

## AGRI-ENTERPRISE PRODUCTS AND SERVICES MARKETING

**UNIT CODE:** AGR/CU/AP/CR/03/5/A

### Relationship to Occupational Standards

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

**Duration of Unit:** 280 hours

### Unit Description

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

### Summary of Learning Outcomes

1. Prepare for marketing of agri-enterprise products
2. Market Agri-enterprise products
3. Establish customer feedback mechanism
4. Complete marketing of agri-enterprise products

### Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare for marketing of agri-enterprise products	<ul style="list-style-type: none"><li>• Market research</li><li>• Feasibility study</li><li>• Demand and supply</li><li>• Marketing mix (8 P's)</li><li>• Marketing strategies</li><li>• Business competitors</li><li>• Customer care</li><li>• Basic economic principles</li><li>• Principles of business management</li><li>• Legal and regulatory framework</li></ul>	<ul style="list-style-type: none"><li>• Written tests</li><li>• Oral questions</li><li>• Third party report</li></ul>
2. Market Agri-enterprise products	<ul style="list-style-type: none"><li>• Branding</li><li>• Packaging/ packing and labelling</li></ul>	<ul style="list-style-type: none"><li>• Written tests</li><li>• Oral questions</li></ul>

	<ul style="list-style-type: none"> <li>• Product launch</li> <li>• Distribution channels</li> <li>• Promotion and advertisements</li> <li>• Sales</li> <li>• Public relations</li> <li>• Customers</li> <li>• Competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Third party report</li> </ul>
3. Respond to customer feedback	<ul style="list-style-type: none"> <li>• Customer feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Oral questions</li> <li>• Third party report</li> </ul>
4. Complete marketing of agri-enterprise products	<ul style="list-style-type: none"> <li>• Product penetration</li> <li>• Product improvement and innovation</li> <li>• Report writing and documentations</li> </ul>	<ul style="list-style-type: none"> <li>• Written tests</li> <li>• Oral questions</li> </ul>

#### **Suggested Methods of instructions**

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

#### **Recommended Resources**

- Feasibility studies
- Market research
- Report writing
- Customer feedback