

## ***Abstract***

*The needs of vegetables in the retail of modern markets are in great demand by middle to upper class consumers. Due to the current lifestyle of consumers tend to a healthy lifestyle, so that the combination of farmer groups in West Bandung area has a great opportunity in increasing the number of vegetables in the region, which in fact the largest horticulture commodities. But in the field, for the management of post-harvest horticulture and the distribution and marketing sectors are still found problems. The problem is contained in the means of transportation used, because the means of transportation still have shortcomings at the time of distribution. Besides being used for distribution, a combination of West Bandung farmer groups sells horticultural products at the weekly bazaar organized by the Government. The purpose of the agriculture bazaar is to cut supply chains and sell directly to consumers. However, the obstacle is when marketing horticultural products when the bazaar is less than the maximum because the bazaar display system on the means of transport has not been there. And the means of transport used by farmer groups only as a means of distribution only and not support when the sale at the agricultural bazaar event took place. Therefore, it is necessary to transport means that can support in terms of distribution and marketing.*

*Keywords: Farmer group, Horticulture, Design of Display, Bazaar*