

Rural and Agricultural Development Communication Network  
Project (RADCON)

**TR/RADCON/2006.10/Omran.2**

**UTF/EGY/021/EGY**

Second Achievement Report  
for  
The Marketing Information Module

Submitted by

*Ahmed Mohammed Omran*

Submitted to

Food and Agriculture Organization of the United Nations

Cairo, Egypt

2006

<b>Contents</b>	
<b>Section 1. Overview</b>	<b>3</b>
<b>Section 2. Front-End Screens</b>	<b>4</b>
<b>Section 3. Back-End Screens</b>	<b>12</b>

## **Section 1.Overview**

### **1.1. Problem Definition**

The main problem is the low income of the Egyptian growers (farmers), producers and exporters that caused by different marketing obstacles ( such as traders monopolization of market prices, high cost of transportation, long distance between marketing and production canters, high prices of packaging, etc ...).

### **1.2. Goals**

Provide adequate marketing information that aid to solve the marketing obstacles and sequentially to increase the grower/producer and exporter income.

### **1.3. Objectives:**

Develop a nationwide web-based marketing information system that will use to speedy collection and dissemination of market information. This web-based is important to meet the Information gap between growers, producers and exporters. Consequently it provides the end user with other useful information that is marketing opportunities information, market publications (local and foreign market prices, magazines, technical Reports, etc ....) and marketing successful stories. This information will aid to increase the agriculture marketing efficiency.

## 2. Front-End Screens

Font-end of the marketing module consists of four sub-modules that are marketing directories, opportunities, guider and successful stories.

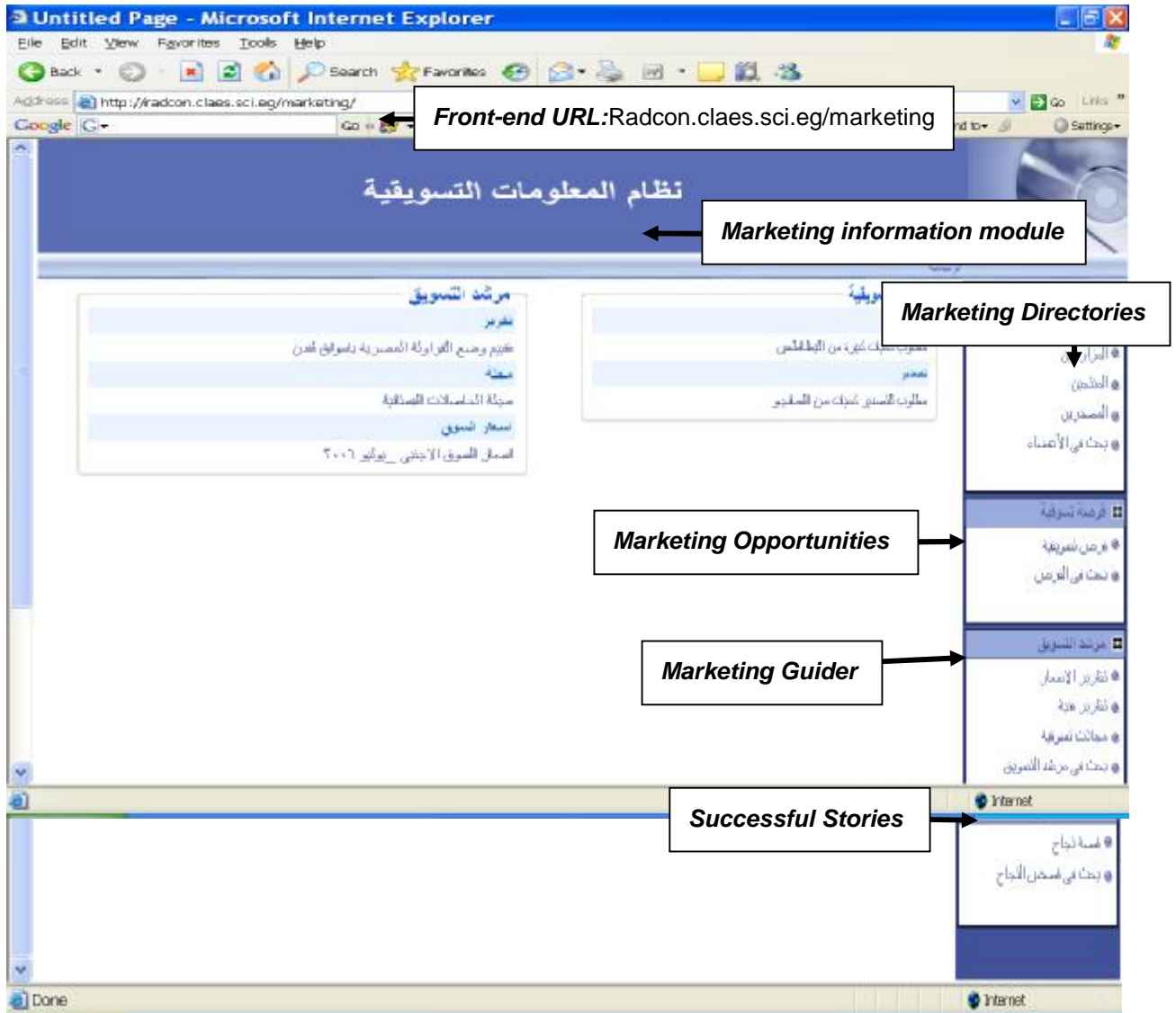


Figure 1. Front-end Home page Screen

## Marketing Directories

It consists of four sub-links that are *growers*, *producers*, *exporters* and *advanced search* links. For each *growers*, *producers*, *exporters*' link, there are associated members names that will be appeared when click on this link. For example, all growers' names and their types (company, farm, etc...) will be appeared after click on the growers' link as shown in figure2. All information (personal, activity, contact) about a grower will be appearing after click on his name as shown in figure3.

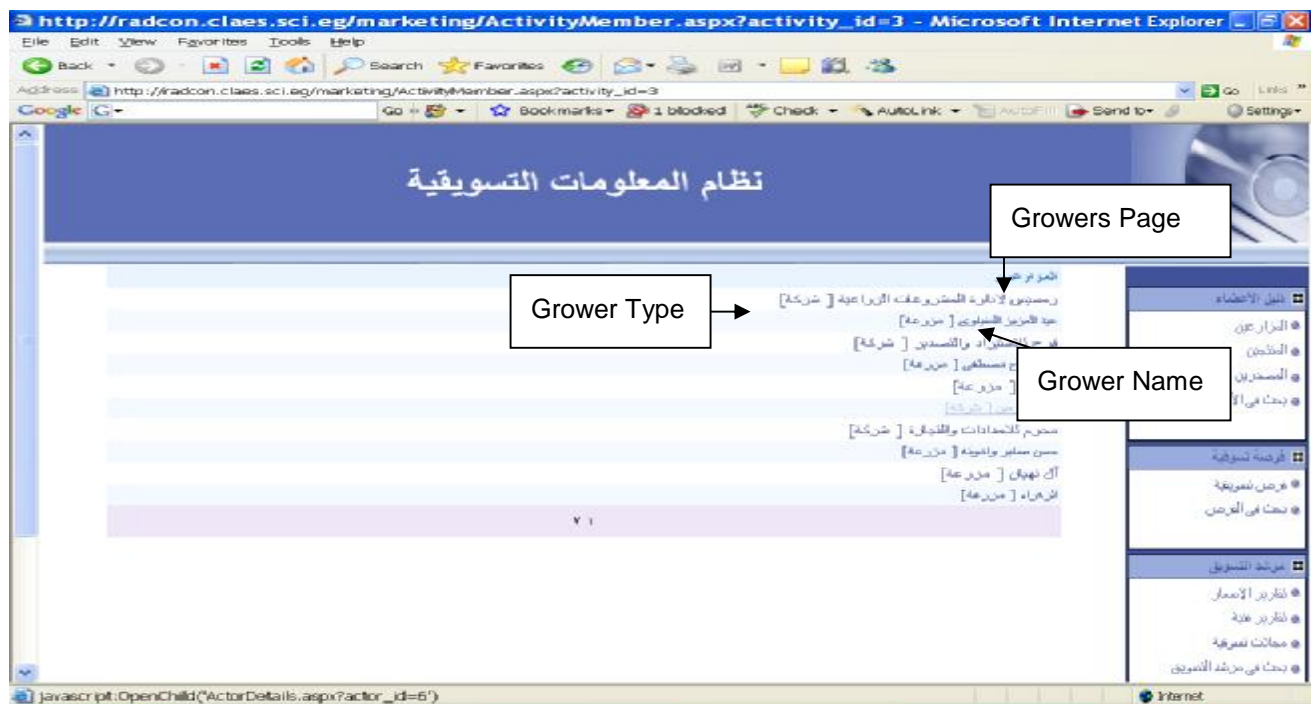


Figure 2. Growers' names Screen



Figure 3. Grower details Screen

## Advanced Search

This link provides the advanced search capability. By using this capability different search criteria (search by *Grower Name*, *Type*, *Activity*, *Crop/product* and *the Related Association*) can be applied.

- **Input:** Select or enter specific searching keywords.
- **Output:** Display one or more page that reflects the search target.

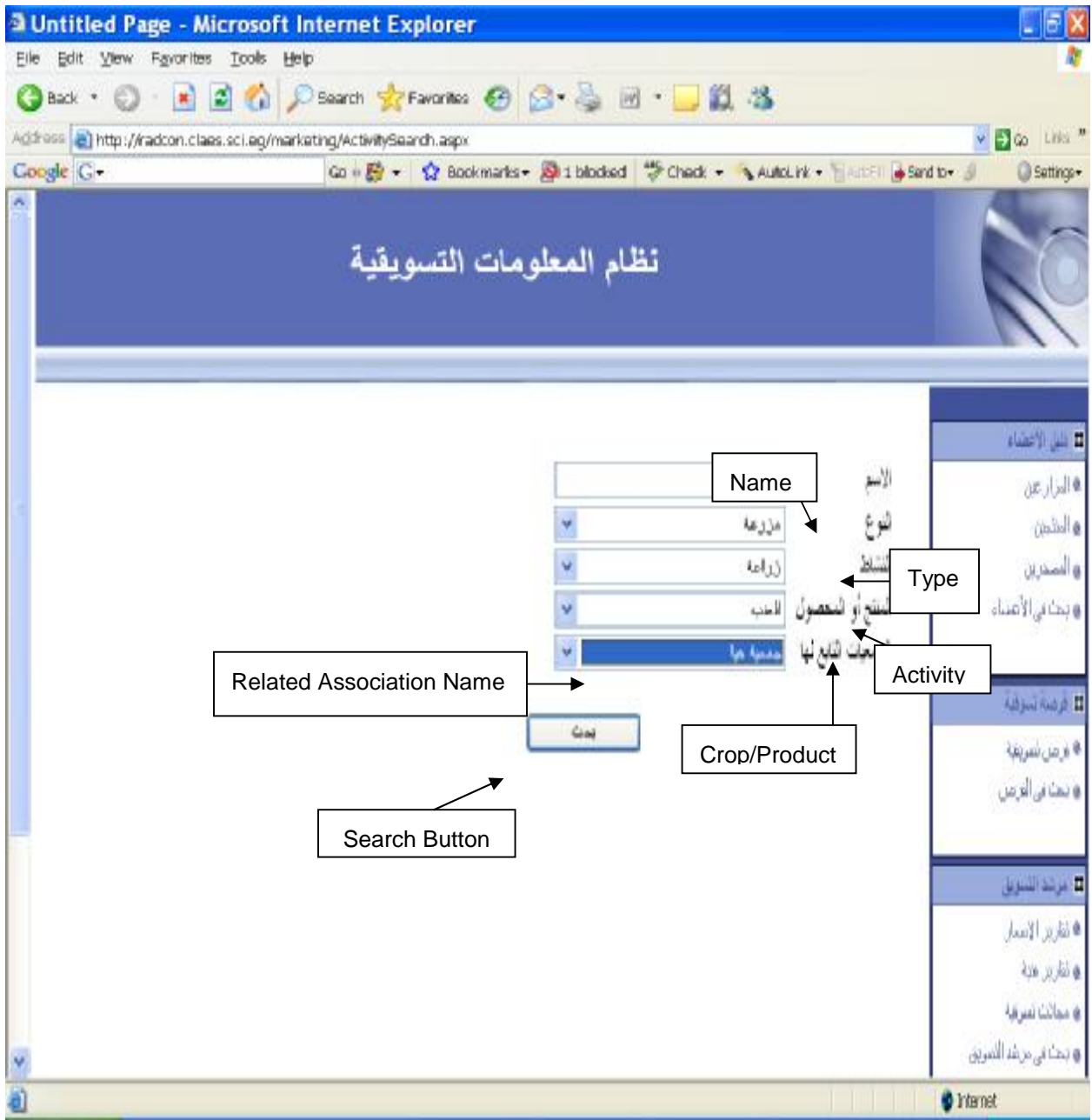


Figure 4. Advanced Search Screen f

Different search criteria are available. Public user can search about "All farms that grow fruits and are HIEA association members". By choosing grower type: individuals, farm, company, organization. Figure 5 represents search result, there are different farm names. For more information about that farm, a user can click on the name of each of them.

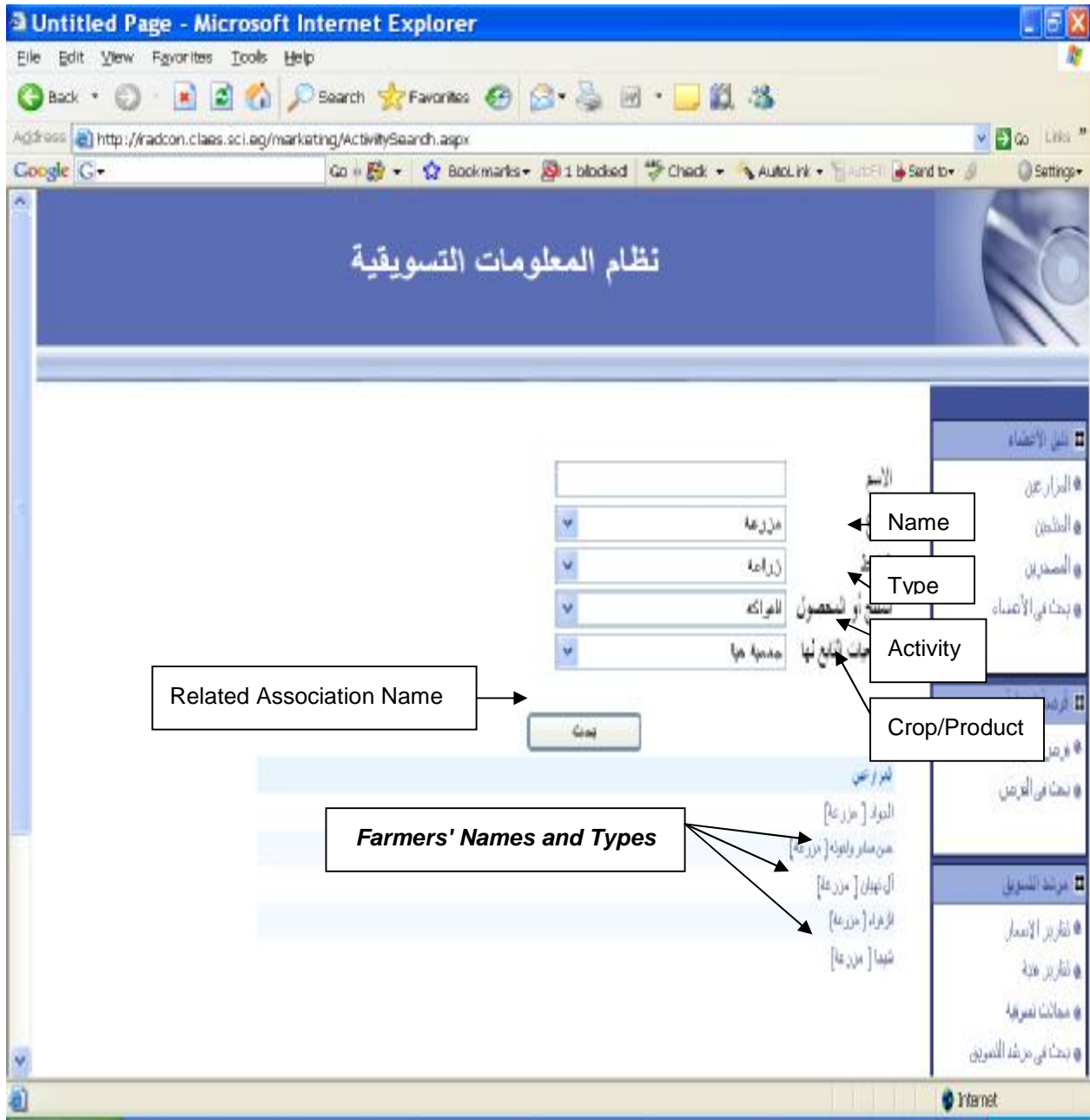


Figure 5. Search Results Screen

## Marketing Opportunities

Second link in the home page of the marketing modules is the marketing opportunity. As shown in figure6, after clicking on the marketing opportunity link, all available opportunities (export, Import, Buy and Sell) will appear. For more details, a user can click on the name and see all opportunity information as shown in figure7.

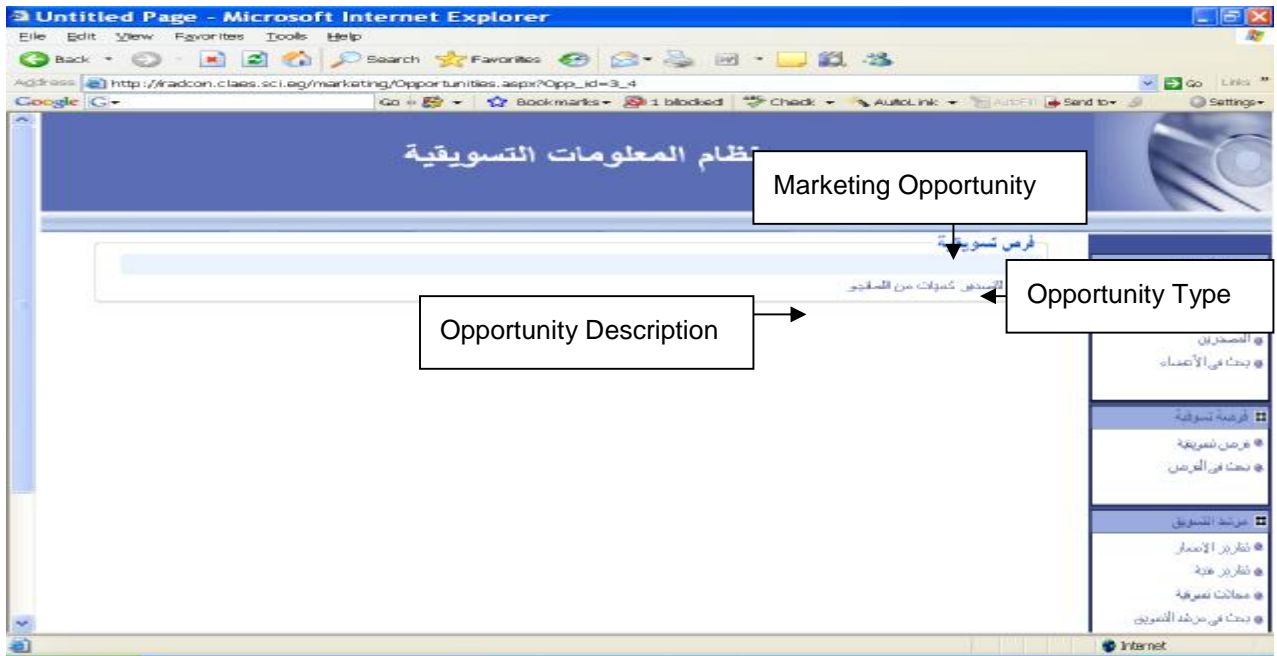


Figure 6. Marketing Opportunities Screen

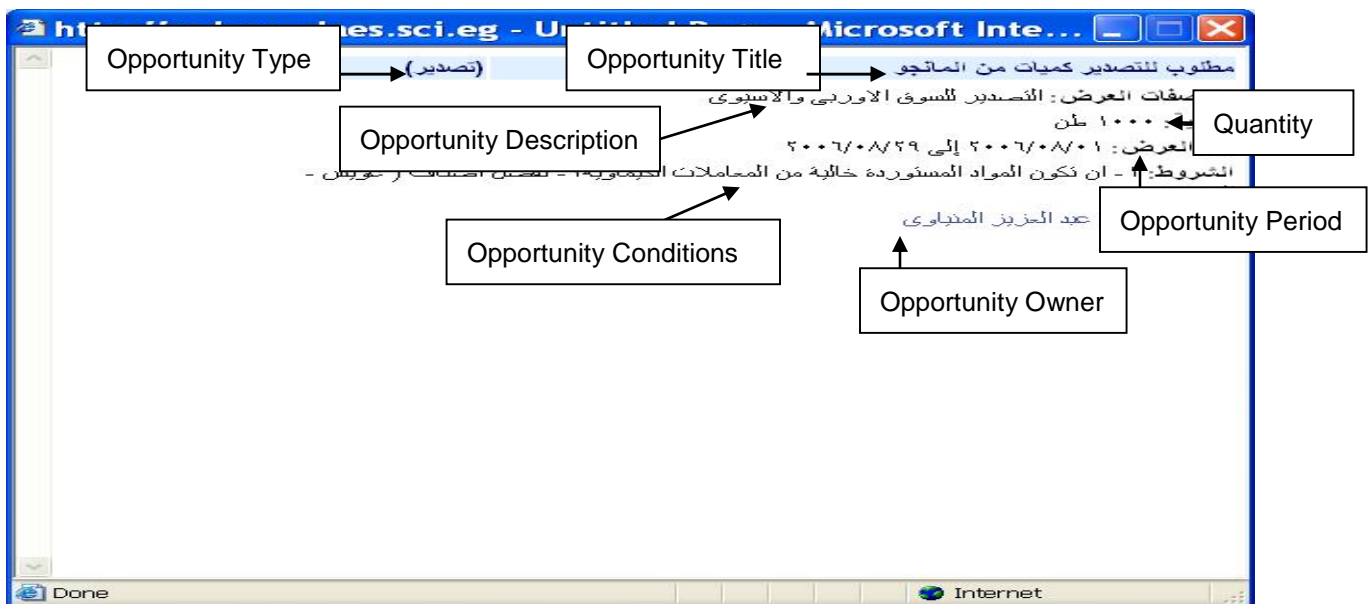


Figure 7. Opportunity Details Screen



## Opportunities Advanced Search

This link provides the advanced search capability. By using this capability, different search criteria (search by *Grower Name, Type, Activity, Crop/product and the Related Association*) can be applied.

- **Input:** Select or enter specific searching keywords.
- **Output:** Display one or more page that reflects the search target.

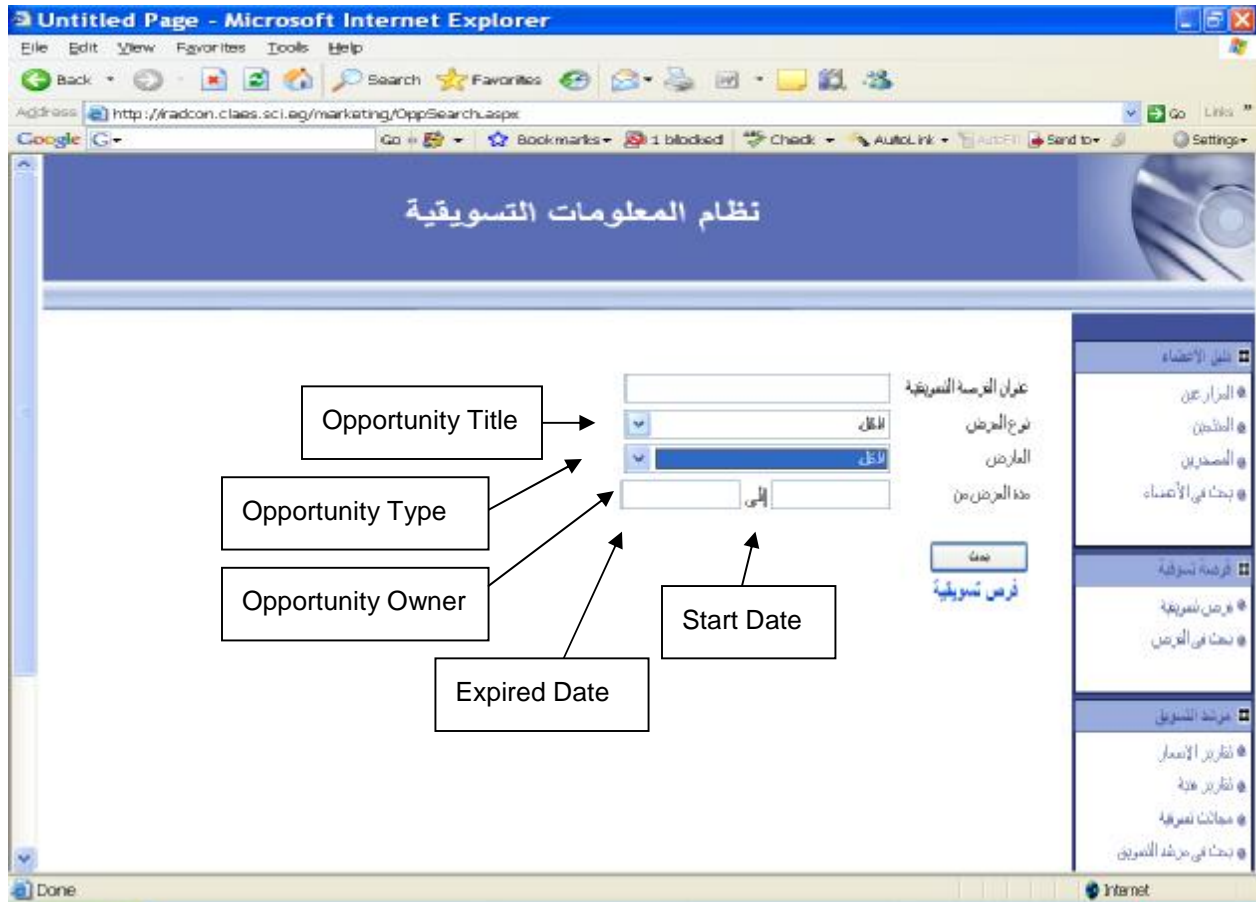


Figure 8. Opportunity Advanced Search Screen

## Marketing Guider

By using this link, user can get all marketing publications (technical reports, local and foreign market prices reports, magazines, etc...). As shown in figure 8, for each publication type there is a link that leads to see more information about it with download facilities, as shown in figure9.

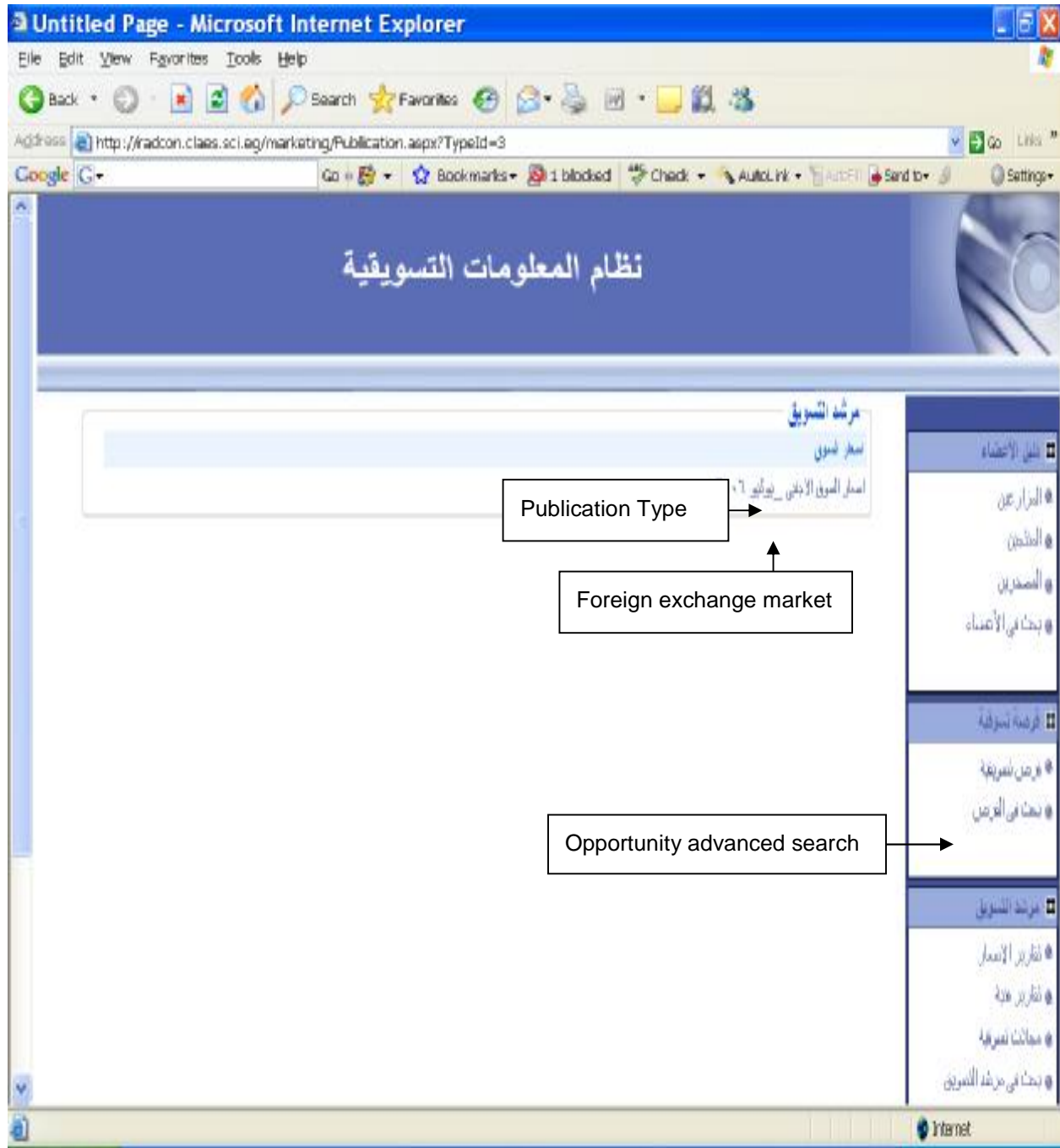


Figure 9. Marketing Guider Screen

## Advanced Search

This link provides the advanced search capability. By using this capability different search criteria (search by *Publication Title*, *Publication Type*) can be applied.

- **Input:** Select or enter specific searching keywords.
- **Output:** Display one or more page that reflects the search target.



Figure10. Marketing Guider Search Result Screen

To see more details, user can click on the publication title. A new window will appear, as shown in Figure11.

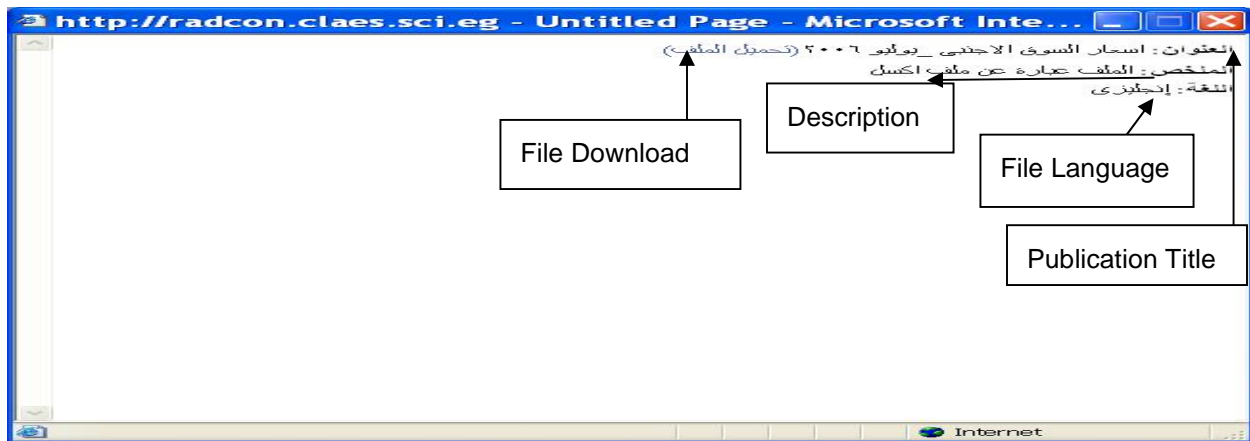


Figure 11. Marketing Publication Details Screen

### 3. Back-end Screens

There are different types of data that access by different types of users. The first type is the basic data that only administrator has the privilege for entering and approved it. This data will be used to complete all sub module components. All other backend data can be entered and approved by the different stockholders; each stockholder has a specific username and password. Back-end consists of screens (*Basic data, Marketing Directories (members data), Oppourtunities, Publications and Suscssiful Stories* ). As shown in figure, **Basic data** consists of some links (Member types, Activities types, Products/Crops, Marketing opportunities types and Publication types).

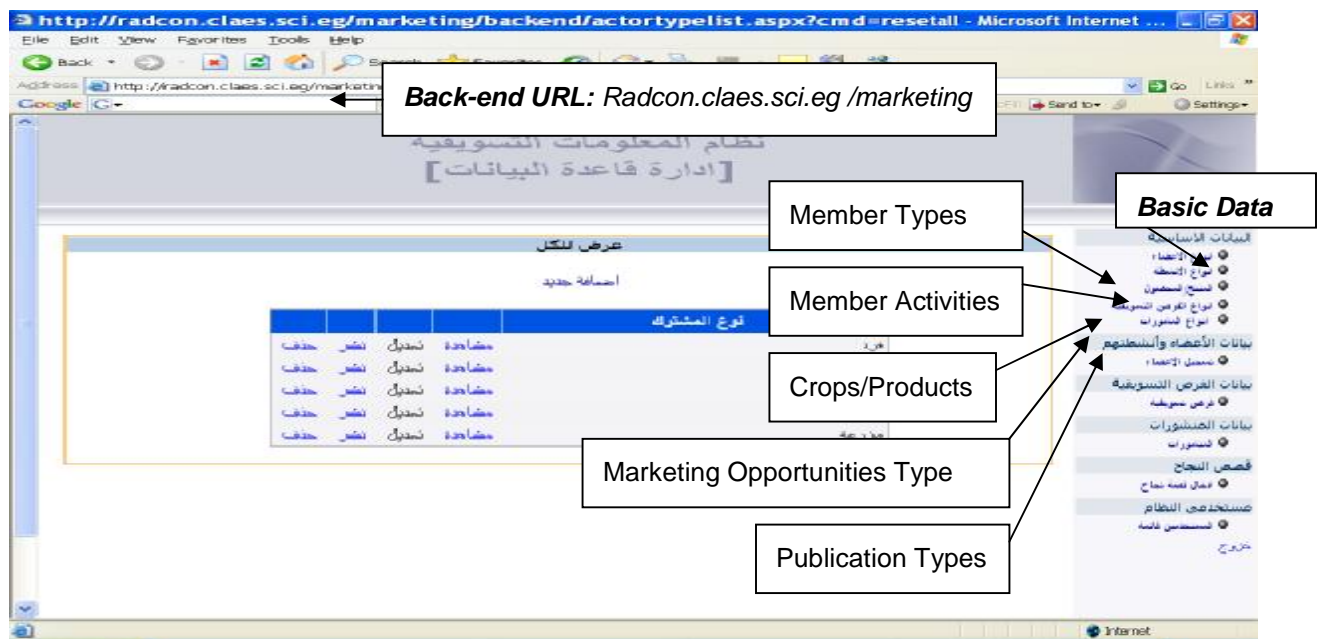


Figure 12. Back-end Basic Data Entry Screen

Different Capabilities for the basic data backend user:

- Add new.
- Explore contents
- Update data,
- Delete data.

### Marketing Directories (Members Data)

By clicking on this link, member data form of will appear. As shown in figure13, Member data consists of two parts, the first is personal and contact information data (Name, Type, Related association, fax, telephone, web site contact person, contact person job , other information and with capability of upload an image).

Figure 13. Member Data entry Screen

After entered all basic data, data entry can add member activity data. As shown in figure14, member activity data consists of *Product/Crop* name, type (organic or not, activity (growing and export for crops and producer and exporter for product).

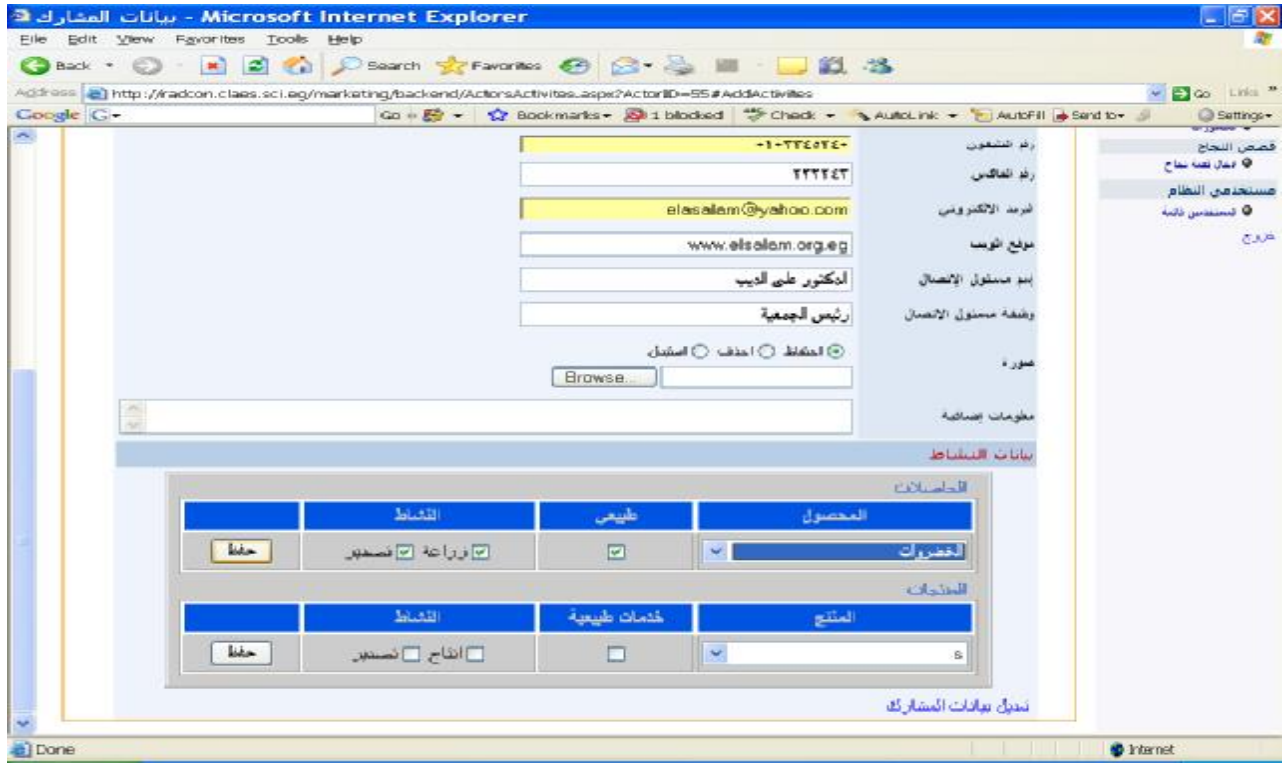


Figure 14. Member Data Entry Screen (activity data)

As shown in figure15, back-end user has different capabilities (Explore, Edit, Delete and publish (for approver only)).

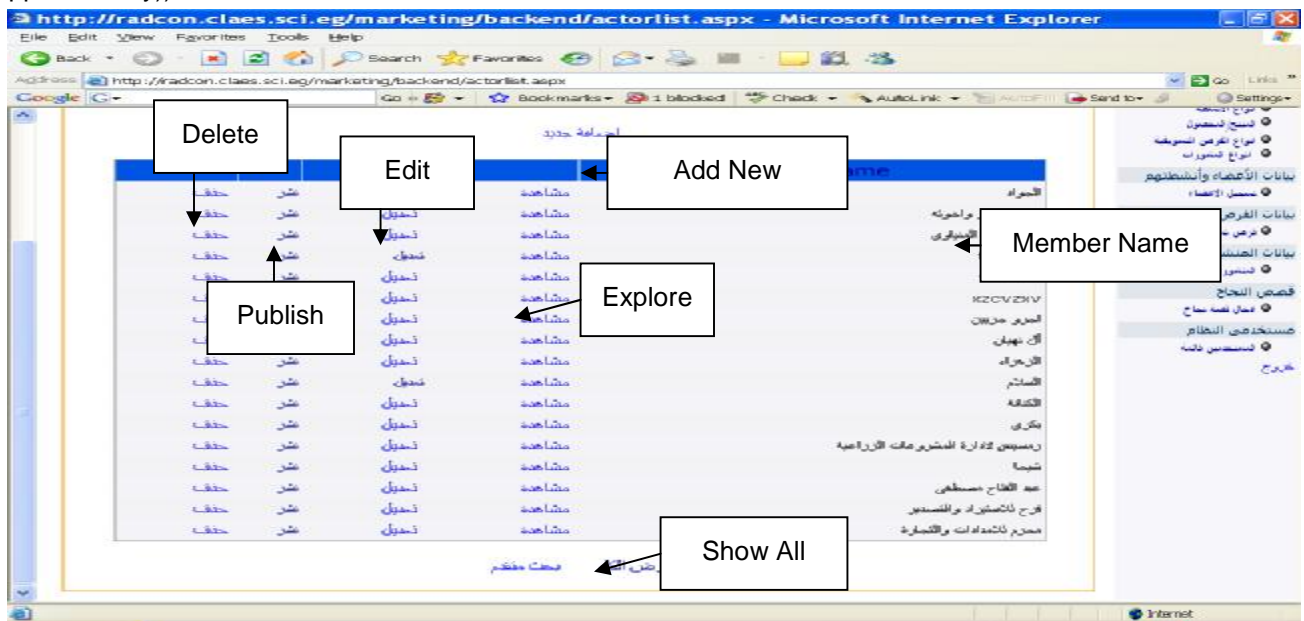


Figure 15. Editing Member Data Screen

## Marketing Opportunity Data

As shown in figure16, marketing opportunity data entry form consists of all needed information about marketing opportunities.

The screenshot displays a web browser window with the URL <http://radcon.claes.sci.eg/marketing/backend/OpportunityOfInternalActoradd.aspx>. The page title is "نظام المعلومات التسويقية [ادارة قاعدة البيانات]" (Marketing Information System [Database Management]). The main content area is titled "اضافة فرصة تسويقية" (Add Marketing Opportunity) and contains a form with the following fields:

- Title:** فرصة تجارية للمانجو للاسواق الاوربية
- Owner:** زكيو اختيار
- Dates:** ٢٠٠٦/٠٩/٠٨ and ٢٠٠٦/٠٩/١٤
- Description:** (Empty field)
- Quantity:** ١٠٠٠ طن
- Type:** تجاري

Annotations with arrows point to these fields from labels: "Title", "Owner", "Dates", "Description", "Quantity", and "Type". A large box labeled "Marketing opportunities" encompasses the entire form area. A box labeled "Rules and Conditions" points to a section on the right side of the form. A sidebar on the right contains navigation links for various system functions, including "بيانات الاساسية", "بيانات العملاء", "بيانات الفرض التسويقية", "بيانات المنتجات", "بيانات النجاح", "بيانات النظام", and "بيانات التعداد".

Figure 16. Opportunity Data Entry Screen

## Marketing Publications Data

As shown in figure17, marketing publication data entry screen, , data entry can complete all needed data that appears in the marketing guider sub-system at the front-end.

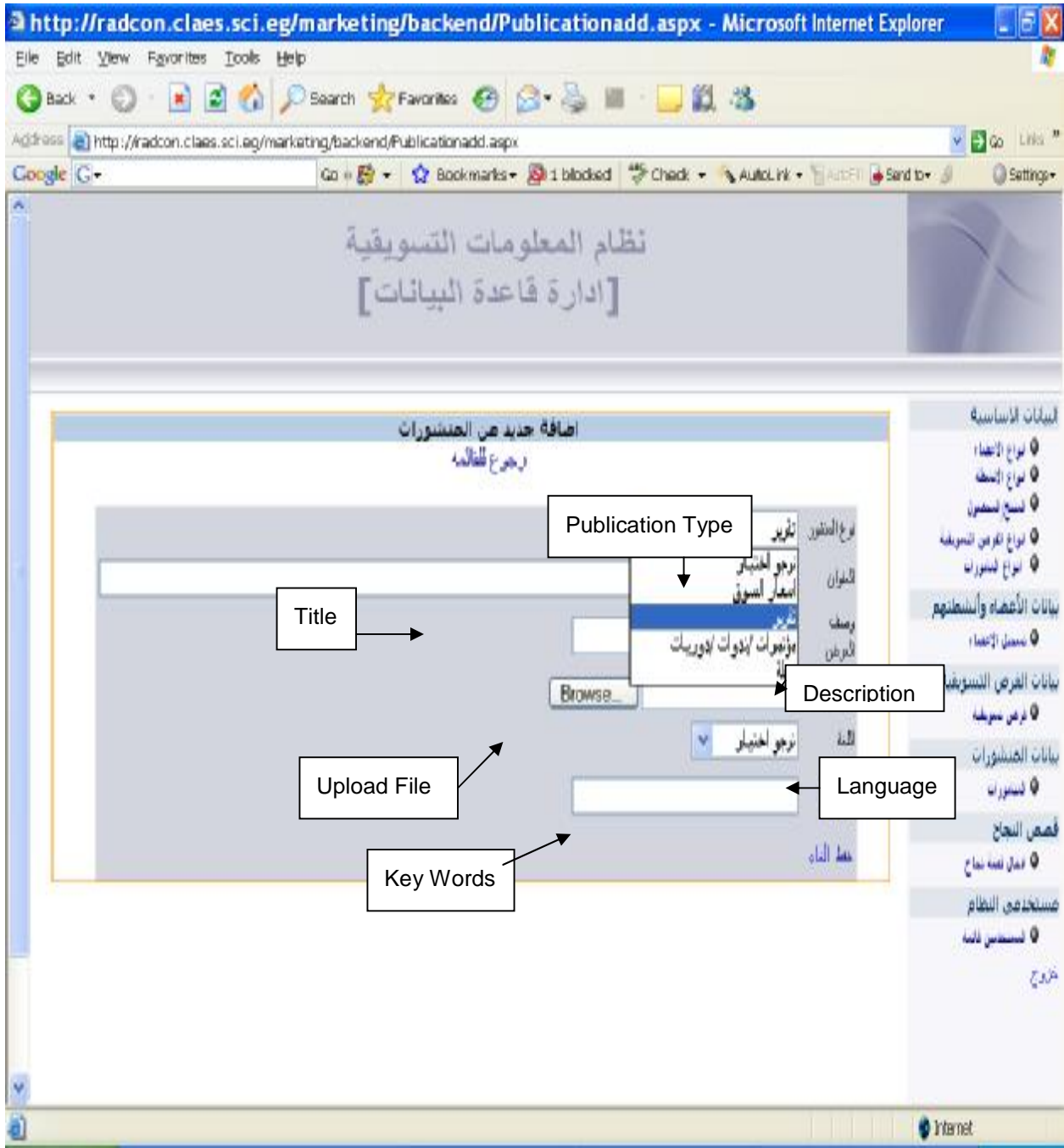


Figure 17. Publication Data entry Screen



