



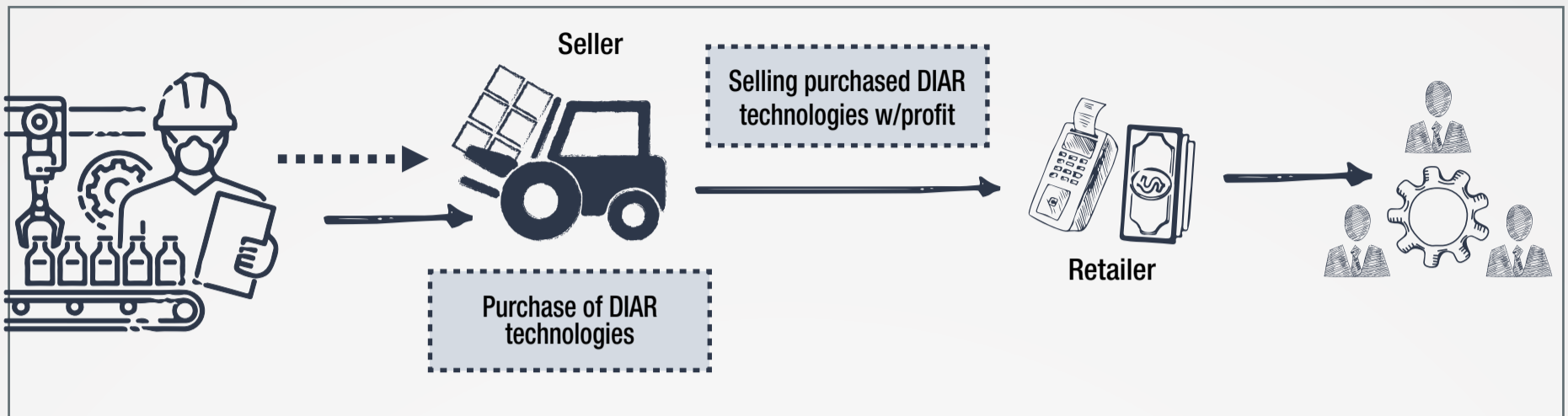
RETAIL & SALES BUSINESS MODEL



Shared Prosperity Dignified Life



VALUE CREATION PROCESS



HERE ARE FEW THINGS TO CONSIDER WHEN DEFINING YOUR CONSULTING BUSINESS MODEL



OFFERING

- For offline and retail sales, having a convenient location for your store which is also accessible, as well as good knowledge content of your DIAR product and services could add significant value to your offering
- Usually, retailers receive large quantities of sacks and cases of merchandise from suppliers which means that in order to meet customer needs, retailers must arrange or break down the bulk into convenient units
- Examples of DIAR technology retail and sales business models include providing guidance and advice to customers, sales of equipment and machinery, sales of spare parts, oils and fluids, and other accessories, granting of credit, and other services, such as delivery, etc



CUSTOMERS

- Customer segments can range from individuals such as households, to farming or food processing cooperatives, real estate developers and contractors, as well as businesses of all scales and public agencies
- Depending on who your customers are, it might make sense to diversify your portfolio beyond DIAR technologies
- Use any interaction with your customer (whether online or offline) to figure out what their needs are in order to understand what products they could be interested in.



OPERATIONS

- Arranging assortment** → The merchandise assortment that you pick will depend on various factors including retailer's experience, current and future trends, probability, compatibility etc.
- Breaking bulk** → The physical repackaging of the products by retailers in small unit sizes according to customer's convenience and stocking requirements
- Holding stock** → retailers, on periodic basis, maintain the required levels of stock to meet the regular or seasonal fluctuations in the demand.
- Extending services** → Set of extended services could be part of their core product offerings or it may be 'add on' to their product or service.



FINANCIALS

- There are three different financial models with different levels of risk:
 - 1) You as the retailer only order the product or service once the customer has bought it;
 - 2) The business only pays the manufacturer after the goods have been sold therefore maintaining sales profit margin and reducing upfront cost.
 - 3) The business buys goods using their own money (or loans) and then sells them.
- Efficient supply chain management and the ability to run logistics effectively and in a cost-efficient manner. This includes a solid inventory to avoid having too much or too little stock
- The sales channels that you use will depend largely on whether your business is mainly online or offline. The costs of your sales channels will therefore vary.



KEY SUCESS FACTORS



CUSTOMER ANALYTICS



EFFECTIVE & EFFICIENT SOURCING



UNDERSTAND WHAT YOU SELL



SUPPLY CHAIN MANAGEMENT



TAILORED SERVICES



APPLICABLE BUSINESS MODELS



IRRIGATION SYSTEMS



FARMING EQUIPMENT & MACHINERY



SOLAR DRYERS (ALL TYPES & SCALES)



RAINWATER HARVESTING SYSTEMS



ORGANIC FERTILIZERS EQUIPMENT (BINS, REVOLVERS, ETC.)



FOOD PROCESSING EQUIPMENT AND MACHINERY