

Project #8925

HerbXchange Survey and Business Model

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Duration of Project: June 1, 2006 – December 31, 2006



I. Brief Project Description

We would be completing a survey to establish a proper business model in the development of a web trading platform for the Ontario Herb Industry

The survey will be done for a proper sample set of all expected key stakeholders of the web platform to determine current process of getting product to market. We will identify the full process by industry sector to close a transaction with a buyer from a buyer and seller standpoint, understanding technology currently in place for business transactions at the buyer and seller level, gain understanding of stakeholders current ability to conduct on-line business, determine current marketing costs for buyer and seller in relation to purchase/sale of Ontario Herbs, determine shipping costs incurred by Ontario Herb Growers, and to obtain concerns by stakeholders in relations to moving to an e-commerce platform.

Upon completion of the survey, a proper business model will be completed to determine specific software requirements to develop a test model of the web trading platform.

II. Project Objectives

The purpose of this project is to establish a proper business model for the development of the web application. Proper identification of industry requirements will ensure larger enrolment in the initial stages of operation. This in turn will contribute to the project being self-sustaining for continued operation.