

B2C Online marketplace



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Business – to – consumer online marketplaces



The smallholder farmers grow a variety of the agricultural food crops such as the millets, rice, wheat, barley, ragi, maize, corn and so on and so forth. These food crops would be required to be marketed by the smallholder farmers. The smallholder farmers are considered as the small scale businesses in the sector of agriculture.

Outreach of the produced food crops to a wide range of consumers is a necessary requirement. The supply version of the food crops is disseminated on the online marketplaces. The food crops information is displayed to all the consumers via the online marketplaces.

As and when the smallholder farmer harvests that particular agricultural food crop, then that crop is added as a product for sale on the online marketplace. The decided selling price is defined as the cost and price of that particular agricultural food crop. The detailed information about the description of the product food crop and the value of the price of this product is displayed on the online marketplace.

Similarly, all the food crops which are defined for the objective of sales is displayed on the online marketplace. When a customer visits this marketplace for purchasing, he browses through all the displayed food crops products. He selects the list of products that he would wish to purchase. Then he clicks on the “Confirm” button.

This confirmation option leads him to the billing solution screen. Wherein the total billing amount is calculated for all the products which he would wish to purchase. The billing solution displays this calculated billing amount to the customer.

Then he opts for the “Pay” option which redirects him to the online digital payments product solution, which is an external interfacing application. In this application, he enters his mobile number and the bank account details.

On confirmation of the provision of the data, he clicks on the “Pay” button.

Then the billing amount funds are transferred from his mobile money account to the supplier’s mobile money account. This leads to the successful procurement of the chosen food crops products.

Then the purchased products are delivered to the specified address location, via the logistics department personnel.

Thus leading to a successful online marketing transaction of the agricultural food crops products via the business – to – consumer online marketplace!



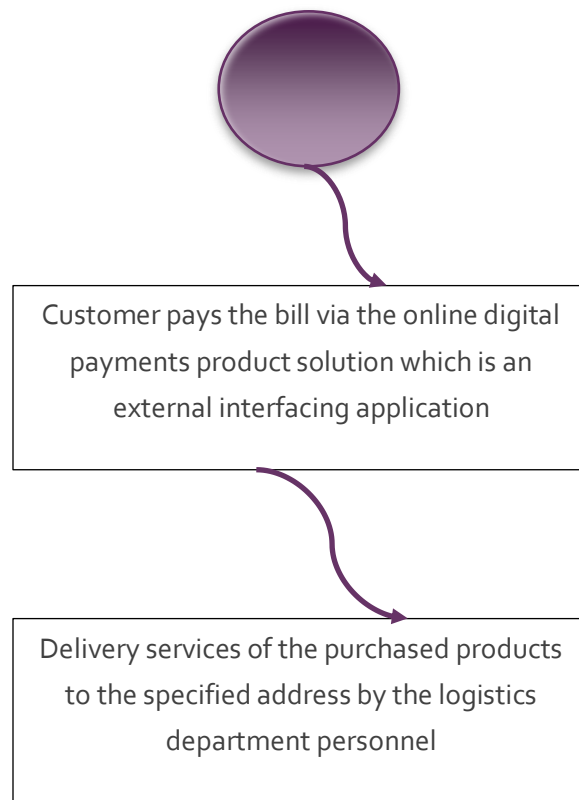


Figure: Flowchart illustration of the innovative ideology product solution

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