



# Farmers Connect

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# Introduction

## Topic

### Climate change and its impact upon society

- Causing job losses and food shortages!
- Increase of sea level.
- Increase of force of natural disasters.
- Increase of extreme temperature around the globe.
- Destruction of ecosystem.
- Affects the economy.



# Background of Climate Change

- Industrial revolution
- Carbon emissions

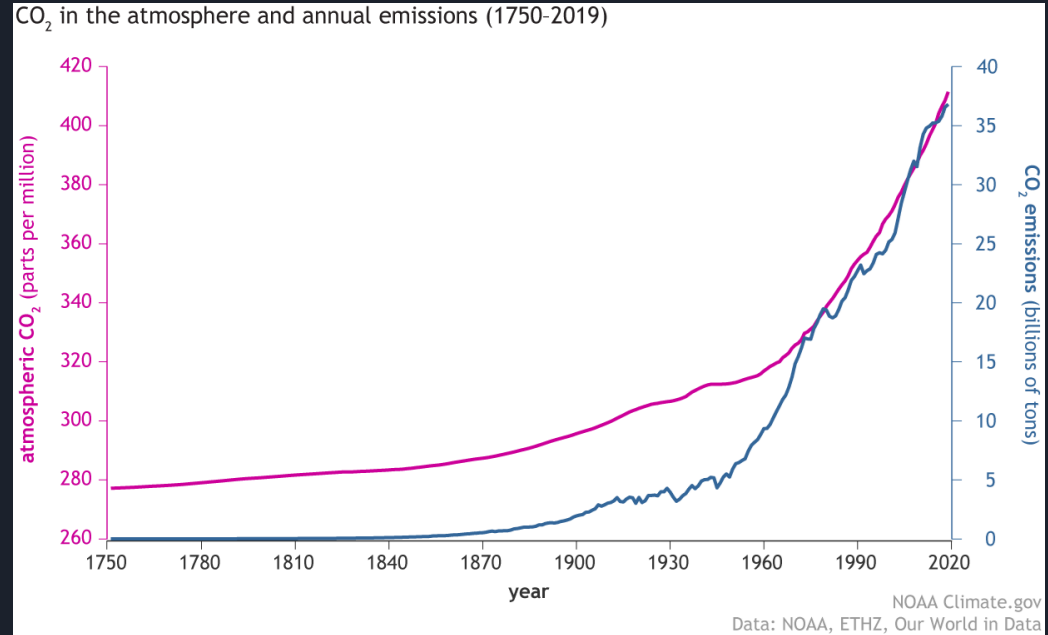
# Societal impact towards environment

## Micro

- Littering
- Plastic usage
- Livestock

## Macro

- Factories
- Carbon emissions
- Deforestation





# Impacts from the problem

## Micro

- Job loss
- Lowering the economy

## Macro

- Rising sea levels
- Acid rain
- Increasing temperature
- Increase of natural disasters
- Food shortage



## Our developed solution

The Farmers connect website would reduce the usage of carbon emissions while providing food security and job opportunity.



## Market study

- Grocery delivery in being one of the most globally influential markets.
- Wide range of availability.
- Many competitors such as, Aldi, Walmart, Publix, Save a lot.
- Misfits Market



# Our marketing strategy

- Advertising through the usage web ads.
- Applying free samples of produce to the public.
- Offering bundles within our subscription plans.



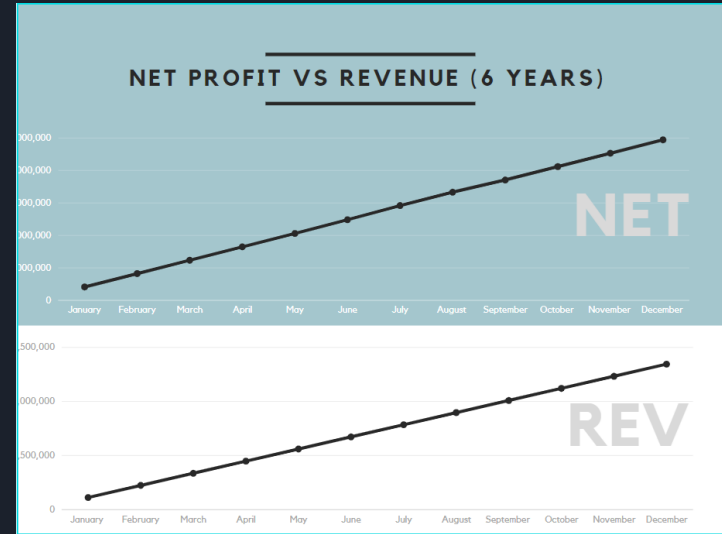
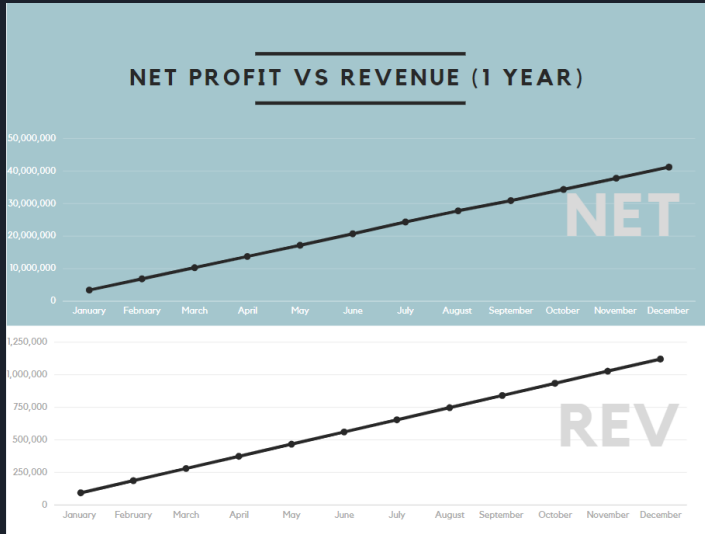


# Organizational structure

- Customer service
- Sales
- Finance
- Human resources
- Sustainability department

# Finance Plan

- We earn most of our revenue through our bundles!
- Single, Double, Family
- Our subscription service will offer discounts





# Exit strategy

Sale strategy:

- Third party
- competitor



## Closing statement

- Many corporations don't fund enough for climate change.
- staying with carbon emitting vehicles.
- Dependent upon us.