



CLIENT STORY | CONCEPT DESIGN AND IMPLEMENTATION OF NETWORK OF FARM SERVICE CENTRES

Region :
INDIA

Consulting Services :
NETWORK DESIGN AND IMPLEMENTATION

CLIENT SITUATION

- The client is a leading manufacturer of fertilizers in the country
- The company wanted to implement a network of "Farmer Service Centres" to provide one-stop solution to the various needs of the farmers
- Apart from offering agri-inputs, the client also wanted to enhance relationship with the farmer through offered services

OUR APPROACH

- Avalon assisted the client in phases starting from concept design to implementation of the Farmer Service Centres
- Each stage of the farming cycle starting from crop selection to selling was analysed to identify the criticality of needs, current degree of fulfilment and the gap which could be translated into additional services
- The existing value chain was mapped and the optimal positioning for the client was defined
- Specific services were identified and value proposition were developed for all concerned entities in the value chain
- Avalon analysed the currently operational models adopted by other companies in terms of the services they render
- The learnings from the analysis was incorporated in the model

OUR RECOMMENDATION/ IMPACT

- Delivery mechanism for the rendering the services were put in place
- A detailed revenue model was worked out indicating the cost to serve and the revenue potential for each service provided
- A robust Business Model was developed incorporating proper safeguards against various risks identified
- An implementation plan was developed detailing the activities to be performed by various entities and the corresponding timeline
- The recommendations were implemented by the company to create a successful business