



REPUBLIC OF KENYA

COMPETENCY- BASED MODULAR CURRICULUM

FOR

AGRIPRENEURSHIP

**KNQF LEVEL 5
(CYCLE 3)**

ISCED PROGRAMME CODE: 08110454A



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

AGRI-ENTERPRISE BUSINESS PLAN DEVELOPMENT I

ISCED UNIT CODE: 0811 451 06 A

TVETCDACC 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: 50 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 | 20 |
| 3. | Evaluate agri-enterprise business plan | 10 |
| 4. | Complete development of agri-enterprise business plan | 10 |
| Total | | 50 |

Learning Outcomes, Content and Suggested Assessment Methods

| Learning Outcome | Content | Suggested Assessment Methods |
|--|---|--|
| <p>1. Prepare to develop agri-enterprise business plan</p> | <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 |
| <p>2. Develop agri-enterprise business plan</p> | <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 |
| <p>3. Assess agri-enterprise business plan</p> | <p>3.1 Business management principles</p> <p>3.2 Parameters for assessing viable business</p> | <ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports |

| | | |
|---|--|--|
| <p>4. Complete development of agri-enterprise business plan</p> | <p>4.1 Documentation of the process e.g.</p> <ul style="list-style-type: none"> • Data collection tools • Photos • Collected data <p>4.2 Elements of the Report e.g.</p> <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 |
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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