

1.3 KEY ACTIVITIES AND RESOURCES.

Market study

- Is there any other company in the region doing the same activity?
- Define our target group
- How big is our target group in the region? Are there potential buyers in the region who will be interested in the concept of ecological local crops selling?

Study of the achievability

- Human resources : can the 3 of us manage the project
- Farmers : How many farmers who could be interested to participate in the project?
- Funds : Do we have enough money to finance the project? (create a budget) and can we be profitable?
- Transport : Can we organize it?
- IT : Look for the best IT programme to create our platfor

Timeline

- Define the roll-out of this project
- Define deadlines

BUDGET

- Create a budget with costs and benefits

communication

- Organize communication/advertising to promote our website to potential customers

