

## MARKET AGRI-ENTERPRISE PRODUCTS/SERVICES

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

### 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.

### 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 market agri-enterprise products/ services	1.1 <i><b>Market research</b></i> tools are developed based on the nature and type of product/ service. 1.2 Carry out a market research following standard procedures 1.3 Develop a marketing strategy based on the market research report Consumers are identified based on the type of product/ service 1.4 <i><b>Marketing/ distribution channels</b></i> are established based on the marketing plan, resources available and location of the consumers 1.5 Marketing trends are established based on customer behaviour and business competitors (other entrepreneurs) 1.6 <i><b>Advertisements</b></i> are prepared in accordance with the marketing strategy. 1.7 <i><b>Pricing</b></i> is determined according to pricing methodologies and organizational pricing policies
2. Market agri-enterprise products/ services	2.1 Product/ service is launched in accordance with the national and/ or county policies and regulatory framework. 2.2 Brand name (trademark) is developed in accordance with legal requirements 2.3 Packaging is undertaken based on packaging specifications, size, type and form 2.4 Labeling is carried out based on existing legal guidelines and company preferences 2.5 Promotion is done according to the target customer and available resources

	2.6 Distribution of the products is carried out according to the marketing strategy
3. Respond customer feedback	3.1 <b>Customer feedback</b> is conducted based on the type of customer and the customer feedback methodologies available 3.2 Continuous improvement of the product/ services is done based on customer feedback 3.3 Customer feedback is responded to in accordance with organizational customer care policies
4. Complete marketing of agri-enterprise product/ service	4.1 Product penetration is established in accordance with the marketing principles 4.2 Marketing activities and processes are documented based on good documentation procedures. 4.3 Marketing report is prepared and shared with relevant personnel in accordance with organizational policies

### 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. Market research may include but not limited to	<ul style="list-style-type: none"> <li>• Conducting studies</li> <li>• Surveys</li> <li>• Rapid assessment</li> </ul>
2. Marketing/ distribution channels may include but not limited to	<ul style="list-style-type: none"> <li>• Farmer to trader</li> <li>• Trader to processor</li> <li>• Farmer to processor</li> <li>• Producer to consumer</li> <li>• Farmer to trader to processor to consumer</li> </ul>
3. Customer feedback may include but not limited to	<ul style="list-style-type: none"> <li>• Comments from customers</li> </ul>
4. Product penetration may include but not limited to	<ul style="list-style-type: none"> <li>• A measure of the amount of consumption or adoption of a product/ service compared to the total market</li> </ul>

### 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:

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

### Required knowledge

The individual needs to demonstrate knowledge of:

- Basic research methods
- Market feasibility
- Market research
- Marketing/ distribution channels
- Market penetration
- Market mix (8 P's)
- Product development
- Branding
- Labelling
- Promotion
- Business competitors
- Customer care
- Analytical tools
- 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 Carried out a marketing research according to standard procedures 1.2 Distributed products to target customers according to the marketing strategy
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	<p>1.3 Feedback from customers received, analyzed and responded to in accordance with the organizational customer care policies</p> <p>1.4 Prepare a marketing report and shared with relevant personnel in accordance with organizational policies</p>
2. Resource Implications	<p>The following resources must be provided:</p> <p>2.1 Agri-products/ services</p> <p>2.2 Assessment location</p>
3. Methods of Assessment	<p>Competency may be assessed through:</p> <p>3.1 Written tests</p> <p>3.2 Oral questioning</p>
4. Context of Assessment	<p>Competency may be assessed:</p> <p>4.1 On the job</p> <p>4.2 Off the job</p> <p>4.3 During industrial attachment</p>
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job roles is recommended</p>

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