

BUP BCC PRESENTS  
**CORPORIDDLERZ 2019**  
A BUSINESS STRATEGY COMPETITION

POWERED BY



**ROUND 3**  
**(PHASE 2)**

**9<sup>TH</sup> NOVEMBER, 2019**



**A STEP TOWARDS  
THE FUTURE**





## The Trip

6 years down the line, Fahmeed and Nafiz are now on a trip abroad. They decided to take a break from their daily lives and get their mind off of things. While visiting Australia for a week, not only did they get to experience their culture and the people of that country but also they got to see some uniquely efficient technological innovations regarding agriculture.





## **Agriculture 4.0**

**The Industry 4.0 approach permitted the creation of an environment in which all elements are continuously and effortlessly linked together which constantly communicate with each other, thus achieving a high level of coordination. These innovations also affect small and medium farms, which must invest in advanced technology to keep up with the evolution. Starting from the differences between traditional industry and agriculture, there are already some critical and divergent aspects. Farming supply chains diverge in numerous aspects from the industrial sector. In agriculture, the flow of products, knowledge, and information among agricultural stakeholders at each stage of the agricultural processes.**



## **Agriculture and Bangladesh**

The shifting rate of agricultural land to non-agricultural use is about 1% per year. Availability of agricultural land in Bangladesh is gradually declining. About 60 percent of farmers are functionally landless and depend on sharecropping of land owned by others. Average farm sizes are very small to support a family adequately. The fertility status of Bangladesh soils is extremely variable. Most of the soils are depleted and in urgent need of replenishment with manure and fertilizer if productivity has to be enhanced. A country where 60% of the labor force is directly involved in agriculture and an industry which contributes 15.75% to total GDP yet lacks technological innovations and adoption. Production practices that were in effect 20 years ago still persist although we can now see hybrid seeds, different kinds of fertilizers which have substantially facilitated the industry on the road to prosperity. But, in many sectors, per say, supply chain, customer management, logistics there is still a lack of technological application and innovation.





## **Challenges in Agriculture 4.0 from the perspective of Bangladesh**

Naturally, Agriculture 4.0 has its challenges too. The major challenge in industry 4.0 requires technological standards to ensure the compatibility of equipment and also applicability of equipment in rural areas. between traditional and smart farming. Adoption of new techniques shows positive correlation with the impact of income, gross income and farm profitability on adoption revealed a positive correlation.

## The Portfolio

Till now, Mr. Fresh has 4 products categories in their portfolio along with fresh fruits and vegetables straight out of the rural farms. Nafiz and Fahmeed plan to implement Industry 4.0 applications in their business processes and make the overall model more efficient. By the advice of an expert in this field, Zaima Sultana, they plan to experiment this with only one category in their portfolio- fruits and vegetables. Only if they are successful, do they plan to execute the changes throughout all the products and processes.







## The Task

You are now assigned as a part of the team which will design a complete technological system that will redefine and redesign the existing business processes of Mr. Fresh. This will encompass innovations in all sectors ranging from farming of fruits and vegetables to proper distribution to finally reaching the production phase and storage depots. As mentioned earlier, the owners of Mr. Fresh want to implement this with fruits and vegetables. This plan must be financially feasible in the sense that if the project requires funding it needs to be proper and detailed for the investors.

Your plan may include the following components, and may contain more.

- Project Charter.
- Life-Cycle Phases and Milestones.
- Project Stakeholder Mapping.
- Work-Breakdown Structure.
- Scheduling of Resources.
- Demand Forecasting.
- Project Budget.