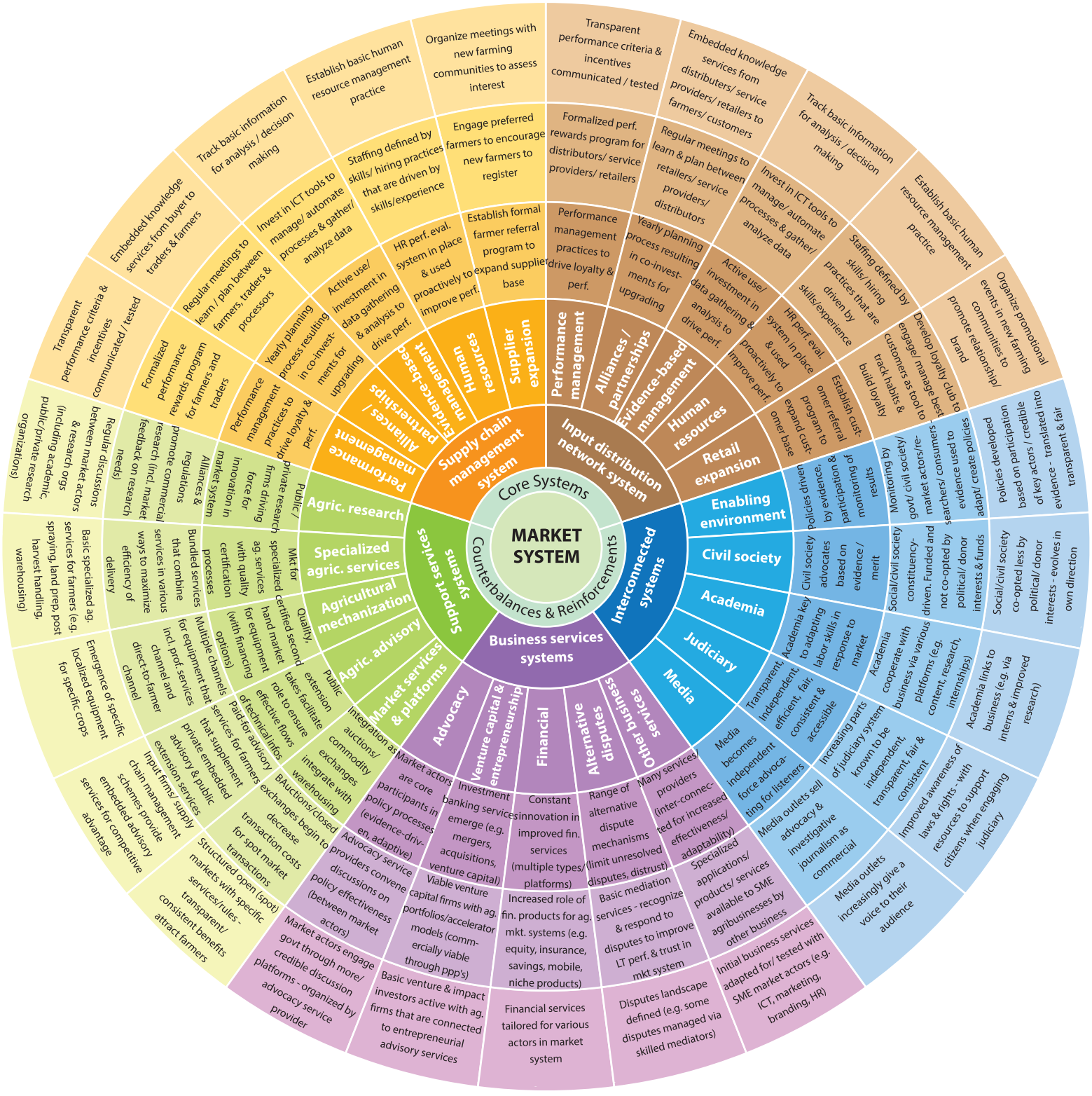
MARKET SYSTEM
Core Systems
Counterbalances & Reinforcements
Supply chain management system
Input distribution network system
Support services
Interconnected systems
Business services systems
Performance management
Alliances / partnerships
Evidence-based management
Human resources
Retail expansion
Supplier expansion
Human resources
Evidence-based management
Alliances / partnerships
Performance management
Agric. research
Specialized agric. services
Agricultural mechanization
Agric. advisory
Market services & platforms
Enabling environment
Civil society
Academia
Judiciary
Media
Advocacy
Venture capital & entrepreneurship
Financial
Alternative disputes
Other business services
Performance management practices to drive loyalty & perf.
Formalized perf. rewards program for distributors/ service providers/ retailers
Performance management practices to drive loyalty & perf.
Yearly planning process resulting in co-invest-ments for upgrading
Regular meetings to learn & plan between retailers/ service providers/ distributors
Yearly planning process resulting in co-invest-ments for upgrading
Transparent performance criteria & incentives communicated / tested
Embedded knowledge services from distributers/ service providers/ retailers to farmers/ customers
Transparent performance criteria & incentives communicated / tested
Invest in ICT tools to manage/ automate processes & gather/ analyze data
Track basic information for analysis / decision making
Invest in ICT tools to manage/ automate processes & gather/ analyze data
Establish basic human resource management practice
Active use/ investment in data gathering & analysis to drive perf.
Staffing defined by skills/ hiring practices that are driven by skills/experience
Active use/ investment in data gathering & analysis to drive perf.
Organize promotional events in new farming communities to promote relationship/ brand
HR perf. eval. system in place & used proactively to improve perf.
Develop loyalty club to engage/ manage best customers as tool to track habits & build loyalty
HR perf. eval. system in place & used proactively to improve perf.
Establish cust-omer referral program to expand cust-omer base
Establish formal farmer referral program to expand supplier base
Establish cust-omer referral program to expand cust-omer base
Organize meetings with new farming communities to assess interest
Establish basic human resource management practice
Staffing defined by skills/ hiring practices that are driven by skills/experience
Track basic information for analysis / decision making
Engage preferred farmers to encourage new farmers to register
Embedded knowledge services from buyer to traders & farmers
Regular meetings to learn / plan between farmers, traders & processors
Formalized performance rewards program for farmers and traders
Transparent performance criteria & incentives communicated / tested
Regular discussions between market actors & research orgs (including academic, public/private research organizations)
Alliances & partnerships to promote commercial research (incl. market feedback on research needs)
Public/ private research
Basic specialized ag. services for farmers (e.g. spraying, land prep, post harvest handling, warehousing)
Bundled services that combine services in various ways to maximize efficiency of delivery
Basic specialized ag. services
Emergence of specific localized equipment for specific crops
Multiple channels for equipment that incl. prof. services channel and direct-to-farmer channel
Emergence of specific localized equipment for specific crops
Quality, specialized certified second hand market for equipment (with financing options)
MKt for ag. services with quality certification processes
Quality, specialized certified second hand market for equipment (with financing options)
Public extension takes facilitate role to ensure effective flows of technical infos
Services for farmers that supplement private embedded advisory & public extension services
Input firms/ supply chain management schemes provide embedded advisory services for competitive advantage
Public extension takes facilitate role to ensure effective flows of technical infos
Paid-for advisory services for farmers
Structured open (spot) markets with specific services/rules - transparent/ consistent benefits attract farmers
Paid-for advisory services for farmers
Integration as commodity auctions/ exchanges integrate with warehousing
BAuctions/closed exchanges begin to decrease transaction costs for spot market transactions
Integration as commodity auctions/ exchanges integrate with warehousing
Advocacy service providers convene discussions on policy effectiveness (between market actors)
Market actors engage govt through more/ credible discussion platforms - organized by advocacy service provider
Advocacy service providers convene discussions on policy effectiveness (between market actors)
Market actors are core participants in policy processes (evidence-driv-en, adaptive)
Viable venture capital firms with ag. portfolios/accelerator models (comm-ercially viable through ppp's)
Basic venture & impact investors active with ag. firms that are connected to entrepreneurial advisory services
Viable venture capital firms with ag. portfolios/accelerator models (comm-ercially viable through ppp's)
Investment banking services emerge (e.g. mergers, acquisitions, venture capital)
Financial services tailored for various actors in market system
Increased role of fin. products for ag. mkt. systems (e.g. equity, insurance, savings, mobile, niche products)
Increased role of fin. products for ag. mkt. systems (e.g. equity, insurance, savings, mobile, niche products)
Constant innovation in improved fin. services (multiple types/ platforms)
Disputes landscape defined (e.g. some disputes managed via skilled mediators)
Basic mediation services - recognize & respond to disputes to improve LT perf. & trust in mkt system
Disputes landscape defined (e.g. some disputes managed via skilled mediators)
Range of alternative dispute mechanisms (limit unresolved disputes, distrust)
Initial business services adapted for/ tested with SME market actors (e.g. ICT, marketing, branding, HR)
Specialized applications/ products/ services available to SME agribusinesses by other business
Initial business services adapted for/ tested with SME market actors (e.g. ICT, marketing, branding, HR)
Many services/ providers (inter-connec-ted for increased effectiveness/ adaptability)
Media outlets increasingly give a voice to their audience
Media outlets sell advocacy & investigative journalism as commercial
Media becomes independent force advoca-ting for listeners
Improved awareness of laws & rights - with resources to support citizens when engaging judiciary
Increasing parts of judiciary system known to be independent, transparent, fair & consistent
Transparent, independent, efficient, fair, consistent & accessible
Academia links to business (e.g. via interns & improved research)
Academia cooperate with business via various platforms (e.g. content, research, internships)
Academia key to adapting labor skills in response to market
Social/civil society co-opted less by political/ donor interests - evolves in own direction
Social/civil society constituency-driven. Funded and not co-opted by political/ donor interests & funds
Civil society advocates based on evidence / merit
Policies developed based on participation of key actors / credible evidence - translated into transparent & fair
Policies driven by evidence, participation & monitoring of results
Monitoring by govt/ civil society/ market actors/re-searchers/ consumers - evidence used to adapt/ create policies