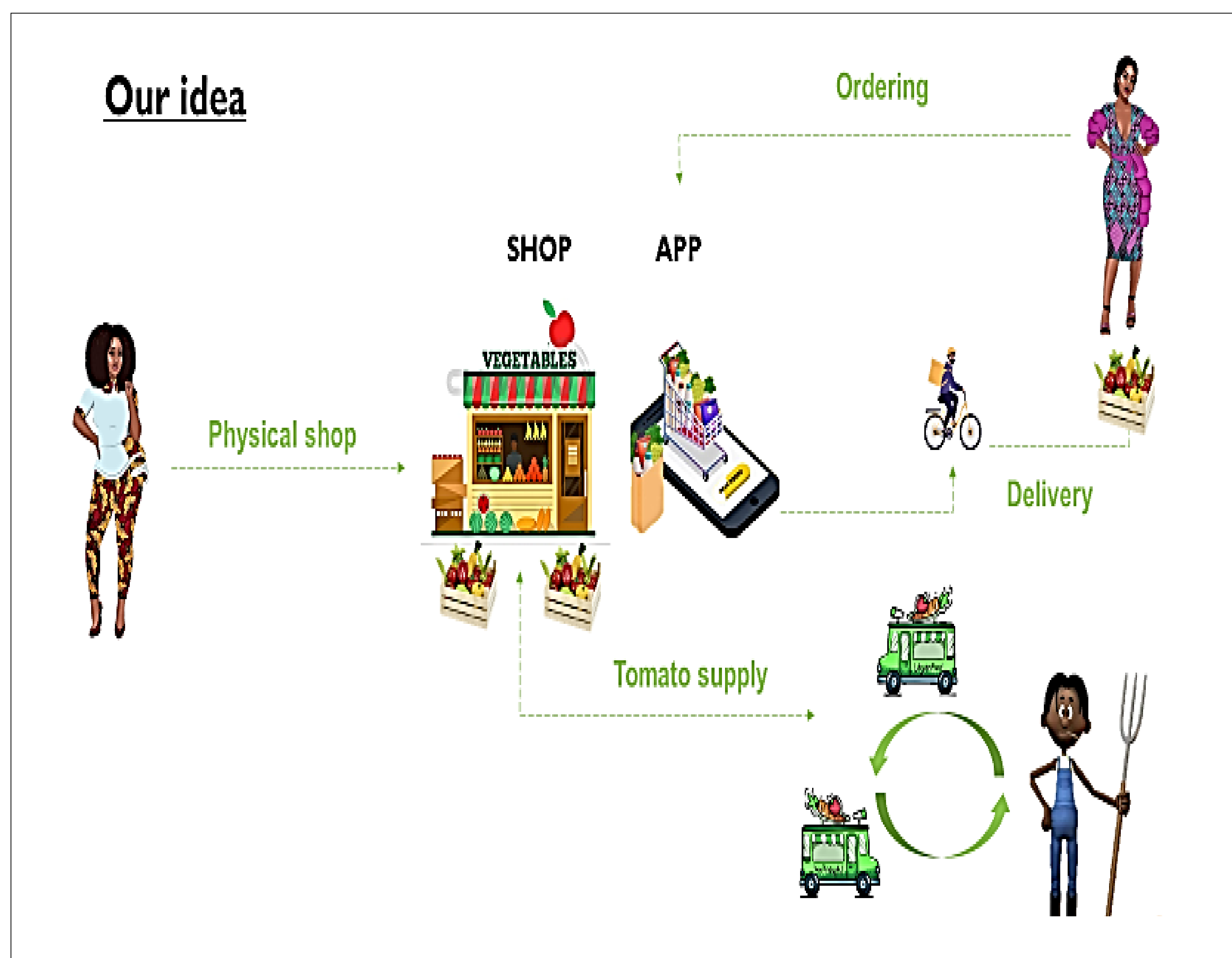
SWOT

S: Crop production background + personal motivation

W: New in entrepreneurship

O: Increased interest for online shop

T: Current competitors + New companies



Possible risks

- Remained inflation
- Rainfailed culture

Business model

- A percentage of vegetables sales
- Forum meeting between farmers and customers