

# 4S



## Technology Market Segmentation

Mekong Inclusive Growth & Innovation Programme (MIGIP)

FEBRUARY 20, 2021



# HOW TO BRING BETTER TECHNIQUES AND TECHNOLOGY TO SMALLHOLDER FARMERS?

FARMERS NEED  
TO INCREASE  
PRODUCTIVITY



PRODUCTIVITY  
CAN BE INCREASED  
WITH BETTER  
TECHNIQUES  
AND TECHNOLOGY



# CONTEXT



## Problem

- Smallholder farmers do not find it necessary to use technology/machinery because of their small land size and because they cannot afford the expensive technology/machinery, **so they do not have access to new technology/machinery.**
- The target of the private sector on promoting new technology or machinery is limited to big farmers who can afford to buy it, so making it risky in introducing new technology/machinery.



## Opportunity

- Smallholders start to rent from other big farmers aka Service Providers.



## Flaw in the Opportunity

- But they only rent the traditional machinery and not the new technology/machinery.

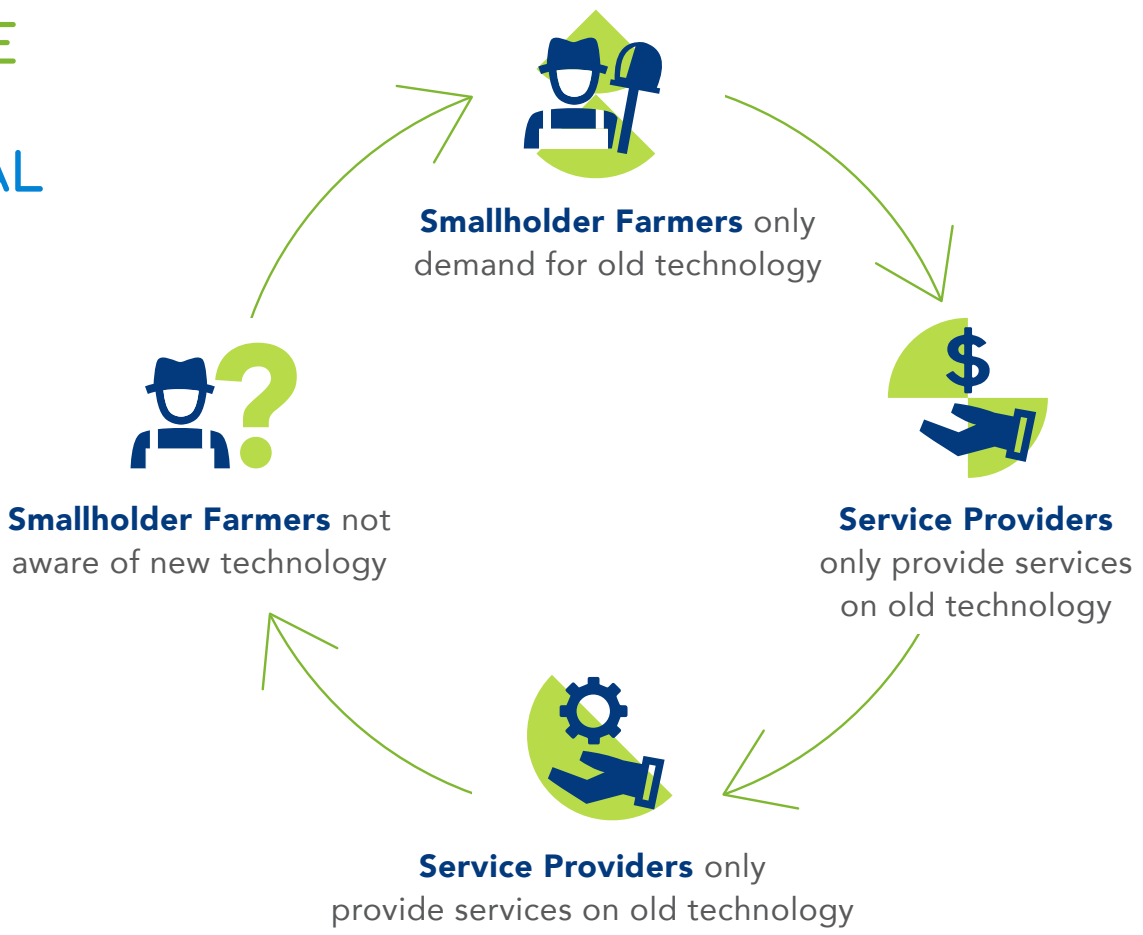
# ALL THESE CREATE CHALLENGES FOR NEW AGRICULTURAL TECHNOLOGY/ MACHINERY TO PENETRATE THE MARKET

## CHICKEN AND EGG PROBLEM IN THE MARKET:

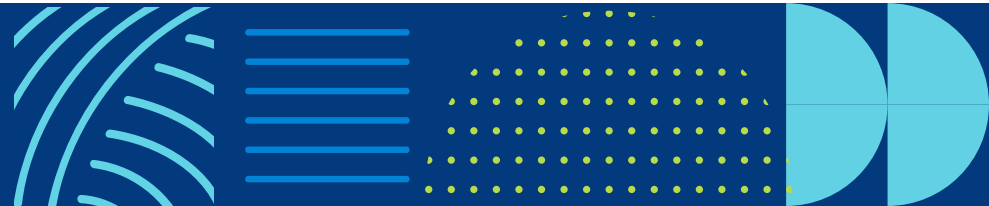
- Farmers are not aware of the new technology and keep on using the old technology making the service provider demands only for the old technology.
- Service providers do not see any market opportunity for the new technology, so reluctant and focus on renting out the old technology only.



# ALL THESE CREATE CHALLENGES FOR NEW AGRICULTURAL TECHNOLOGY/ MACHINERY TO PENETRATE THE MARKET



# THE NEW MODEL TO SOLVE THE PROBLEM



# THE NEW MODEL TO SOLVE THE PROBLEM



- New Technology/Machinery enters the market through the incentives that VIP farmers can test and provide service to smallholder farmers.



- Private sector has the incentives to push for Service providing so they could capture a new market in smallholder farmers => Wider reach of new technology/machinery to smallholder farmers.



# OUR 4S MODEL

SWISSCONTACT'S 4S TECHNOLOGY MARKET SEGMENTATION (4S MODEL) IS A **GO-TO-MARKET STRATEGY** DEVELOPED SPECIFICALLY FOR PRIVATE SECTORS TO INTRODUCE AND PROMOTE NEW AGRICULTURE TECHNOLOGY TO FARMERS.



A more structure and targeted marketing strategy



Recording System that enable map views and CRM



A model of service providing that leads to general demand for new agricultural technology/machinery

# A GLANCE INTO THE MODEL



## S1 SEARCH

Data collection process to understand the characteristic of the market and the interest of farmers.



## S2 SET-UP

Series of meetings to introduce the new technology and to create the demand of potential buyers and end-users.



## S3 SERVICE WORKSHOP

Pitching workshop with hand-on experience session to get buy-in and close sale with potential buyers, who will potentially be service providers.



## S4 SHOWCASE

Large scale demonstration event for all relevant stake-holders to know the new technology. It is a platform for service providers and farmers to meet and to see the technology in action.

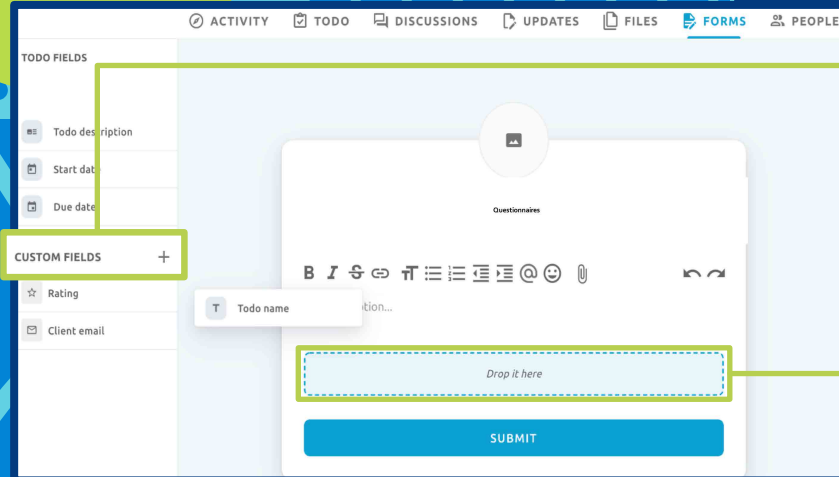


# OUR PLATFORM

- We use Bloo platform to record and view the data.
- First, we use Forms to record **Farmer Profile** (the information that we collect through interview or conversation).



bloo



The screenshot shows the Bloo Forms interface. At the top, there are navigation tabs: ACTIVITY, TODO, DISCUSSIONS, UPDATES, FILES, FORMS, and PEOPLE. The main content area is titled 'TODO FIELDS' and contains a list of fields: 'Todo description', 'Start date', and 'Due date'. Below this list is a 'CUSTOM FIELDS' section with a plus sign icon. A 'Rating' field is also visible. The main form area has a 'Questionnaires' header, a rich text editor with icons for bold, italic, link, and other formatting options, and a 'Drop it here' area with a dashed border. A 'SUBMIT' button is at the bottom. A 'CUSTOM FIELDS' panel is overlaid on the left side of the form, and a 'Drop it here' area is highlighted with a dashed border.

Custom fields enable flexibility in creation various form of questionnaires to record farmer profile

List of different questions goes under here

# OUR PLATFORM

- Second, **Farmer Profile** will appear as block by block with information inside them.
- **Farmer Profile** can be labeled, moved according to the status and situation. This aim is to make it easy to monitor and follow up with the activities.

MARK COMPLETE

**Sok Sothea**

In list **Step 1: Farmer Interview**

Due date  
No due date

Assignees  
Unassigned

Tags  
Essential Farmers

Gender  
Male

Age [0..100]  
# 32

Type of Crop  
Rice Maize

Do you use any agricultural technology and machinery?  
Yes

ADD MORE FIELDS

ADD DESCRIPTION

Stage of engagement (0/3) completed

1st Meeting

Metkazkor

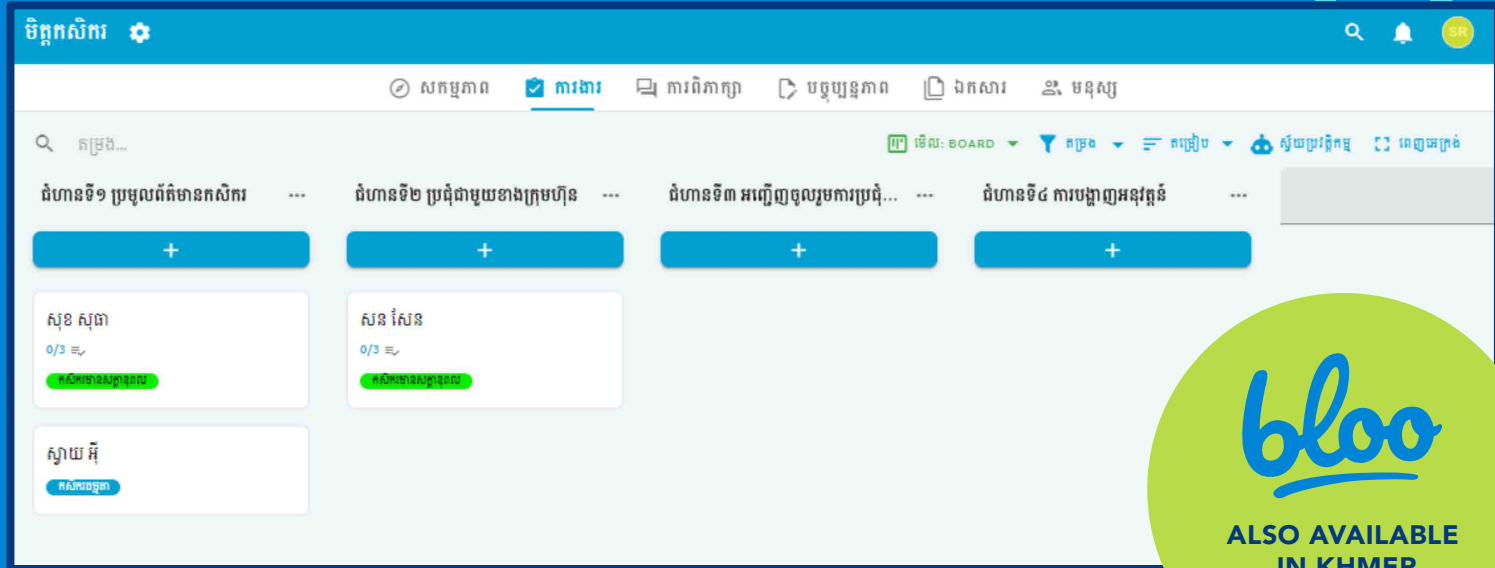
ACTIVITY **TODO** DISCUSSIONS UPDATES FILES PEOPLE

Filter...

VIEW BOARD FILTER SORT AUTOMATIONS

Step 1: Farmer Interview	Step 2: Invite to Meet Private...	Step 3: Invite to Demand Cre...	Step 4: Conduct Demo(s)
Sok Sothea 0/3 Essential Farmers	Som Sen 0/3 Essential Farmers		
Sray E Essential Farmers			

# OUR PLATFORM



**bloo**  
ALSO AVAILABLE  
IN KHMER  
LANGUAGE

# OUR PARTNERS FOR 4S MODEL



A Kubota Distributor  
in Odarmeanchey



**Angkor Green Investment  
and Development (AGID)**,  
a local company imports  
and distributes agricultural  
machineries all over the  
country.



**LARANO**

Workshop in Phnom Penh  
and Import No-till planter

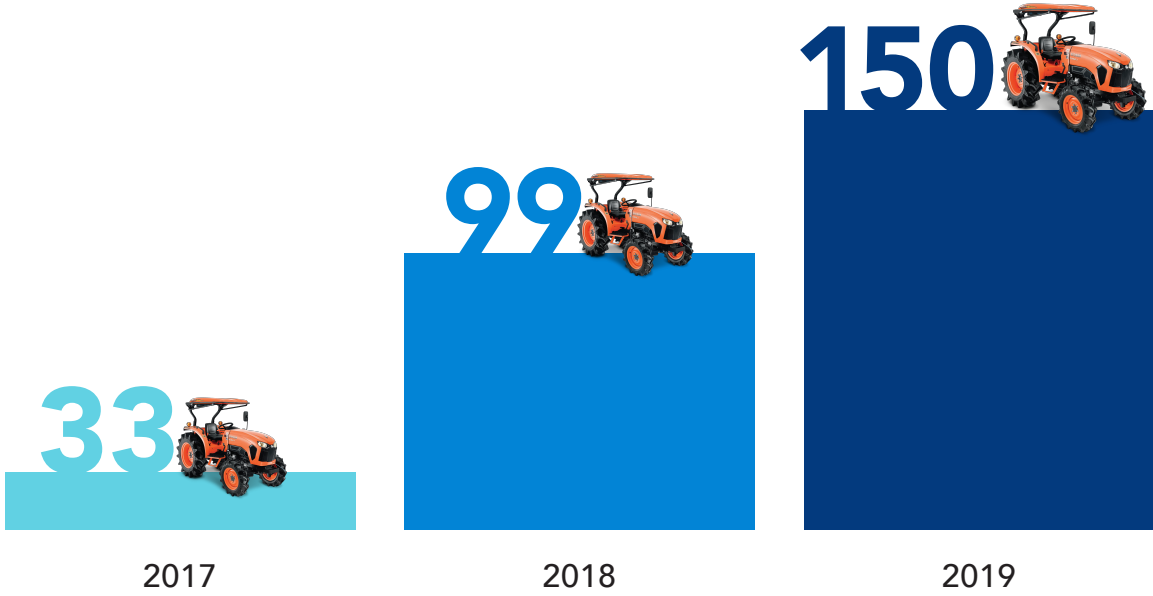
YEE CHHUN CONDUCTED  
S3 SERVICE WORKSHOP,  
FOLLOWING  
THE 4S MODEL BY MIGIP



YEE CHHUN CONDUCTED S4 SHOWCASE,  
FOLLOWING THE 4S MODEL BY MIGIP



# TRACTORS AND IMPLEMENTS SOLD



**A SHARP  
INCREASE  
IN SALE**

- YEE CHHUN -

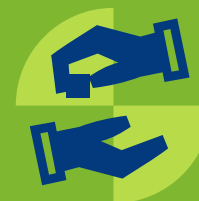
# INTERESTED IN BECOMING OUR PARTNER?

## TAKE YOUR PRODUCT TO THE MARKET USING THE 4S MODEL



What you  
need to have:

- Your commitment
- Your team resources



What we give you:

- 4S Model Orientation and Training
- 4S Model System
- 4S Model Handbook –a detail guide
- 4S Model close Monitoring and Evaluation
- Resources for 4S Marketeer

INTERESTED IN ADAPTING  
4S MODEL INTO YOUR  
PROJECT?

# WHAT

we could give you

- 4S Model Orientation and Training
- 4S Model System
- 4S Model Handbook  
– a detail guide
- 4S Model close Monitoring  
and Evaluation
- Resources for 4S Marketeer

# We would love to tell you more about the 4S Model



Let us discuss the details!

