

AGRI-ENTERPRISE PRODUCTS AND SERVICES MARKETING

UNIT CODE: AGR/CU/AP/CR/03/4/A

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Market agri-enterprise products and services

Duration of Unit: 40 hours

Unit Description

This unit specifies the competencies required to market agricultural products and services. It involves preparing for marketing of agri-enterprise products and services, executing marketing of agri-enterprise products and services, establishing customer feedback mechanism, completing marketing of agri-enterprise products and services.

Summary of Learning Outcomes

1. Prepare for marketing of agri-enterprise products and services
2. Execute marketing of agri-enterprise products and services
3. Establish customer feedback mechanism
4. Complete marketing of agri-enterprise products and services

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare for marketing of agri-enterprise products and services	<ul style="list-style-type: none">• Types of various agricultural products e.g. commodities, value added products• Types of agricultural Services e.g. Artificial insemination services transportation• Types of feasibility studies<ul style="list-style-type: none">• Market survey• Quick scan• Appraisal• Interviews	<ul style="list-style-type: none">• Written tests• Oral questions• Third party reports

	<ul style="list-style-type: none"> • Basic economic principles in Agripreneurship <ul style="list-style-type: none"> • Nature of products • Seasonality • Demand and supply • Business competitors • Pricing • Legal and regulatory framework Agricultural Act, County government by-laws, Environment Management and coordination Act. 	
2. Market Agri- enterprise products and services	<ul style="list-style-type: none"> • Developing a product brand • Packaging/ packing and labelling • Product launch • Distribution channels • Promotion and advertisements • Financial records • Basic marketing strategy development • Product penetration 	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports
3. Establish and respond to customer feedback	<ul style="list-style-type: none"> • Customer satisfaction surveys <ul style="list-style-type: none"> • Data collection • Data analysis • Product improvement and innovation 	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports
4. Complete marketing of agri- enterprise products and services	<ul style="list-style-type: none"> • Report writing and documentation <ul style="list-style-type: none"> • Types of technical reports • Elements of technical reports • Type and nature of documentations 	<ul style="list-style-type: none"> • Written tests • Oral questions

	<ul style="list-style-type: none">• Photos,• charts,• tables	
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Suggested Methods of instruction

- Demonstration by trainer
- Field trips
- Discussions
- Direct instruction
- Role play
- Guided questions

Recommended Resources

- Report writing
- Case studies

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