

Success Equation for: Bulkieshare

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Impact:

What we are ultimately trying to accomplish in our community. How things would be better or different for our community.

Best Bargains on food and Groceries for Low income earners through Sharing while Providing Cheap Customer Acquisition for Local Farmers and manufacturers through **Pre-orders**

Priority Outcomes:

The changes that we will seek to make in our community to help achieve our impact.

Peasant Farmers get More Market Share and more Revenue

Improved Disposable Income for Average Nigerians

Reduction in Post Harvest Waste

Performance Measures:

How we will measure progress toward our priority outcomes.

Volume of Transactions
of Enrolled Farmers reporting success

% deals in comparison to traditional Market
of Active Users

Volume of Pre-orders
% of Farmers reporting success

Strategies:

What we'll actually do to achieve our priority outcomes

Partnerships
Listing of Products
Visibility Drives

Referral Programs
Paid Ads
Negotiate Amazing deals for Users

Grow the Community
Encourage Payment in Installment towards some future events