ABSTRACT

Agriculture, being the cultivation of crops and the rearing of animals for the purpose of consumption and sales should be regarded as the biggest sector of the country’s economy since it is concerned with the production of one of the most important and basic needs for survival- food. However, there are challenges that are faced with this sector. One of the most disturbing problems noticed, during the course of research, as relating the output of the agricultural sector is associated with ineffective marketing. Another research looked into the rampant use of smart phones and it was concluded that the most used operating system that smart phones run on is the Android OS. This project then looks into tackling the problem of ineffective marketing by bringing agricultural products closer to the users by just the move of their fingers by creating a mobile based application that would market agricultural products and give room for the users to place orders.