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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 | EXPERT NETWORK AS A SERVICE

This opportunity relates to providing farmers access to a network of experts providing technical and business consultancy services through various digital channels. Farmers can consult with accredited experts (subject matter expert, field agents and agro-input companies) to receive relevant agriculture advisory.

TARGET MARKET

Target Market

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

Target Users

› Farmers

ADJACENT OPPORTUNITIES

› Digital Farmer Community
› Precision Agriculture

STAKEHOLDERS

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

KEY PROBLEM STATEMENT | NEED

There are several challenges that farmers in Qatar are facing inhibiting their business sustainability and commercialization. The limiting factors include environmental conditions, lack of business, technical guidance and market information.

Through this service, farmers will receive tailored consultation from agriculture experts. Also, farmers will be able to access the latest information about the market and local best practice guidelines. These initiatives will help farmers achieve profitability and increase crop yield and quality.

OWNER AND SECTOR

Owner Ministry of Municipality & Environment (MME)
Sector Environment

PROCUREMENT CYCLE

Request for Proposal (RFP)

The opportunity is in a RFP stage.

TIMESPAN

Total duration of 2-3 years including implementation and testing

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.