



# How to shop at the “Web Home-made market”

— BUYERS’ GUIDE —

We bring you closer to  
the local products at the  
“Web home-made market”  
[www.trznica-trg.eu](http://www.trznica-trg.eu)

*Made  
in Istria*



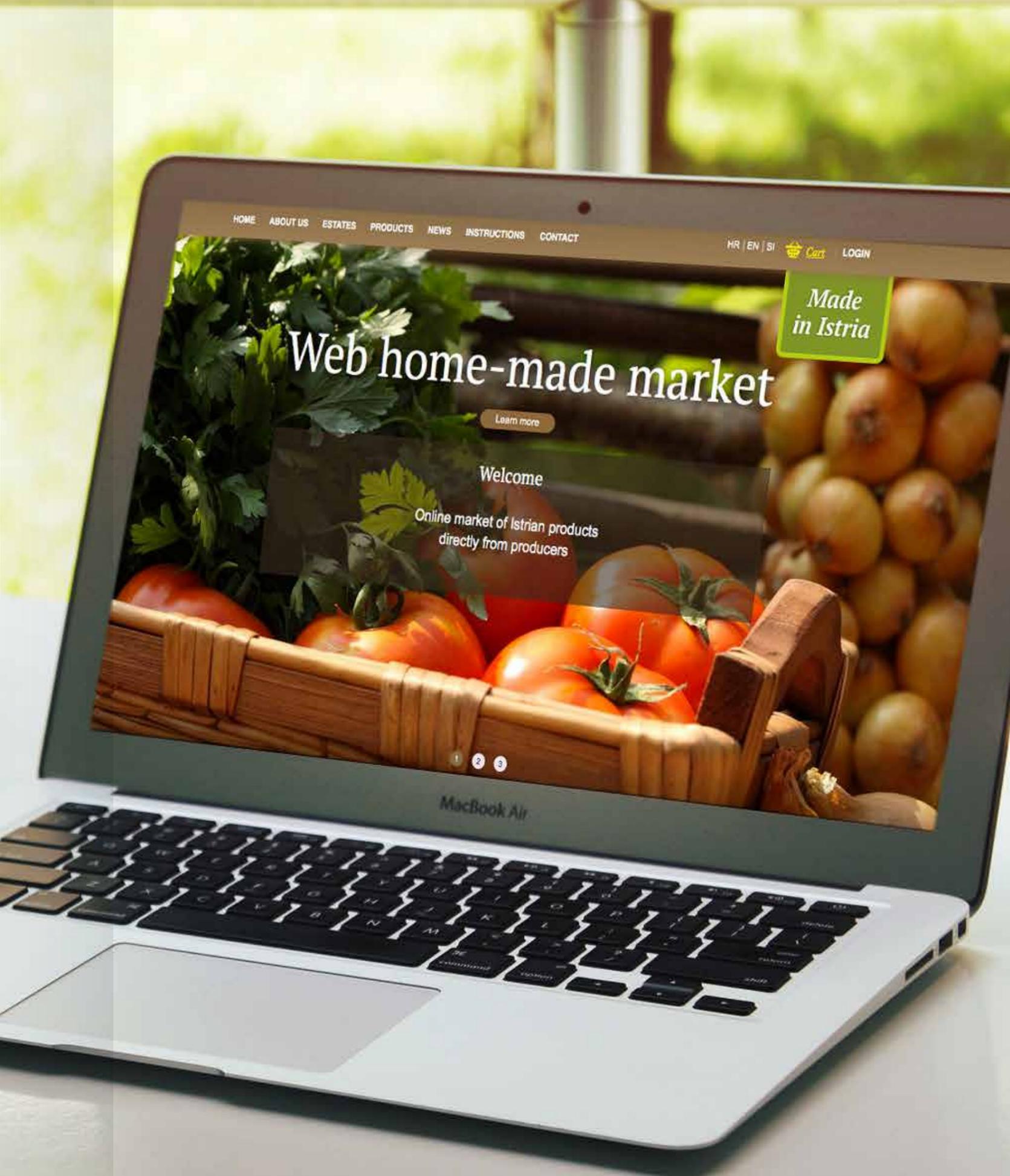
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## Introduction

The purpose of this guide is to show the buyers how to use the "Web home-made market" application. Using the Web home-made market, buyers can browse and buy homemade agricultural products from Istria.

The developers' goal is for the "Web home-made market" to be recognized and accepted by a large number of its users, both agricultural producers and buyers of agricultural products, who will see the benefits of the application and fulfil some of their needs by using it. It was developed in such a way that the buyers find it easy to use while knowing only the basics of Internet use.





## 1.1. ABOUT THE PROJECT OF DIRECT SALES OF AGRICULTURAL PRODUCTS ON THE INTERNET

The internet application "Web home-made market" is the result of the project "Organization of the system of direct sales of agricultural products using Internet technology" (acronym: OSIPPPIT) financed within the framework of the Operative programme IPA Slovenia-Croatia 2007-2013.

The project was carried out with the cooperation of four partners:

1. Institute for Agriculture and Tourism Poreč - lead partner,
2. City of Vodnjan,
3. University of Maribor, Faculty for Agriculture and Biosystem Sciences, Maribor,
4. University of Primorska, Science and Research Centre, Koper.

The project manager is Milan Oplanić, PhD.

The need to create such a system of direct sales of agricultural products stems from the fact that the global market of agricultural products is saturated with cheap products of mass industrial production with often little known production methods, whose only goal is to maximize profit, often at the expense of quality itself. These trends mostly affect small and medium-sized agricultural enterprises which do not have the option of technological modernization and specialization and are not able to produce goods in large enough quantities to connect with wholesalers and large consumers, while at the same time they lack the option of lowering production costs to be price-competitive.

Bearing in mind the significance of small and medium-sized enterprises for the management and sustainable development of rural areas and their social, ecological and cultural role in the preservation of those areas, it is clear that one of the most important tasks of agricultural policy, especially in the Mediterranean region, is to find new options and sources of income for the survival of those stakeholders in the agricultural sector.

## 1.2. PROJECT AIMS

The project has two main AIMS:

### I. The promotion of opportunities and methods of direct sales and the benefits it creates for producers and buyers:

- a. Buying fresher, local, seasonal and higher-quality agricultural products,
- b. Direct insight into the production technology and the building of mutual trust,
- c. Better purchase and sale conditions (the choice of delivery point and payment method, lower prices),
- d. Instant payments for sold products.

### II. The implementation of a system of direct sales of agricultural products via the Internet in Istria.

This aim will be accomplished through several activities:

- a. Acquiring experiences and examples of good practice of direct sales of agricultural products via the Internet in Italy and Austria,
- b. Developing a specialized web application for the direct sales of agricultural products called the "Web home-made market",
- c. Organizing workshops for agricultural enterprises on opportunities and ways of utilizing the web application for direct sales of their products,
- d. Informing the public - consumers of agricultural products - on the opportunities and ways of buying homemade (local) products directly from producers, through the media.



2.

## Benefits for the buyers at the “Web home-made market”

By buying on the “Web home-made market” you will gain the optimal price-quality ratio for agricultural products and encourage agricultural development in the local area.

This application is intended for two main target groups:

1. **Agricultural enterprises** as producers and vendors of their own agricultural products,
2. **The public** as buyers and end-consumers of homemade agricultural products.

The use of the “Web home-made market” is **free** and in no way binding for the registered buyers.

Buyers of agricultural products on the “Web home-made market” can easily browse the current range of agricultural products in their vicinity, learn about the enterprises which offer their products and, with a few clicks, buy the desired agricultural products. The buyer has the opportunity to manage his or her own time by choosing the time and manner of receiving the products as well as the payment method.

The registered buyers on the “Web home-made market” have the following options:

- Quickly and easily finding the desired agricultural products or producer in their immediate vicinity,
- Learning about the enterprises’ members and production or processing technologies by personally visiting the enterprise
- Buying seasonal, fresh, just-picked products which have not been processed during storage
- Choosing a time and place to receive the products, as well as the payment method.



3.

## Terms of use for the “Web home-made market” application

**There are two basic conditions for the buyers to use the application:**

1. The obligation to take and pay the products under the conditions the buyer chose while placing the order. Having made the order, the buyer can make in-app comments for the producer from whom he or she ordered the product. The comment will be visible only to the producer and the administration team of the “Web home-made market”. If it is determined that a particular buyer is not fulfilling the obligations chosen while placing the product order, the administration team of the “Web home-made market” has the right to revoke his or her right to place future orders.
2. Entry of authentic and valid data during registration for unhindered communication between the buyer and the producer.

3.1.

### WHO CAN SHOP USING THE “WEB HOME-MADE MARKET” APPLICATION?

The “Web home-made market” is intended for any end consumers and buyers/ wholesale buyers of agricultural products who wish to purchase and use homemade, locally produced goods.

The main purpose of the application is direct sales of agricultural products to buyers who will buy those products for the purpose of end consumption, further processing or sales to end consumers.

Therefore, the buyers on the “Web Home-made market” may be:

- Households,
- Restaurants, taverns and other catering establishments,
- Kindergartens, schools, hospitals and other public institutions,
- Small hotels, camps and other tourist establishments,
- Tourists, and
- Other consumers of agricultural products.

During registration, the buyers should enter the following personal information:

1. Name and surname
2. Address
3. Postal code
4. City
5. Mobile phone number
6. E-mail
7. PIN (mandatory only for legal persons)

4.

## Instructions for buyers on the use of the “Web home-made market”

The aim of these instructions is to familiarise the users/buyers with the options and facilitate the overall process of using the application, which includes the following:

1. Registration and login of users
2. Browsing products
3. Product ordering procedure
4. Product buying procedure

### 4.1. BUYER REGISTRATION AND LOGIN

In order to buy a certain product, the buyer first has to register in the application. The registration window can be opened by selecting “Login” (Image 1, tag 1) and then “Buyer login” (Image 1, tag 2).

During registration, the buyer has to enter accurate information in all boxes (Image 2).

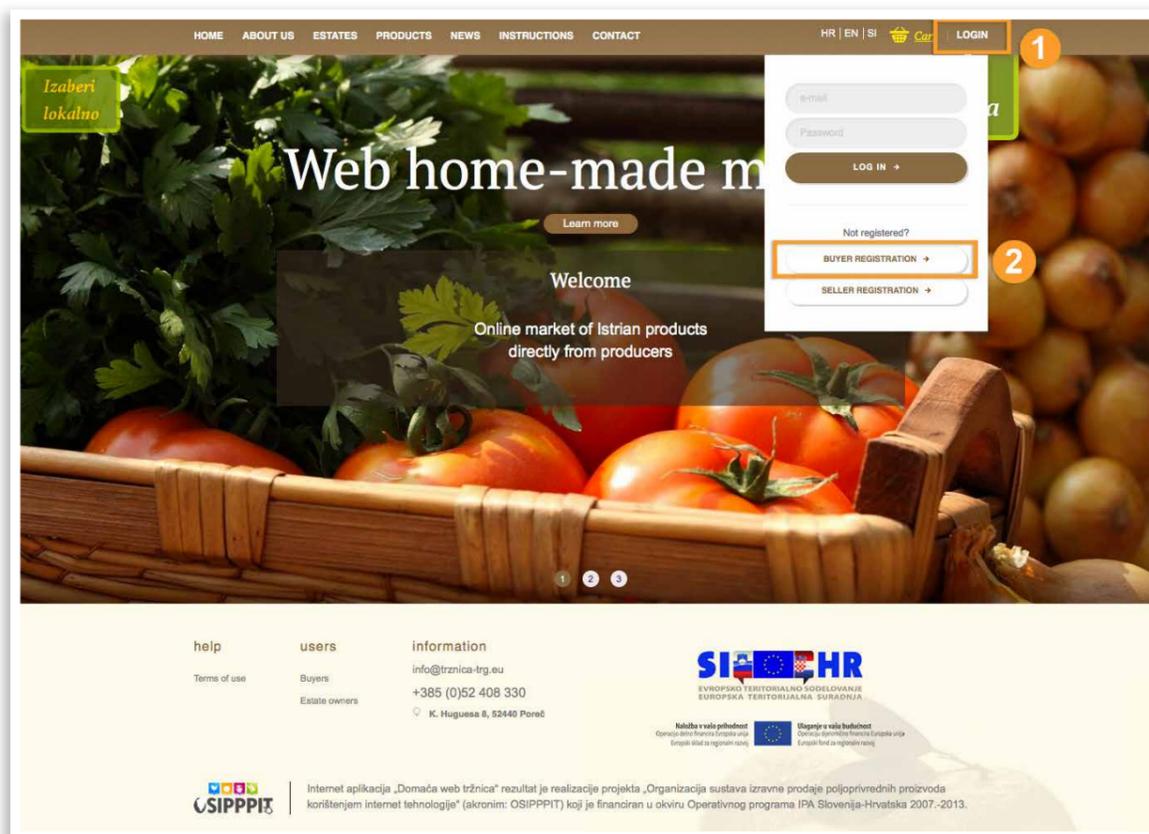


Image 1.

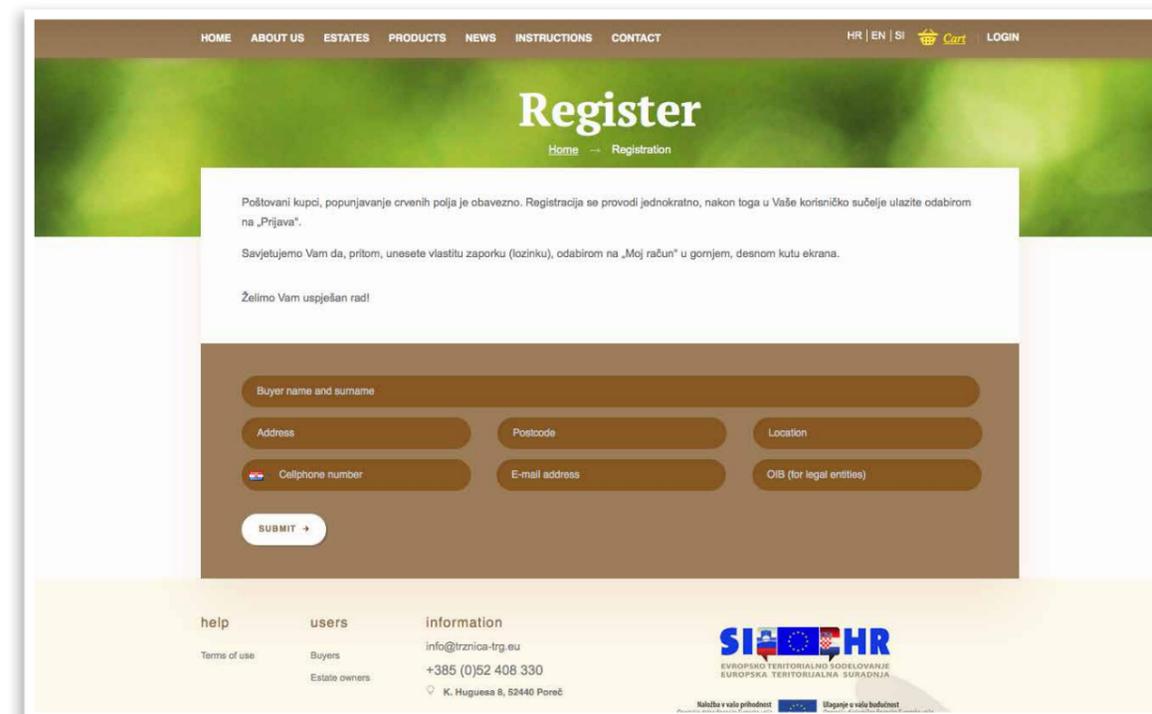


Image 2.

After the buyer has entered those data and selected “Log in”, he will receive a confirmation e-mail checking the validity of the buyer’s e-mail address. After confirmation, the buyer will receive another e-mail containing the password to log into the application. The password should be copied and pasted into the login window (Image 3). Likewise, the buyer has to enter the same e-mail address as the one used during registration in the appropriate box.

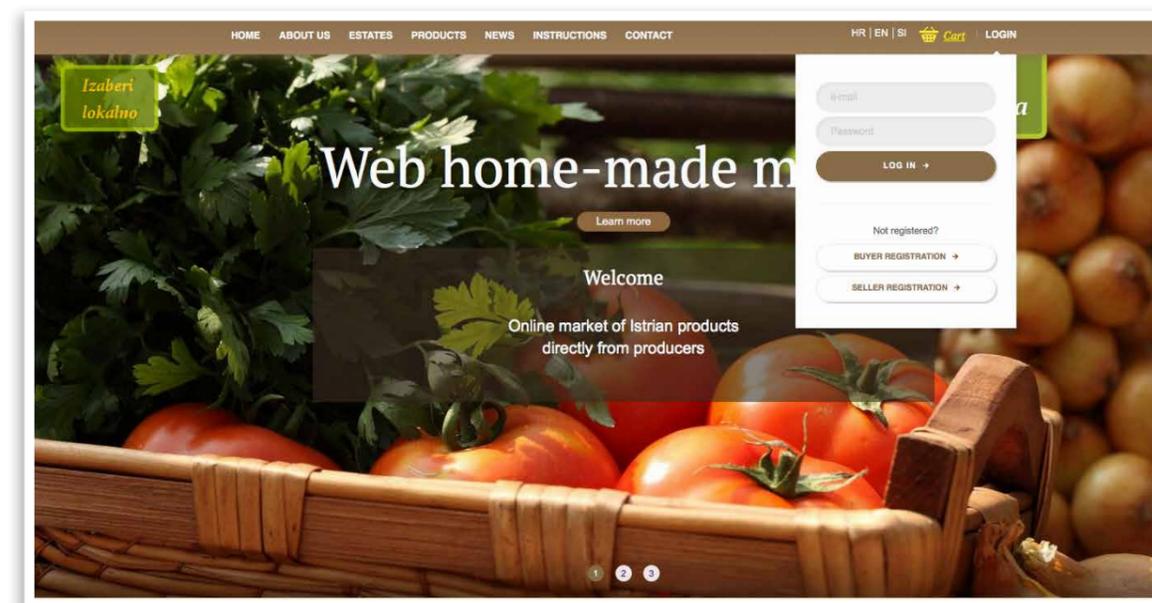


Image 3.

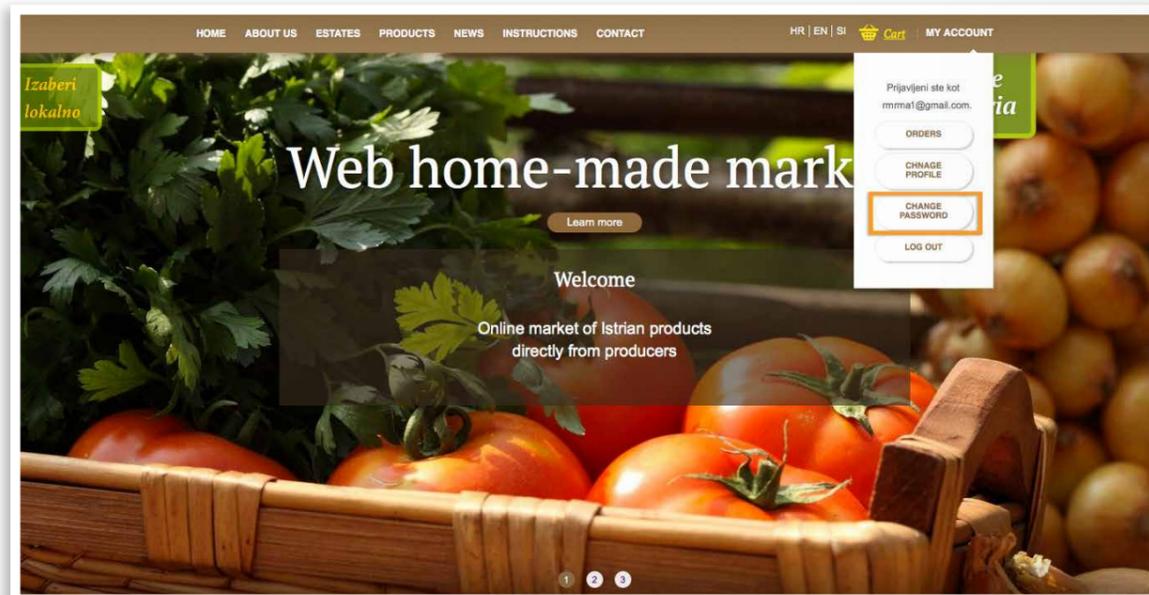


Image 4.

After the successful first login, the application offers the buyer the opportunity to change and set their own password, which we advise all buyers do in order to facilitate future use of the application. In order to change the password, the buyer has to click on the menu "My Account" in the top right corner followed by a drop-down menu in which the buyer has to choose "Change password" (Image 4).

Once it opens, the buyer has to enter a new personal password in the boxes "Password" and "Repeat Password" which he will use for future login to the system. After entry into the boxes, click "Change" (Image 5).



Image 5.



Image 6.

Alongside password change, the system offers changes of other buyer information. In order to change other information, the buyer has to click on the "My Account" menu in the top right corner followed by a drop-down menu in which the buyer has to choose "Change information" (Image 6).

After clicking on it, a window for information changes will open. After entry of new information, click "Change" and save the newly entered information (Image 7).

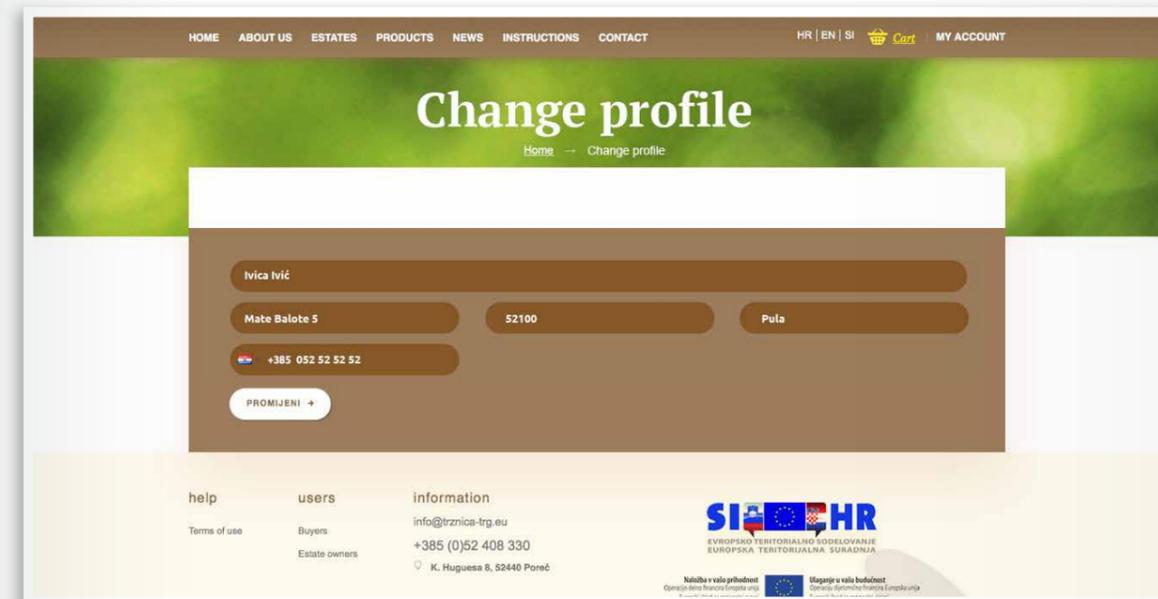


Image 7.

4.2. BROWSING PRODUCTS

Clicking on the menu "Products" (Image 8, tag 1) opens the page "Product search". The products are shown in photographs, and moving the mouse over a photograph opens a green box "Learn more" (Image 8, tag 2). Clicking on the green box opens the page of the producer whose product has been chosen containing all additional information on the product and the enterprise.

The buyer can browse the product offer in four different ways. Above the photograph list, there is a search filter which allows detailed searches for the buyer. The search filter offers four different search modes (Image 8, tag 3).

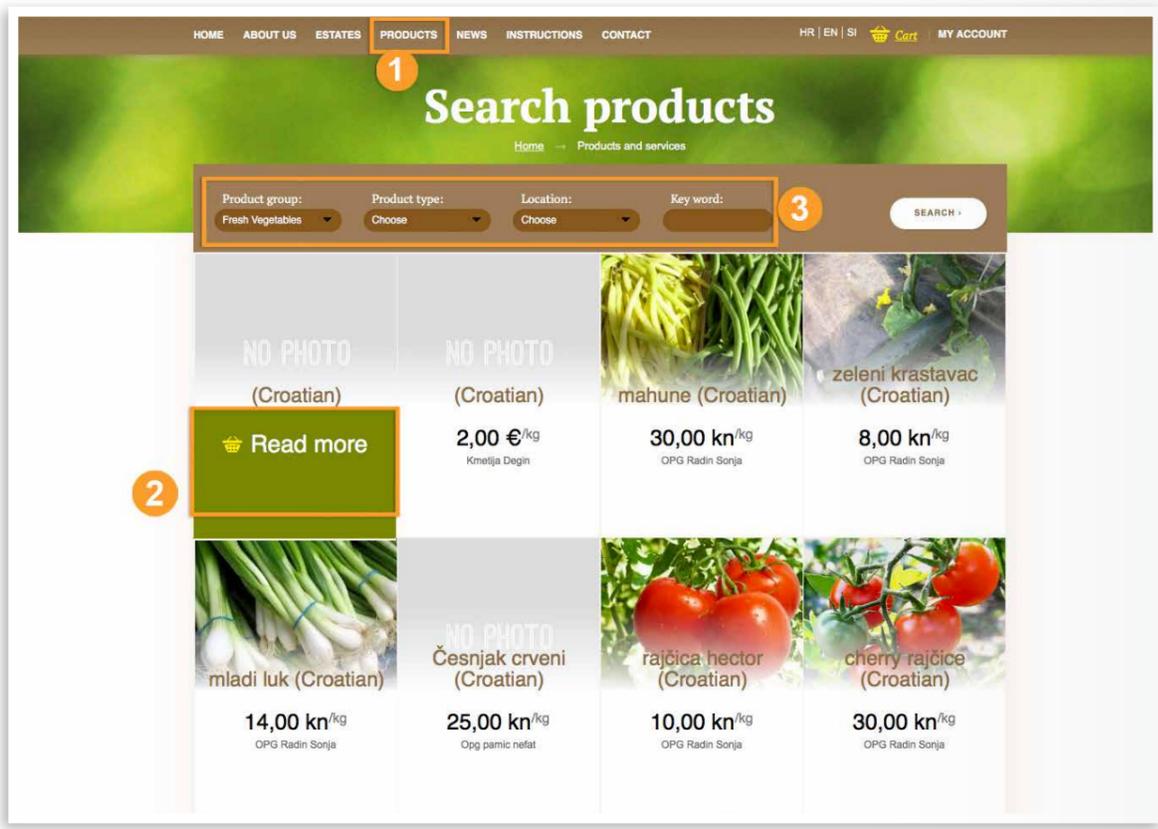


Image 8.

4.2.1. Search by product group

Products at the "Web Home-made market" have been grouped in 24 groups. Clicking on the black arrow in the box "Select" under the title "Product Group" opens a drop-down menu with 24 groups (Image 9).

By selecting a certain group, for example "Fresh vegetables", and clicking on "Search", the application offers a list of all available products from different producers within the selected product group (in this example "Fresh fruits") (Image 10).

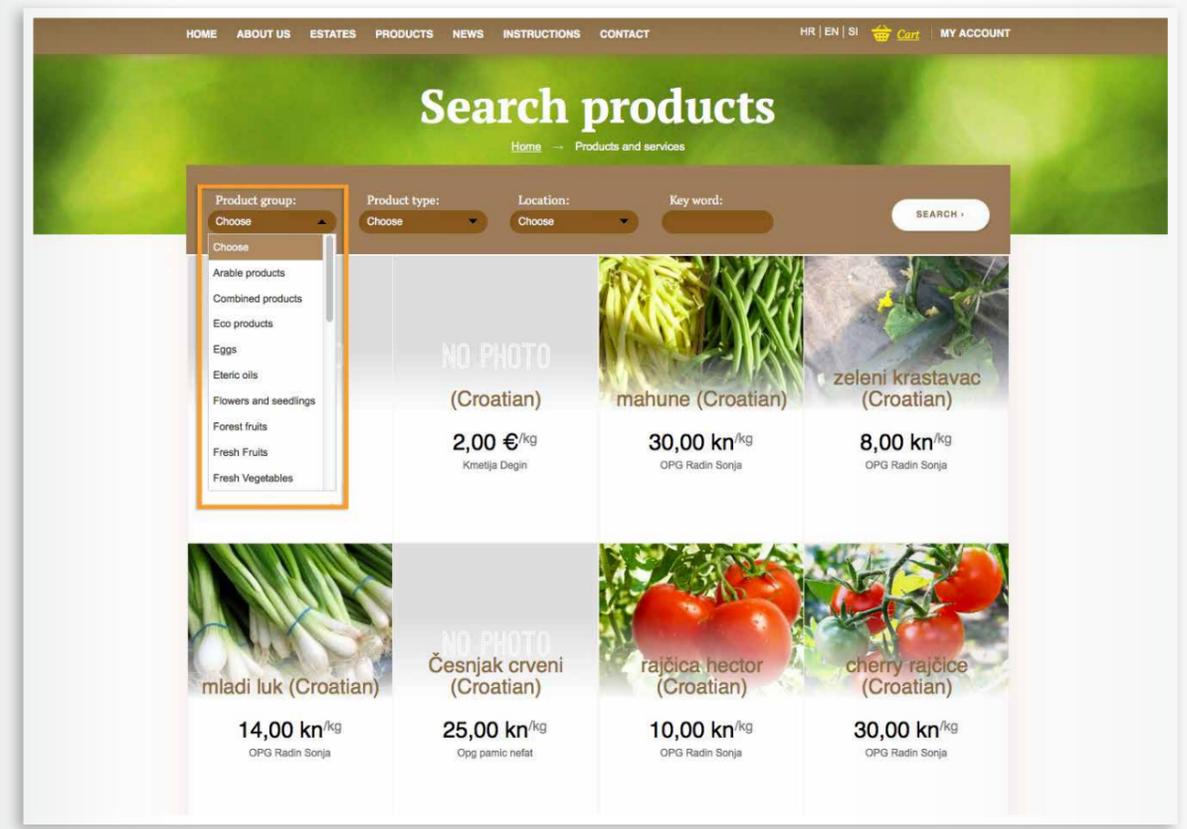


Image 9.

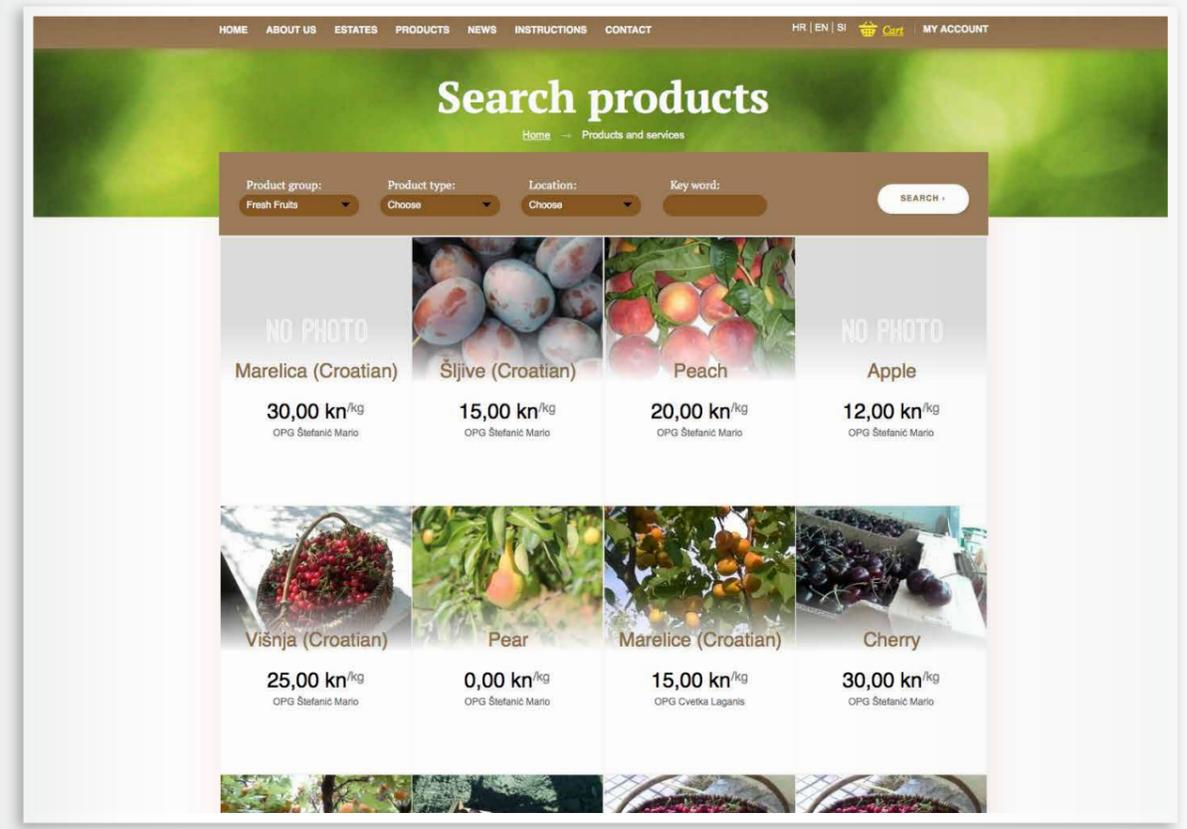


Image 10.

#### 4.2.2. Search by product type

Clicking on the black arrow in the box "Select" under the title "Product Type" opens a drop-down menu with all available types of products within the previously chosen product group (Image 11).

By selecting a desired product type and clicking on "Search", the application offers a list of all products of the desired type from different producers.

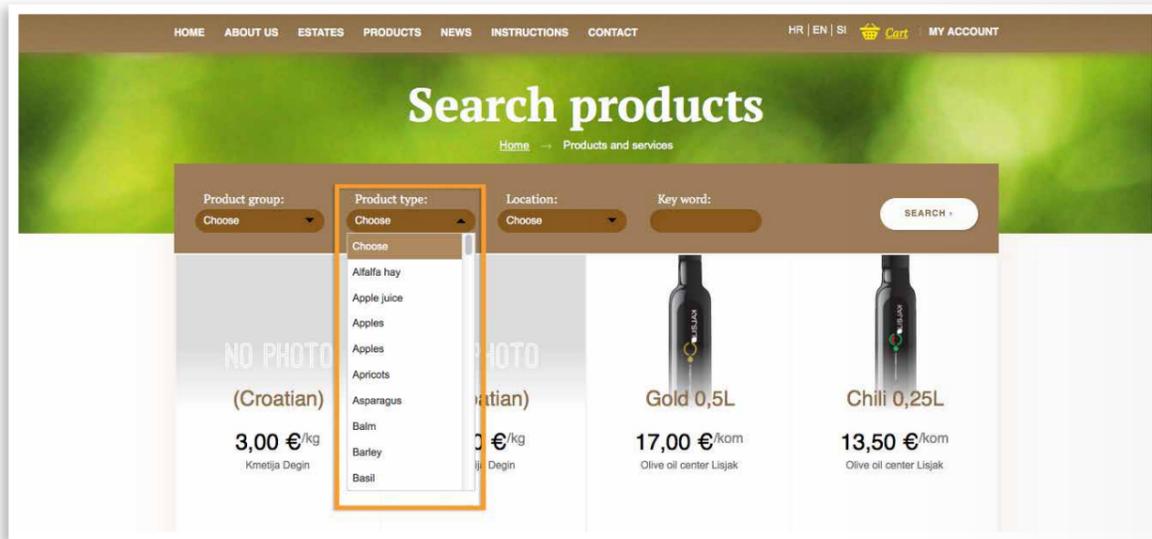


Image 11.

#### 4.2.3. Search by production area/location

Producers have been divided into a total of eight areas (Buje, Buzet, Kopar, Labin, Pazin, Poreč, Pula, Rovinj). By selecting a location and clicking on "Search", the buyer can find producers in his immediate vicinity and thus make the procurement of products even more convenient (Image 12).

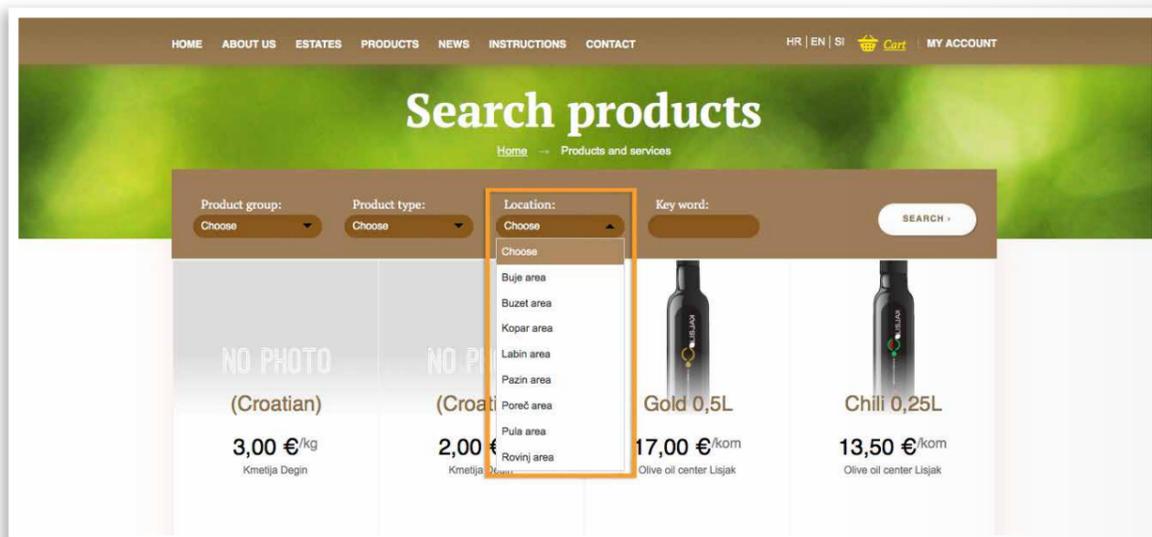


Image 12.

#### 4.2.4. Search by keyword

If the buyer is looking for a specific term, the application offers searches by keyword or part of a word which show all producers and products that contain the searched word or part of a word in their description (Image 13).

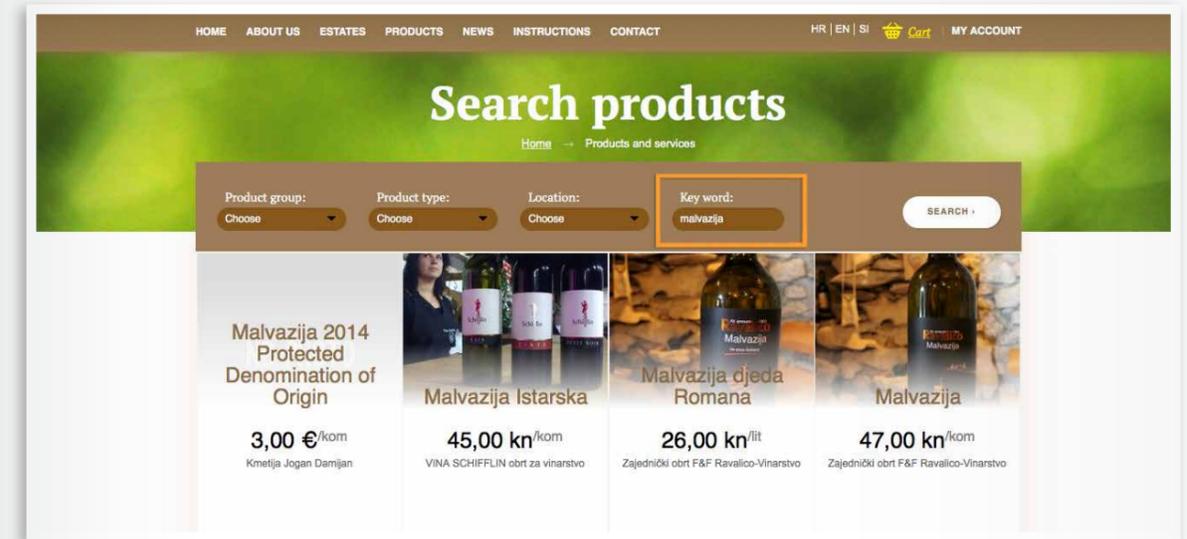


Image 13.

The buyer may search products by combining all four search modes at the same time, i.e. he or she can enter the product group, type, location and key word (Image 14).

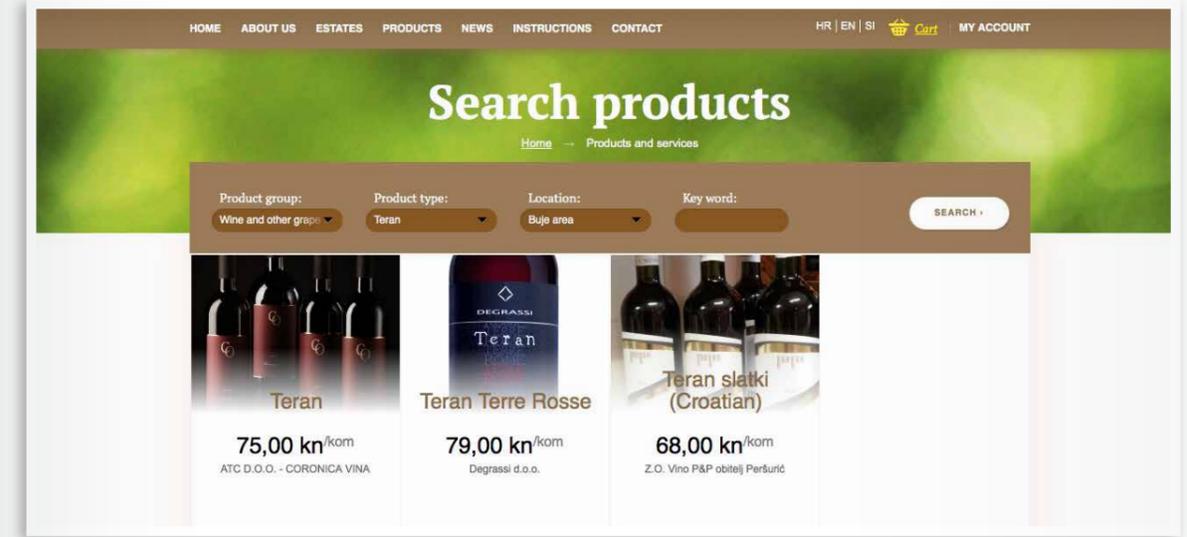


Image 14.

### 4.3. PRODUCT ORDERING PROCEDURE

After the buyer has searched the product offer and selected the desired product, the ordering procedure begins.

The product ordering procedure begins on the page of the producer whose product the buyer selected (Image 15, tag 1). On the producer's page, the buyer can find detailed information on the enterprise and search other products offered by the producer (Image 15, tag 2). By clicking on "Add to cart" next to the product photograph, the buyer adds the product to his virtual cart (Image 15, tag 3). Next to the "Add to cart" icon there is also the option to select the amount. By clicking on "+", the amount increases, and by clicking on "-", it decreases (Image 15, tag 4).

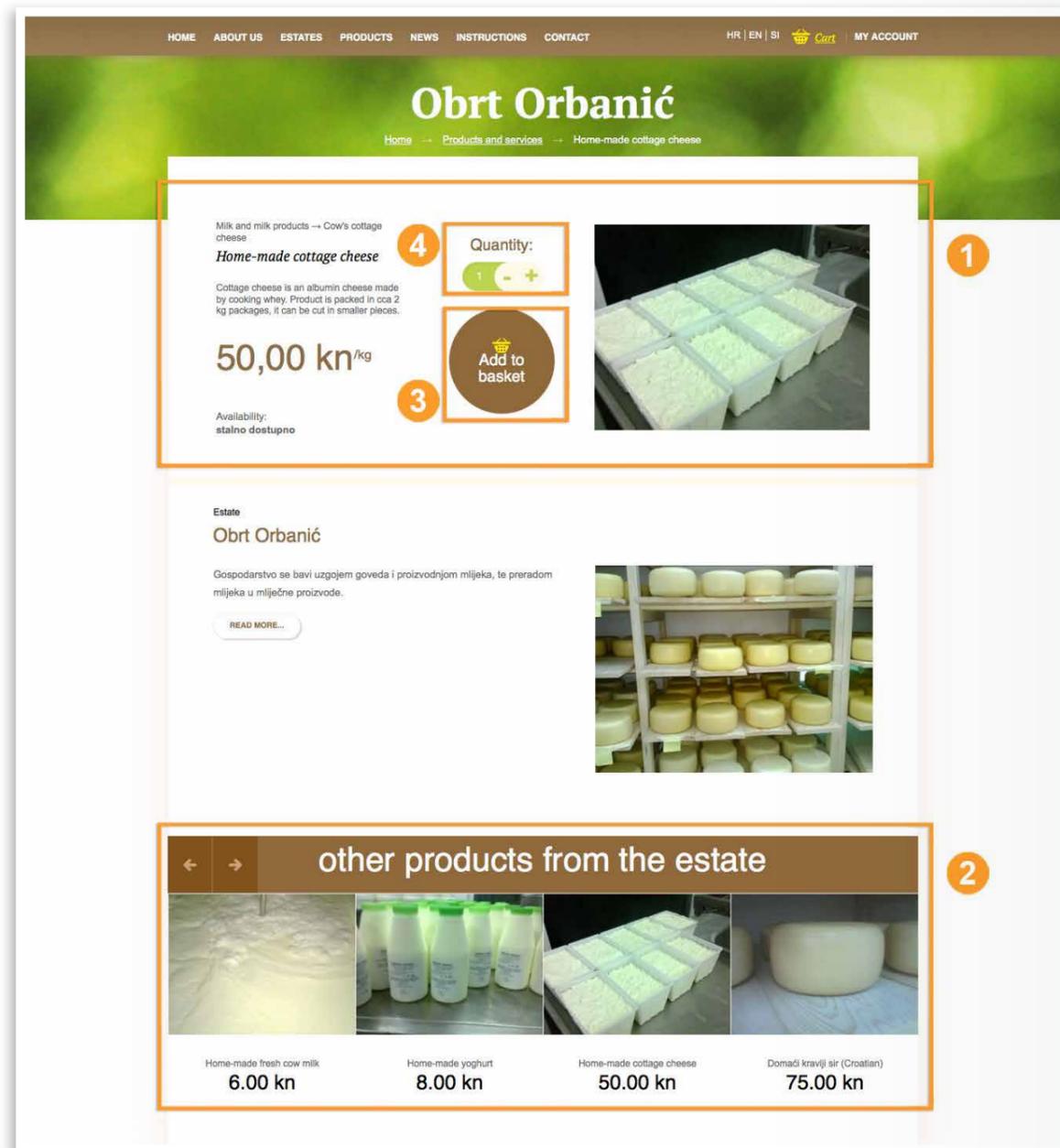


Image 15.

By clicking on "Find out more" next to the enterprise description, the buyer can find detailed information on the producer's contact information, place and times of delivery, payment methods and additional remarks regarding the minimum order value. The application will not accept the order if the total product value is less than the amount stated in the remark on the minimum order value (Image 16).

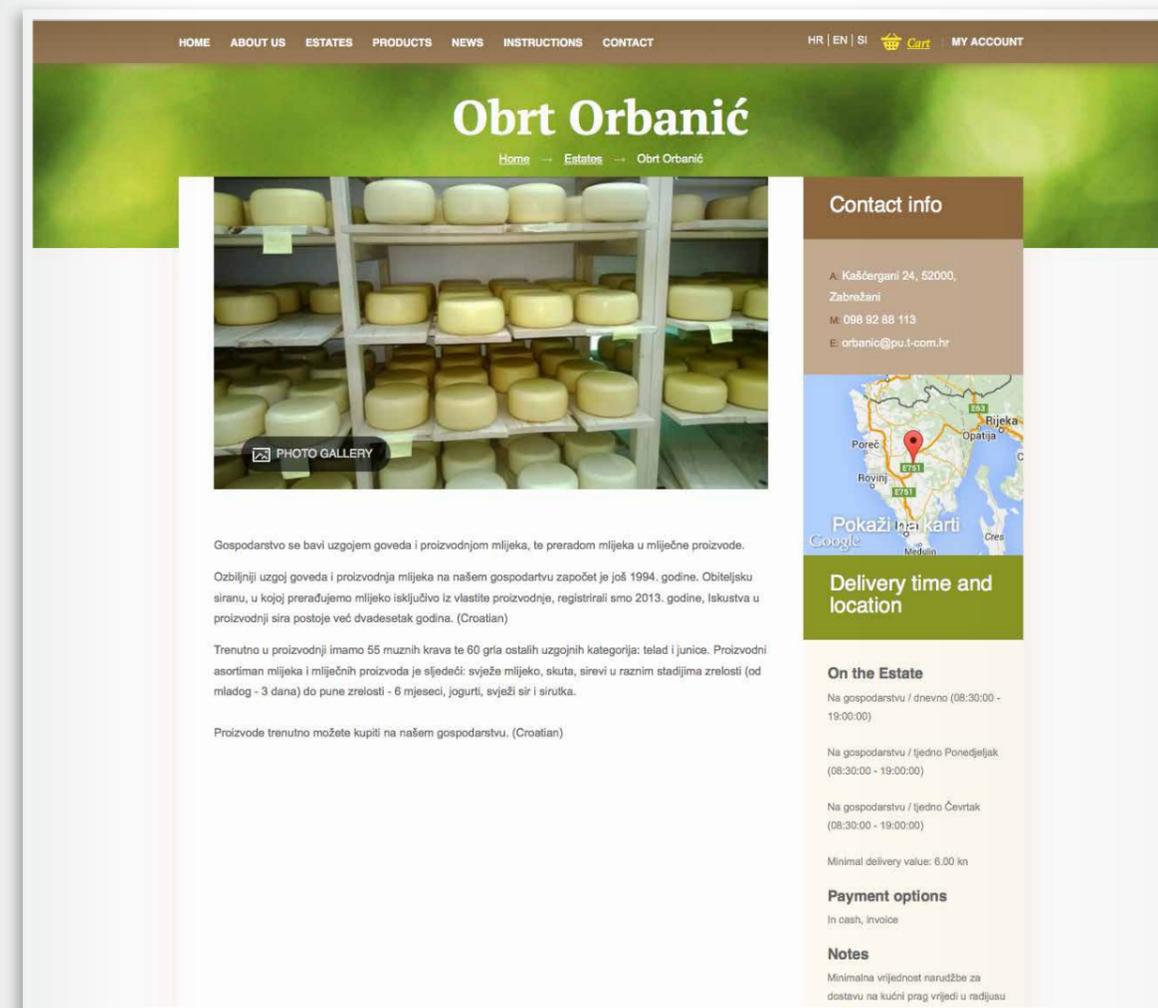


Image 16.

When the buyer clicks on the selected product and chooses the amount, the application will open a virtual "Cart" with the following data: name of the enterprise, the selected product, prices, amounts and total amount (Image 17).

If the buyer wants to change his selection, clicking on "x" at the end of the table row cancels the selection in the cart (Image 17, oznaka 1).

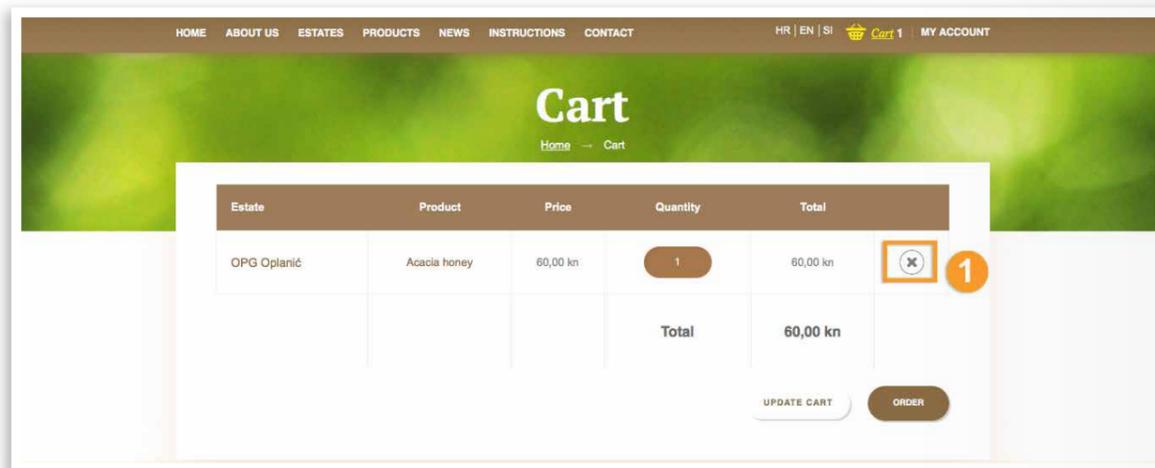


Image 17.

**IMPORTANT:**

- The cart cannot contain products from different producers at the same time.
- At this point the buyer needs to log into the application in order to complete the order procedure if he or she has not already done so.

Clicking on "Order" opens the "Order" page where the buyer will choose the delivery method (Image 18, tag 1) and payment method (Image 18, tag 2) in additional boxes with drop-down menus. By clicking on "Submit order", the application notifies the producer about the product order.



Image 18.

After the producer has confirmed the order (for which the deadline is 24 hours), the buyer will receive a notification on the order confirmation via a text message and an e-mail containing the Offer with all of the elements of the order.

If, within this period, the producer has not confirmed the order, the buyer will receive a text message that the order was cancelled. The application generates the message independently.

The Offer contains all relevant information to complete the purchase and delivery procedure: date and content of the order, the place, date and time for taking over the products, the name and address of the producer and the payment method. If the buyer selects "Invoice" or "Card payment" as the payment method, the offer will also contain the information necessary to complete the payment.

By clicking on My Account in the top right corner, the buyer can also view all these data on his or her orders up to that point with a displayed status for individual orders (new order, confirmed order, cancelled order, paid order) (Image 19).

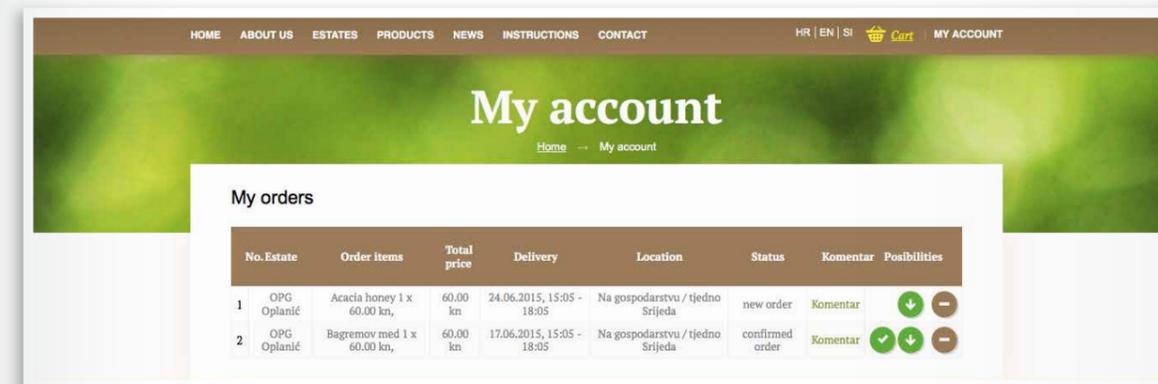


Image 19.

#### 4.4. PAYMENT PROCEDURE

Payment can be made in several ways::

1. **On delivery** - the buyer pays the producer in cash when taking the products;
2. **By invoice** - the buyer pays the ordered products upon receipt of the offer, before taking the products. If the producer allows this payment method, the application will automatically generate the offer and send it to the buyer after the producer has accepted the order;
3. **By card** - the buyer pays the producer by card, upon receipt of the offer, prior to product delivery. The application supports credit card transactions via Zagrebačka banka d.d., Zagreb.

Depending on the payment method, the following communication is conducted between the buyer and producer:

##### 1. Payment on delivery:

- the buyer sends the order to the producer
- the producer confirms (or rejects) the order
- the buyer receives a notification on order confirmation and the offer or a notification on order rejection
- the producer delivers the products to the buyer, collects the payment and issues a receipt.

##### 2. Payment by invoice or card:

- the buyer sends the order to the producer
- the producer confirms (or rejects) the order
- the buyer receives the offer and pays by bank transfer
- the buyer sends the proof of payment to the producer
- the producer, after checking the payment on his or her transfer account, delivers the products to the buyer and issues a receipt

All notifications in the communication process between the buyer and the producer (ordering, confirming or rejecting the order, proof of payment) are sent via e-mail or text message.

##### IMPORTANT:

When filling out the order and selecting the delivery time, the buyers should keep in mind that the shortest delivery period depends on the payment method and is as follows:

- for **payment on delivery**, at minimum 2 days (48 hours) because the producer has a 24-hour deadline to confirm the order and another 24-hour period to prepare and deliver the products;
- for **payment by invoice or card**, at minimum 3 days (72 hours) because the producer has a 24-hour deadline to confirm the order, the buyer has a 24-hour deadline for payment, and the producer then has another 24-hour period to prepare and deliver the products..

Dear buyers,

if you have any difficulty using the system, feel free to contact us via e-mail at:

[info@trznica-trg.eu](mailto:info@trznica-trg.eu)

Have a pleasant shopping!

Best regards,

Administration team of the Institute for Agriculture and Tourism Poreč.



## WEB HOME-MADE MARKET

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