

## MyFarm: A hypothetical 'grow-your-own' startup (2)

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### 1. SWOT Analysis



A SWOT analysis is a useful tool used by businesses in the early stages of their conceptualisation to help identify varying factors of a businesses traits (Namugenyi et al., 2019). The strengths are internal factors of a company that give it an edge over other competitors. For MyFarm, those strengths have been identified as its simplicity and convenience through delivering straight to customers doors, as well as it's level of customisation. Allowing users to customise their purchases can increase loyalty and consumer satisfaction (Lindecrantz et al., 2020). Weaknesses are internal factors that put a company at a disadvantage compared to its competitors. For MyFarm, these weaknesses were identified as a limited customer base, being out-priced by larger stores and limited scope. Customer acquisition costs would be undertaken due to the lack of existing customer base and would struggle to grow through word of mouth (Chu & Kim, 2011).

Opportunities are external factors that the business can capitalise on to gain a competitive advantage. In MyFarm's case these opportunities include the emerging technologies available on smartphones and other devices that could be utilised to enhance the product offering and experience, such as augmented reality. There is also an increase in interest for sustainable living. Sales of environmentally friendly and 'sustainability' products went up by 20% from 2014 to 2018 (Nielsen, 2018). The threats are external factors that could compromise the businesses' success. These threats were identified as competition from direct delivery services, changes in the climate and brick and mortar stores conversion of their catalogue to online. As the UK gets warmer winters and springs, flowers and crops are ripening earlier putting them in danger of disease and late frosts (Royal Horticulture Society, n.d.).

Business Model Canvas		Designed for:	Designed by:	Date:	Version:
		MyFarm	Sebastian Farrant	13/3/2023	1.0
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments	
<p>One of the key partners would be organisations that grow and supply the seeds and growing materials. They would also be able to provide accurate growing information on the seeds that they have cultivated which could be shared with the users through the app.</p> <p>Another key partner would be logistics and delivery companies to ensure that orders are sent out on time to ensure a reliable service for the customers.</p> <p>The app would have to partner with an online payment service such as Paypal or Stripe so users could purchase the subscriptions within the application itself and have their confidential data protected.</p> <p>Since it is a new launch without an existing customer base it would be wise to partner with a marketing agency that could promote the application to the target market through various forms of advertising such as on social media through influencers or TV.</p> <p>Since the application is aimed at new gardeners with little to no prior experience it could partner with educational organisations and institutes to provide additional resources and information to the users.</p>	<p>One of the most important activities for the business to deliver on its value proposition would be to source the finest seeds and produce from reliable and well established suppliers.</p> <p>Another key activity would be the management of subscription services and orders relating to the packaging and delivery of the products in a punctual fashion. This will grow the brands image as a reliable and trustworthy business for our customers.</p> <p>A key activity that would have to be finalised before launch would be the design and development of the mobile application that the customers would interact with when purchasing products and gathering information related to growing. The app should have a simple and easy to use interface so customers can find their relevant information and manage their subscriptions without hassle.</p> <p>To help launch the app and grow a customer base the business would need to engage in promotional and marketing activities through advertisement and promotion. This will grow brand awareness and attract new customers.</p>	<p>The app offers a level of convenience that is unmatched compared to traditional physical stores. The seeds are delivered straight to the users door and the recurring subscriptions mean they can 'set it and forget it' until they wish to revise their selection.</p> <p>The app offers a personal and tailored experience as users can customise their subscriptions based on personal factors such as their location, garden space, experience and culinary preferences.</p> <p>The app helps users reduce their carbon footprint by reducing their air miles and waste in non-eco packaging.</p> <p>Ordering through the subscription based service could save them money compared to purchasing individual packets of seeds. This also reduces the amount of packaging wasted per transaction.</p> <p>The app could offer higher quality organic seeds to help users have a good peace of mind about the quality of produce they are consuming.</p>	<p>For all customers segments that aspect of personalisation is an important relationship to maintain. The app needs to tailor offerings based on the customers own factors such as experience, grow space and culinary preferences. This is also a primary value proposition of the business and developing this relationship could help expand the customer base.</p> <p>For customer segments involving inexperienced gardeners the additional content and resources provided by the app would prove invaluable. The advice could be tailored to diferent customer segments. Health concious individuals could get recommendations on organinc and healthy produce to grow whereas a gastronome could be directed towards produce based on flavour profile. This sort of advice could help portray the apps commitment to the customers sucess and build a community within the user group.</p> <p>To help grow a sense of loyalty within the customer segments the business could offer discounts and rewards to longstanding customers and members who have made repeat purchases in the past.</p>	<p>Mass Market: Home/Urban gardeners that have a small patch of space that they want to grow produce on such as fruit and veg on in a bid for sustainability reasons or just as a hobby.</p> <p>Mass Market: Community Gardeners living in urban areas that pay to have to grow produce on a portion of land such as an allotment garden.</p> <p>Niche: Users who are gastronomes and are interested in trying produce that may not be widely available in everyday supermarkets so they wish to grow their own.</p> <p>Niche: Health concious individuals who want the freshest produce and peace of mind about how their food is grown and where it comes from. They may wish to purchase higher quality organic seeds to ensure they are eating the most natural produce available.</p> <p>Niche: Small-scale specialty cafes and stores that want to grow their own natural produce to supply in their stores.</p>	
Key Resources		Channels			

	<p>To deliver on the value proposition of convenience the business would need to invest in a reliable distribution network that could get the produce and seeds to the customers in a timely manner. This could be achieved by partnering with a delivery and logistics company or developing a new dedicated delivery service.</p> <p>To deliver on the promise of a customised and tailored experience the business must develop an effective data handling system that securely analyses customer data to provide recommendations and advice that is relevant to them.</p> <p>The business will also need produce and seed resources supplied from a trustworthy source to ensure a healthy and high quality produce is being delivered to the customer. To ensure diversity multiple suppliers may have to be utilised.</p> <p>To deliver a good customer experience high calibre designers will be required as the app must be developed with a user centred design approach prioritising a sleek user interface that offers a high level of learnability and memorability.</p>		<p>The business can build awareness to all customer segments through Social media advertising through advertisement of the key products (seeds, subscriptions, advice resources) and engagement with users through sharing key resources and opening up gardening related discussion.</p> <p>For customer segments relating to community gardeners, in-person workshops and events could be held and potential users could hear from gardening experts and receive small handouts to incite them into becoming members.</p> <p>For the niche segments involving cafes and restaurants produce grown from the seeds could be gifted and sampled to advertise the quality of produce on offer.</p> <p>The mobile application must be widely accessible thorough multiple app stores and supported on all mobile devices that the target market may be using.</p> <p>The app could form partnerships with relevannt communities and organisations such as gardening blogs and influencers to increase the audience reach.</p> <p>Relevant information needing to reach existing customers could be sent out through multiple information channels such as SMS and email alongside in app notifications to ensure any important logistical or sensitive information isn't missed by the user.</p>	
Cost Structure	Revenue Streams			

By decreasing air miles and waste from non-eco packaging, the app aids users in lowering their carbon footprint. Users of the app can adjust their subscriptions based on specific characteristics like their location, garden area, experience, and culinary preferences, providing a personalised and customised experience. Purchasing through the subscription-based could save users money compared to buying individual seed packets. Additionally, less packaging is wasted on each transaction as a result. MyFarm aims to provide consumers piece of mind about the quality of the produce they are consuming, through the offering of high grade organic seeds.

high quality seed offerings and are interested in the idea of overseeing the produce they eat, or are just looking to increase the amount of fruit and veg they get in their diet. They would ideally have an interest in sustainable living as they would be reducing their food miles and packaging waste through growing their own produce. If the customer had limited access to fresh produce it could motivate them to become a member and start growing their own produce as well. A lack of prior experience in gardening could also be ideal as they would benefit from the in-app resource library available to users.

The development of the application would be costly with significant investment having to go into a team of software engineers, user experience / user interface designers, management positions and more. Once the app was developed it would require further costs to invest in a team tasked with its maintenance and upkeep to ensure it stays runnign smoothly and without any security flaws.

The business would also have to invest in the promotional marketing sector to increase its brand image and awareness to the target customer base. Investment in a third party marketing company would be necessary to handle search engine optimisation, social media advertisement and affiliate marketing strategies.

To ensure brand loyalty and a high level of customer satisfaction a high quality customer service team would be a mandatory investment to deal with any questions or complaints users may have whilst using the app. The staff would have to be trained on the produce the company is selling as well as its logistical infastructure.

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products on the mobile application. This could be a set amount negotiated beforehand or a percentage cut from every individual sale.

Once the customer base has grown to a sizeable extent it could also generate an additional revenue stream through commissioning user data driven advertising space within the application.

## 2. Business Model Canvas and Value Proposition

The Business model canvas is a tool utilised to analyse every aspect of a businesses functions and provides an in depth analysis of it's internal and external operations (Parry, 2014) as well as letting users examine important relationships the company has throughout its supply chain (from customer to manufacturer). Customer segments have been identified and segmented through mass market or niche sections such as home and community gardeners. Some of the key activities are identified as produce sourcing, subscription management and application development. A few of the channels MyFarm can operate through are social media, in-person workshops, SMS and email. MyFarms primary partners would include suppliers of seeds and produce, online payment system providers, educational organisations and logistics and delivery services.

Value Proposition Canvas		Designed for:	Designed by:	Date:	Version:
		MyFarm	Sebastian Farrant	15/03/2023	1,0
Products and Services	Gain Creators	Gains			
	Subscription based membership that provides hassle-free deliveries of seeds and gardening equipment at regular intervals customised through user data and preferences.  Library and resources of relevant garden information available to users through the mobile app.  Ability to become a part of a community of like minded people through connecting with others on the application forum.	Customer Jobs			
Pain Relievers		Pains			
Value Proposition		Customer Segment			
When compared to conventional physical stores, MyFarm provides an unparalleled level of convenience. The users receive their seeds right at their front door, and because of the recurring subscriptions, they can "set it and forget it" until they want to change their choice.		The Ideal customer would have a busy lifestyle who would benefit from a subscription based service that provided them the tools they needed to grow produce straight to their door. They would be health concious and find value in the			

## **2. Marketing Promotion and Strategy for the website**

MyFarm would adopt a strong social media marketing strategy to help raise brand awareness and promote its value proposition to the target customer base (Ohajionu & Mathews, n.d.). Social Media platforms such as Twitter, Instagram and Facebook have a nearly unlimited reach if used correctly and are free to use. They can help develop brand presence and customer engagement. MyFarm social media profiles would share gardening related content relevant to the ideal customer. This content would include gardening tips and advice alongside humorous 'meme' content that could have a positive affect on the brand image. The profiles would also highlight the environmental impact of traditional consumer habits and draw comparisons to the convenience and sustainability the company is offering as an alternative through its products. There will a strong emphasis on ensuring the content created is visually appealing, this will be especially important with food and recipe content in order to engage and draw potential customers in by showing them what they could be eating.

Collaborating with influencers on social media platforms can increase the scope of the brand image by presenting it to a larger audience (Konstantopoulou et al., 2019). These influencers can share their experience on the app and talk about its benefits to their impressionable audience. It is important that the beliefs and values of the influencers match that of the company this will relate directly to their following who will have a higher likelihood of being engaged with the promotion.

Email marketing is also an effective method of advertisement (Hartemo, 2016) that would be employed to increase MyFarms customer base. The emails would include similar content to the social media profiles. Gardening advice, recipes that can be made with available products and promotions could all encourage potential users to activate a subscription. Tailoring newsletters based on user data would be a useful tactic to provide personalised content based on their purchase history (if any) and personal preferences. Marketing through word of mouth is one of the most effective forms of marketing as it ensures a higher level of audience engagement. Besides having a remarkable product, one way to boost marketing through word of mouth is referral programs. Referral programs give existing users a reward based incentive to spread the word about the business. This form of marketing normally has a lower cost per acquisition compared to traditional paid advertising and increases customer value on average (Schmitt et al., 2011). The referral reward could be a discount on their existing subscription or a gift of free seeds and gardening equipment.

Partnering with local SME's such as cafes and restaurants would be an effective way to exhibit the produce made from the seeds available through the business. This could be done through free samples or limited speciality dishes available on their menus. One could take advantage of certain world events such as running this partnership and promotion during climate week or world environment day. This could also provide an incentive to restaurants that grow their own produce. MyFarm could also run promotional activities during relative events such as food festivals or farmers markets. Free samples of the produce grown from the app could be handed out to prospective customers alongside promotional discounts for signing up on the spot.



#### 4. Storyboard for an advert to sell your product.

The core message accompanying this storyboard is about coming together for a greater cause. The protagonist is alone at the start of the story but through the usage of the company product he is pictured happy and enjoying life with his friend at the end, enjoying something that is essentially a byproduct of a purchase he made into MyFarm. The primary themes are loneliness, friendship and sustainability. These themes all tie into each other, showing through adopting a sustainable hobby such as home growing produce with MyFarm the protagonist is able to bring people together (Connectedness) to enjoy something he is proud of and has brought him fulfilment through being environmentally sustainable in light of current climate events (Appropriateness) - meals he has grown from scratch by himself (Novelty). The advert takes a simplistic approach to telling the story but emphasises on the mental wellbeing of the protagonist to engage the viewers and provoke an emotional response (Mizerski & Dennis White, 1986).

#### 5. Create 10 slide presentation

Included in project file.

#### References



Protagonist in crowded supermarket at back of crowd fighting over vegetable aisle.



Protagonist finally reaches aisle to see extortionate prices and wilting old vegetables.



Cuts to dismayed reaction. Protagonist picks up plastic covered ready meal and heads home.



Cut to protagonist eating ready meal alone in house watching TV about plastic waste, climate disaster etc



Looks down at plastic covered ready meal and has expression of defiance on face.



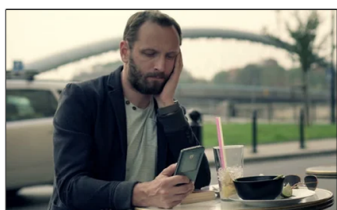
Tv cuts to gardening related channel talking about homegrown produce



Protagonist downloads MyFarm and selects membership



(+1 week) user unpacks seeds, sets up garden and begins growing.



Protagonist goes about their life in a montage whilst produce grows



Produce collected and protagonist uses ingredients to cook meal



Protagonist enjoying nice cooked meal with friends. Contrast between eating ready meal alone



Cut to logo and slogan

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