

## DEVELOP AGRI-ENTERPRISE BUSINESS PLAN

**UNIT CODE:** AGR/OS/AP/CR/01/5/A

### 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.

### ELEMENTS AND PERFORMANCE CRITERIA

<b>ELEMENT</b> These describe the key outcomes which make up workplace function.	<b>PERFORMANCE CRITERIA</b> These are assessable statements which specify the required level of performance for each of the elements. <i><b>Bold and italicized terms are elaborated in the range.</b></i>
1. Prepare to develop agri- enterprise business plan	1.1 <i><b>Tools</b></i> for feasibility study are developed and/ or acquired based on the study methodology plan 1.2 <i><b>Feasibility study</b></i> is conducted in accordance with standard procedures 1.3 A <i><b>SWOT</b></i> analysis is conducted in accordance with standard procedures 1.4 Templates for <i><b>business plan</b></i> are acquired based on standard business planning procedure
2. Develop agri- enterprise business plan	2.1 Marketing plan is developed in accordance with marketing principles 2.2 Management plan enterprise is developed in accordance with the principles of management 2.3 Operational plan of the enterprise is developed in accordance with standard operating procedures 2.4 Financial plan is developed in accordance with standard financial management principles and organizational financial manual 2.5 Procurement plan is developed in accordance with organizational procurement policies 2.6 <i><b>Business strategies</b></i> are developed based on the business plan
3. Evaluate agri- enterprise business plan	3.1 Viability of business is assessed based on the <i><b>investment plan</b></i> 3.2 Quality of business plan is assessed based on standard business planning procedures

	3.3 Review the business plan based on the quality assessment report
4. Complete development of agri-enterprise business plan	<p>4.1 Business plan is documented and filed in accordance with organizational policies and procedures</p> <p>4.2 Business planning <b>project report</b> is prepared in accordance with enterprise policies and procedures/clients' specifications.</p> <p>4.3 Business plan is shared with relevant stakeholders according to organizational policies.</p>

## RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. Tools may include but not limited to	<ul style="list-style-type: none"> <li>• Questionnaires</li> <li>• Observation charts</li> <li>• Checklists</li> <li>• Set of guided questions</li> <li>• Marketing template</li> <li>• Management templates</li> <li>• Production template</li> </ul>
2. Feasibility study may include but not limited to	<ul style="list-style-type: none"> <li>• Practicality</li> <li>• Possibility of</li> <li>• Viability</li> <li>• Profitability of business</li> </ul>
3. SWOT may include but not limited to	<p>Tool to be used by enterprise to analyze factors that will affect the performance of the enterprise.</p> <ul style="list-style-type: none"> <li>• Strengths</li> <li>• Weakness</li> <li>• Opportunities</li> <li>• Threats</li> </ul>
4. Business plan may include but not limited to	<ul style="list-style-type: none"> <li>• Idea of Describes the nature, objectives and business strategies</li> </ul>
5. Business strategy may include but not limited to	<ul style="list-style-type: none"> <li>• A written document</li> <li>• Contains information about how the company will implement the business plan</li> </ul>
	<ul style="list-style-type: none"> <li>• Documentation of execution to completion of an assignment carried out over a given period of time</li> </ul>

6. Project report may include but not limited to	
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## **REQUIRED SKILLS AND KNOWLEDGE**

This section describes the skills and knowledge required for this unit of competency.

### **Required skills**

The individual needs to demonstrate the following skills:

- Analytical
- Entrepreneurial
- Communication
- Leadership
- Management
- Presentation skills
- Negotiation
- Marketing
- Selling
- Problem solving
- Networking

### **Required knowledge**

The individual needs to demonstrate knowledge of:

- Enterprise
- Strategy formulation
- Feasibility studies
- SWOT tool
- PESTEL tool
- Principles of market planning
- Business management principles
- Business planning
- Principles of operational planning
- Principles of financial planning
- Human resources development
- Basic accounting principles
- Basic financial management principles
- Financial records and recording tools
- Basic procurement principles

- Organizational policies and standard operating procedures

## EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate: 1.1 Conducted feasibility studies in accordance with standard procedures 1.2 Business plan and agri-enterprise strategies are developed based on the results of the feasibility studies 1.3 Agri-enterprise strategy and business plan are documented according to organizational policies and procedures 1.4 The business plan is shared with relevant personnel in accordance with the organizational policies and client according to clients' specification.
2. Resource Implications	The following resources must be provided: 2.1 Assessment location 2.2 Candidate reports/file 2.3 Business plans templates and tools.
3. Methods of Assessment	Competency may be assessed through: 3.1 Interview 3.2 Written tests 3.3 Oral questioning 3.4 Third party report
4. Context of Assessment	Competency may be assessed: 4.1 On the job 4.2 Off the job 4.3 During industrial attachment
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.