



REPUBLIC OF KENYA

COMPETENCY BASED MODULAR CURRICULUM

FOR

**AGRI-PRENEURSHIP KNQF LEVEL 4
(CYCLE 3)**

PROGRAMME ISCED CODE: 0811 354A



**TVET CDACC
P.O. BOX 15745-00100 NAIROBI**

AGRI-ENTERPRISE BUSINESS PLAN DEVELOPMENT I

UNIT CODE: 0811 341 06 A

TVET CDACC UNIT CODE: AG/CU/PN/CR/01/4/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Develop agri-enterprise business plan.

Duration of Unit: 40 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, assessing agri-enterprise business plan and completing development of agri-enterprise business plan.

Summary of learning outcomes

By the end of this unit of learning, the trainee should be able to:

S/No	Learning Outcomes	Duration (Hours)
1.	Prepare to develop agri-enterprise business plan.	10
2.	Develop agri-enterprise business plan	10
3.	Evaluate agri-enterprise business plan	10
4.	Complete development of agri-enterprise business plan	10
Total		40

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare to develop agri- enterprise business plan	<p>1.1 Definition of Agripreneur and business plan</p> <p>1.2 Introduction</p> <ul style="list-style-type: none"> • Selection of markets • Type of Customers • Type of products • Marketing channels • Market mix (4Ps, 2Cs) <p>1.3 Conducting Basic market and feasibility studies</p> <ul style="list-style-type: none"> • Basic data collection • Data entry • Basic data analysis • SWOT analysis <p>1.4 Basic accounting principles</p> <ul style="list-style-type: none"> • Budgeting • Cash book • Profit and loss calculation <p>1.5 Basic procurement principles</p> <ul style="list-style-type: none"> • Accountability • Fairness • Relevant laws 	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports
2. Develop agri- enterprise business plan	<p>2.1 Types and categories of agri business e.g. formal or informal MSME, SMEs</p> <p>2.2 Basic value chain analysis</p> <p>2.3 Mapping and linkages</p> <p>2.4 Elements of a business plan</p> <p>2.5 Development of small enterprise business plan.</p>	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports

3. Assess agri-enterprise business plan	3.1 Business management principles 3.2 Parameters for assessing viable business	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports
4. Complete development of agri-enterprise business plan	4.1 Documentation of the process e.g. <ul style="list-style-type: none"> • Data collection tools • Photos • Collected data 4.2 Elements of the Report e.g. <ul style="list-style-type: none"> • Introduction • Objectives • Outcomes • Main body • Conclusions 	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports

Suggested Methods of instruction

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

Recommended Resources

- Business planning template
- Value chain template
- Financial planning template
 - Cash flow analysis
 - Profit and loss chart