

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.

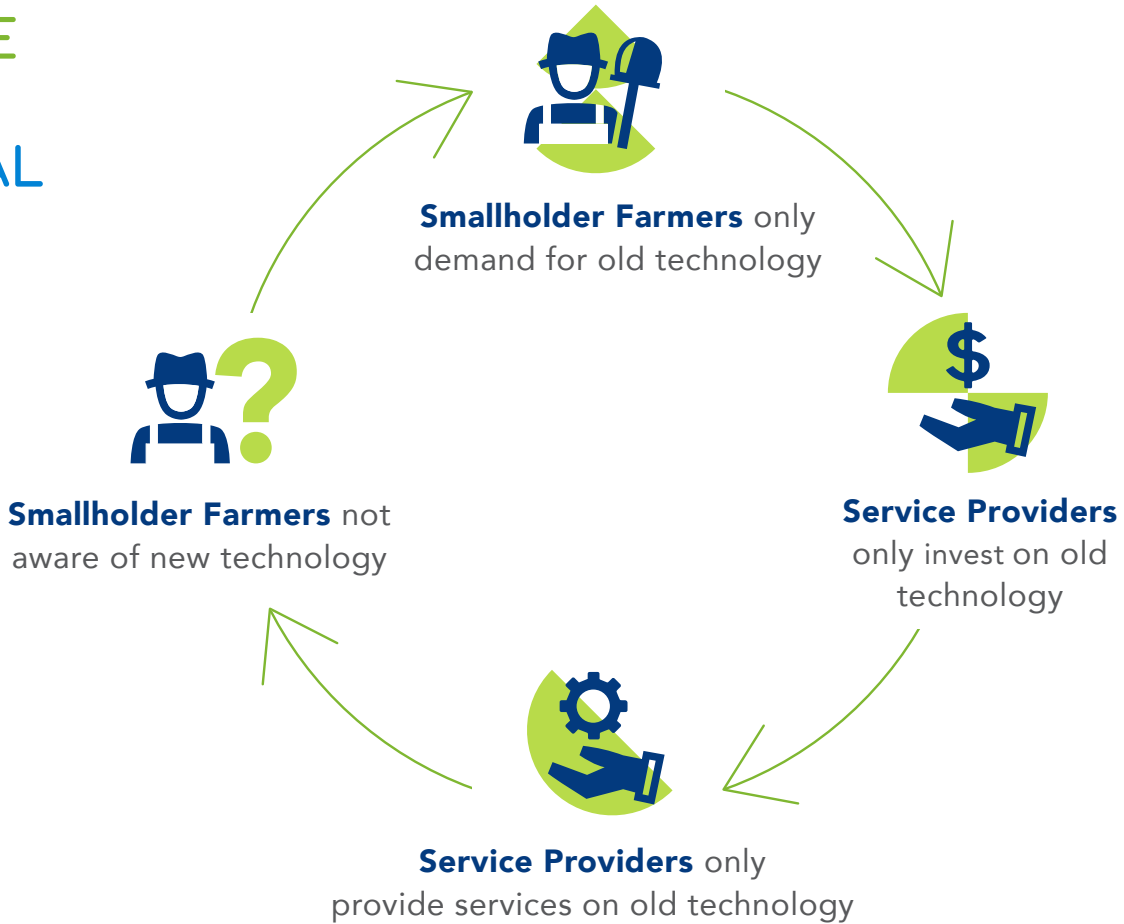
ALL THESE CREATE CHALLENGES FOR NEW AGRICULTURAL TECHNOLOGY/ MACHINERY TO PENETRATE THE MARKET

CHICKEN AND EGG PROBLEM IN THE MARKET:

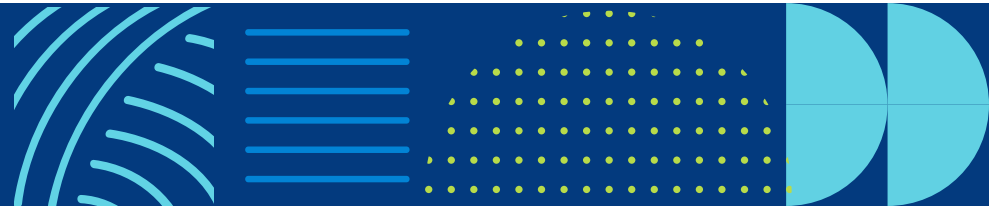
- Farmers are not aware of the new technology and keep on using the old technology making the service provider demands only for the old technology.
- Service providers do not see any market opportunity for the new technology, so reluctant and focus on renting out the old technology only.



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.

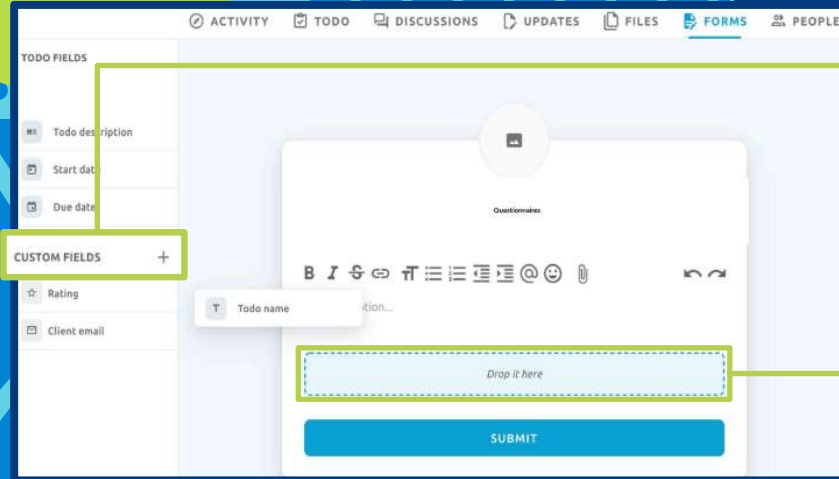


OUR PLATFORM

- 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. On the left, a sidebar titled 'CUSTOM FIELDS' contains a list of fields: 'Todo description', 'Start date', 'Due date', 'Rating', and 'Client email'. A green box highlights the 'CUSTOM FIELDS' header with a plus sign. The main form area has a 'Questionnaire' title, a rich text editor with various icons, and a 'Drop it here' area with a dashed border, which is also highlighted with a green box. Below this area is a blue 'SUBMIT' button. The top navigation bar includes 'ACTIVITY', 'TODO', 'DISCUSSIONS', 'UPDATES', 'FILES', 'FORMS', and 'PEOPLE'.

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
Agricultural Technology

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

Mekasekar

ACTIVITY TODO DISCUSSIONS UPDATES FILES PEOPLE

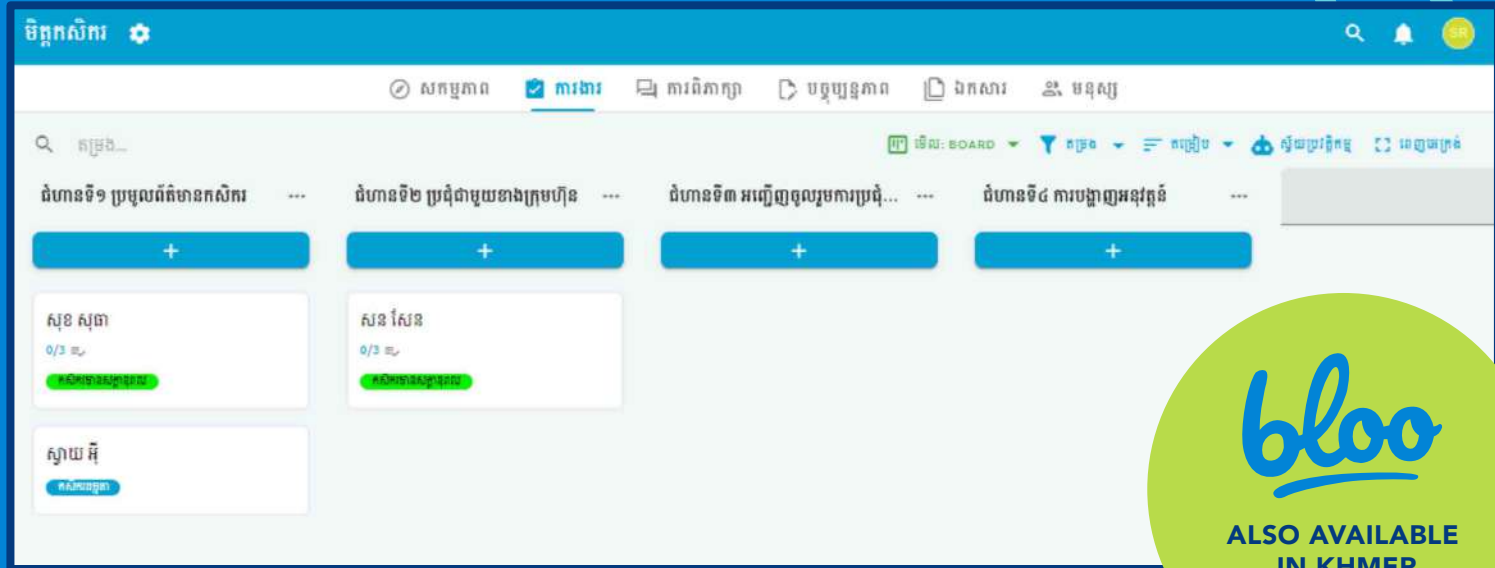
Step 1: Farmer interview Step 2: Invite to Meet Private... Step 3: Invite to Demand Cre... Step 4: Conduct Dema(s)

Sok Sothea
Agricultural Technology

Som Sen
Agricultural Technology

bloo

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

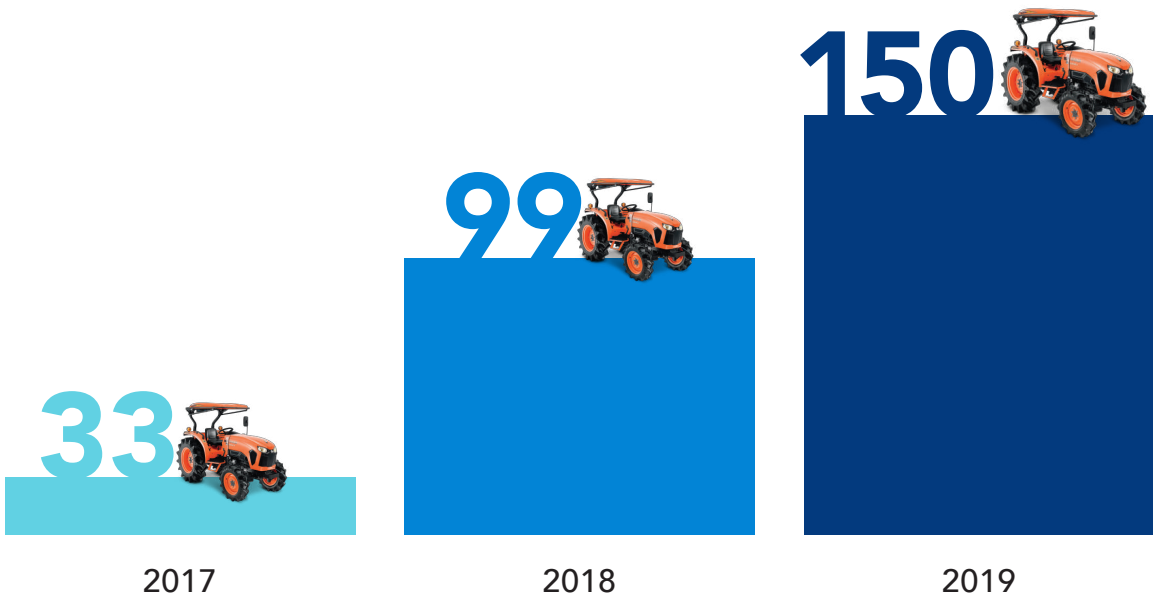
YEE CHHUN CONDUCTED
S3 SERVICE WORKSHOP, FOLLOWING
THE 4S MODEL BY MIGIP



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



TRACTORS AND IMPLEMENTS SOLD



**A SHARP
INCREASE
IN SALE**

- YEE CHHUN -

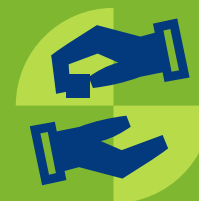
INTERESTED IN
BECOMING
OUR PARTNER?

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!

