Capstone Project 1

Part 1/3

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Version: 0.1

Date: 01/04/2025

Contents

[1. Identify Business Process Model for Online Agriculture Store – (Goal, Inputs, Resources, Outputs, Activities, Value created to the end Customer) 3](#_Toc194415775)

[2. 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. 3](#_Toc194415776)

[3. Mr Karthik is trying to do 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. 4](#_Toc194415777)

[4. Mr Karthik must submit Gap Analysis to Mr Henry to convince to initiate this project. What points (compare AS-IS existing process with TO-BE future Process) to showcase in the GAP Analysis 5](#_Toc194415778)

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

ANS:

* **Goal**: To facilitate farmers in remote area to buy agricultural products through an online agricultural product store
* **Inputs**: Customer data, agriculture product manufacturers and their product data
* **Resources**: software, warehouses, trained employees, office space, internet
* **Outputs**: Revenue through the online agriculture store for both the online store operator and agriculture product manufacturers
* **Activities**: Partner with leading agriculture product manufacturers, provide product information on the online store, customer orders after checking the information, deliver the product to the provided customer address
* **Value**: Availibility of wide range of agriculture products, ease of ordering, and quick delivery

## 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.

ANS:

* **Strengths**:
	+ **Accessibility:** The application would provide access to numerous agricultural products, including pesticides, seeds, and fertilizers, to farmers living in the remote areas, benefitting both agriculture businesses by providing more customers and to farmers by providing products.
	+ **Competitive Pricing**: Considering many number of manufacturers would be providing their products on the application, they are likely to offer competitive pricing and discounts to farmers to stay ahead of the competition, benefitting farmers with cheaper rates and availibility of a wide range of products.
* **Weaknesses**:
	+ **Logistics:** Considering the farmers are in remote areas, delivering the products on time might pose challenge if the road networks, especially in developing countries, are under developed.
	+ **Inexperience:** Mr. Henry doesn’t seem to have any mentioned experience in building a shopping application, which may be a weakness in strategizing the marketing and operational strategies.
* **Opportunity**:
	+ **Improving Technology Infrastructure:** The growing internet and smartphone penetration across the world, including rural areas, is likley to give more farmers the access to the application, creating significant growth opportunities.
	+ **Growth in Agriculture Output:** The application can provide farmers with the required products on time, improving their crop yield and thereby improving the national economy.
* **Threats**:
	+ **Growth in Online Shopping Applications:** The rapid growth in the emergence of online shopping applications across categories, such as clothing and electronics, also make the agriculture product online shopping application vulnerable to the entry on nee market entrants.
	+ **Irregular Weather Patterns:** Natural calamities and irregular weather patterns could pose a threat to the demand of agriculture products on the application.

## Mr Karthik is trying to do 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.

ANS:

 Budget: Rs 2 crore

 Timeline: 18 months

 Technology:

 Domain Name: ₹ 2,000/-

 Hosting: ₹ 35,000/-

 Plugins & Apps: ₹ 25,000/-

 Logo Designing: ₹ 25,000/-

 SSL Certificate: ₹ 7,500/-

 Hardware:

 Servers: ₹ 5,00,000/-

 Network Infrastructure: ₹ 50,000/-

 Software:

 Content Management System (CMS): ₹ 5,00,000/-

 Payment Gateway: 3% of per transaction

 Resources:

 Project Manager: ₹ 14L \* 1.5 = ₹ 21L

 Business Analyst: ₹ 8L \* 1.5 = ₹ 12L

 Senior Java Developer: ₹ 9L \* 1.5 = ₹ 13.5L

 4 Java Developers: ₹ 7L \* 1.5 \* 4 = ₹ 42L

 Network Administrator: ₹ 5L \* 1.5 = ₹ 7.5L

 DB Administrator: ₹ 7L \* 1.5 = ₹ 10.5L

 2 Testers: ₹ 5L \* 1.5 \* 2 = ₹ 15L

 **Total Cost Estimated (for development - 18 months) - ~ ₹ 130 L**

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

ANS:

Current State:

* Farmers in remote villages are facing challenges in procuring necessary products, for example:
	+ - Peter is facing challenge in procuring fertilizers
		- Kevin is facing problem in buying seeds
		- Ben is not having many pesticide buying option
		- Many other farmers in remote areas are facing the issue
* This is probably hampering the operations of the farmers and their crop yield and revenue.

Desired State:

* Farmers get access to a wide range of agriculture products through a user friendly application and internet connectivity.
* The product information is shared on the application with the farmers and get delivered right to their doorstep in a timely manner.
* Agriculture product manufacturers increase their customer base by serving these farmers.
* The farmers and agriculture product manufacturers witness an increase in revenue.