

Cropin



CASE STUDY

AWBA



smartsales



smartfarm

Myanmar's Leading Agrochemical Corporation



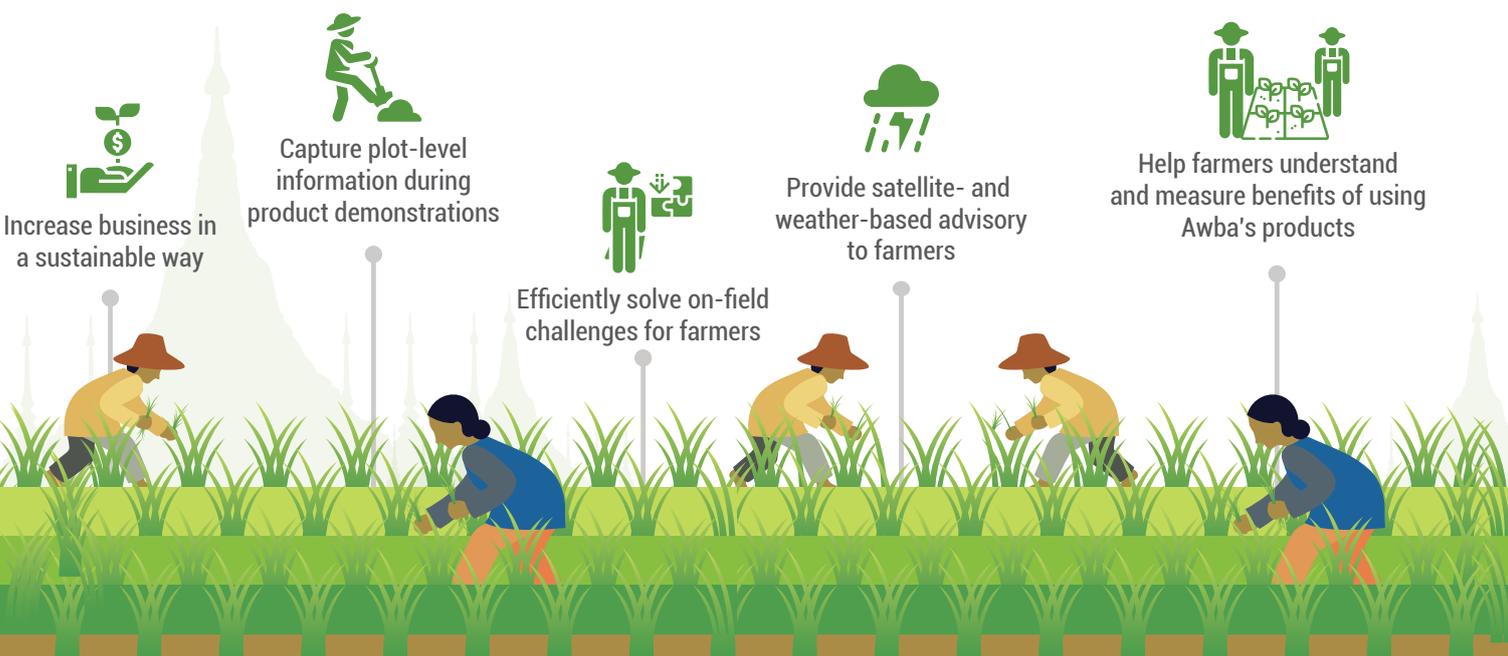
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THE CUSTOMER

Established in 1995, Awba is Myanmar's largest manufacturer and distributor of agrochemicals with a focus on crop protection and crop nutrition. They employ more than **1,500 agronomists to serve 3.5 million farming families**. Awba's agronomists draw upon years of trials, field experience and a

profound local knowledge to develop customised solutions optimal for Myanmar's conditions. Their mission is to provide sustainable, high-quality solutions and services to Myanmar's farmers, and create opportunities to enrich and empower rural farming communities.

THE OBJECTIVES



OUR SOLUTION

Awba's field team uses SmartFarm to register demo plots and capture various farm activities on the application. In the Events module of the application, they register all the farmers who attend demos, even the ones who are not a part of their network. This helps them to engage with such farmers in an efficient way and, parallelly create an opportunity to convert them to buyers through constant engagement.

Collection of plot-level data points help them in following:

- > **Publish/push the impact metrics** to their farmer database
- > Customize and **market product related information to farmers**
- > **Empower farmers** with latest information on **upcoming events**
- > Share the **best farm practices to improve farmer productivity and create a mindset for the Awba brand**

Awba's sales team uses SmartSales to identify high- and low-density sales points and for managing their dealers/distributors

- > **Data organization and management on a comprehensive platform** for easy access and visibility
- > Capture and **categorize pain points of farmers** to improve agrochemical sales
- > **Track sales and benchmark performance** of dealers
- > Ability to **track payment history and credit limit** of every dealer
- > Ability to **analyse dealers** on a season-to-season basis
- > **Geo-tag sales points** to enable visibility of high- and low-density sales points
- > Increase **farmer engagement and loyalty**
- > Efficient people management of **15,000 sales and farm teams**

DRIVE DIGITAL STRATEGY

We are using SmartFarm, CropIn's digital farming technology, to collect data (plot information, geolocation, personal details) of all the farmers we are servicing. Similarly, we are also using SmartSales, CropIn's sales point management solution, to manage thousands of our sales channels.

Since we started working with CropIn Technology, our management efficiency has improved significantly. In certain locations, we saw major improvement in engagement between our field staff, sales channels and farmers. This has resulted in more sales lead for Awba.



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Myanmar Awba Group



Cropin



FARM
MANAGEMENT
SOLUTION



AGRI BUSINESS
INTELLIGENCE
SOLUTION



PACKHOUSE
SOLUTION &
TRACEABILITY



INPUT CHANNEL
MANAGEMENT
SOLUTION



POWER OF TEHCNOLOGY
FOR YOUR FARMERS

TALK TO US