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TASMU DIGITAL VALLEY

## CUSTOM APPLICATION DESIGN AND DEVELOPMENT IN AGRICULTURE

Custom Application Design and Development is tailoring the design of a mobile computer program or software to fit an organization's particular business needs

### OPPORTUNITY DEFINITION | CUSTOM APPLICATION DESIGN AND DEVELOPMENT | CONNECTED FARMERS MARKETPLACE

Provide an online marketplace directly connecting local farmers to end buyers. The Connected Farmers Marketplace is regulated, ensuring that consumers get the highest quality harvests while farmers benefit from increased revenues.

#### TARGET MARKET

##### Target Market

There are approximately **1,300 farms** in Qatar.

##### Target Users

- › Residents
- › Business owners
- › Farmers



#### KEY PROBLEM STATEMENT | NEED

Local farmers have to rely on the middle man/retailers to access the market.

With a direct access to the market, farmers will benefit more with increased revenues and efficient supply chain.



#### PROCUREMENT CYCLE

##### Request for Proposal (RFP)

The opportunity is in a RFP stage.



#### TIMESPAN



Total duration of 1-2 years including implementation and testing



#### ADJACENT OPPORTUNITIES

- › Digital Farmer Community
- › P2P Agriculture

#### STAKEHOLDERS

- › Ministry of Municipality & Environment (MME)
- › Ministry of Public Health (MOPH)
- › Hassad Food Company



#### OWNER AND SECTOR

**Owner** Ministry of Municipality & Environment (MME)  
**Sector** Environment



#### BUDGET ACROSS CUSTOM APPLICATION DESIGN AND DEVELOPMENT ECOSYSTEM

The Qatar market for custom application design and development is projected to reach **USD\$13 million** by 2022, at a compound annual growth rate (CAGR) of 4% from 2019 to 2022.

