

AGRI-ENTERPRISE BUSINESS PLAN DEVELOPMENT

UNIT CODE: AGR/CU/AP/CR/01/5/A

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Develop Agri-Enterprise Business Plan

Duration of Unit: 260 hours

Unit Description

This unit specifies the competencies required to develop an agri- enterprise business plan. It involves preparing to develop agri-enterprise business plan, developing agri-enterprise business plan, evaluating agri-enterprise business plan and completing development of agri-enterprise business plan.

Summary of Learning Outcomes

1. Prepare to develop agri-enterprise business plan.
2. Develop agri-enterprise business plan
3. Evaluate agri-enterprise business plan
4. Complete development agri-enterprise business plan

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare to develop agri-enterprise business plan.	<ul style="list-style-type: none">• Feasibility study• SWOT Analysis• Value chain analysis• Strategy formulation• Entrepreneurship• Project planning and management	<ul style="list-style-type: none">• Written tests• Oral questions• Third party report
2. Develop agri-enterprise business plan	<ul style="list-style-type: none">• Principles of Marketing• Management principles• Principles of operational planning• Principles of financial plan• Basic procurement principles• Human resources development• Basic accounting principles• Business strategy	<ul style="list-style-type: none">• Written tests• Oral questions• Third party report

	<ul style="list-style-type: none"> • Investment plan • Financial records • Organizational policies and standard operating system 	
3. Evaluate agri-enterprise business plan	<ul style="list-style-type: none"> • Monitoring and Evaluation • Stakeholders mapping 	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party report
4. Complete development agri-enterprise business plan	<ul style="list-style-type: none"> • Documentation • Report writing 	<ul style="list-style-type: none"> • Written tests • Oral questions

Suggested Methods of Instruction

- Demonstration by trainer
- Field trips
- Discussions
- Direct instruction
- Role play
- Mentorship program
- Apprenticeship

Recommended Resources

- Business planning template
- Financial planning template