



**NATIONAL OCCUPATIONAL STANDARDS**

**FOR**

**AGRI-PRENEUR**

**LEVEL 6  
(CYCLE 3)**

**OCCUPATIONAL STANDARDS ISCED CODE: 0811 554 A**



**TVET CDACC  
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## CARRY OUT AGRICULTURE MARKET RESEARCH

**ISCED UNIT CODE:** 0811 551 08

**TVETCDACC UNIT CODE:** AG/OS/PN/CC/05/6/MA

### UNIT DESCRIPTION

This unit specifies the competencies required to carry out agricultural market research. It involves conducting Agri-enterprise market survey, collecting Agric- market data, analyzing Agri-enterprise market data, interpreting Agri-enterprise market data and selecting Agri- enterprise.

### ELEMENTS AND PERFORMANCE CRITERIA

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
These describe the key outcomes which make up workplace functions	These are assessable statements which specify the required level of performance for each of the elements  <i>(Bold and italicized terms are elaborated in the range)</i>
1. Conduct Agri-enterprise market survey	1.1 <i>Agri-enterprise data collection tools</i> are prepared as per work requirement 1.2 <i>Agri-enterprise focus areas</i> are mapped as per work requirement 1.3 Agri-enterprise market survey is carried out as per work procedure
2. Collect Agri-enterprise market data	2.1 <i>Agri-enterprise data collection method</i> is selected as per work requirement 2.2 Agri-enterprise data collection enumerators are recruited as per work requirement 2.3 Agri-enterprise Enumerators are oriented as per work

	<p>requirement</p> <p>2.4 Agri-enterprise consent is obtained as per work requirement</p> <p>2.5 <i>Agri-enterprise data</i> is collected as per work requirement</p>
3. Analyze Agri-enterprise market data	<p>3.1 <i>Agri-enterprise data analysis tools</i> are prepared as per work procedures</p> <p>3.2 Agri-enterprise data processing as per work procedure</p> <p>3.3 Agri-enterprise data analysis is done as per work procedure</p>
4. Interpret Agri-enterprise market data	<p>4.1 Agri-enterprise data is interpreted as per <i>research context</i></p> <p>4.2 Agri-enterprise research key findings are compared with research expectations as per work procedure</p> <p>4.3 Agri-enterprise research limitations are established as per work procedure</p> <p>4.4 Agri-enterprise implications are mapped out as per work procedure</p>
5. Select agri-enterprise	<p>5.1 Agri-enterprise research implications are weighed as per work requirement</p> <p>5.2 Agri-enterprise decision is made as per work requirement</p> <p>5.3 Agri-enterprise decision review is done as per work requirement</p>

## RANGE

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

Variable	Range
1. Agri-enterprise data collection tools includes but not limited	<ul style="list-style-type: none"> <li>• Mobile data APP</li> <li>• GIS</li> </ul>

to:	<ul style="list-style-type: none"> <li>• Remote sensing</li> <li>• Online questionnaires</li> <li>• Social media tools</li> </ul>
2. Agri-enterprise focus areas includes but not limited to:	<ul style="list-style-type: none"> <li>• Supply chain partners</li> <li>• Consumer groups</li> <li>• Reachable market groups</li> <li>• Export promotion agencies</li> <li>• Buyer groups</li> <li>• Market research farms</li> <li>• Trade associations</li> </ul>
3. Agri-enterprise data collection method includes but not limited to:	<ul style="list-style-type: none"> <li>• Field observations</li> <li>• Field survey</li> <li>• Interviews</li> <li>• Sensor technology</li> <li>• Weather stations</li> <li>• Crop monitoring software</li> <li>• Supply chain tracking</li> <li>• Market surveys</li> </ul>
4. Agri-enterprise data include but not limited to:	<ul style="list-style-type: none"> <li>• Production data</li> <li>• Field data</li> <li>• Weather data</li> <li>• Market data</li> <li>• Financial data</li> <li>• Supply chain data</li> <li>• Customer data</li> <li>• Regulatory data</li> <li>• Research operational data</li> </ul>

<p>5. Agri-enterprise data analysis tools includes but not limited to:</p>	<ul style="list-style-type: none"> <li>• Statistical software</li> <li>• Microsoft excel</li> <li>• Data visualization tools</li> <li>• Supply chain analytical tools</li> <li>• Market intelligence platforms</li> </ul>
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## **REQUIRED KNOWLEDGE AND SKILLS**

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

### **Required knowledge**

The individual needs to demonstrate knowledge of:

- Data interpretation
- Observation
- Data collection
- Crop monitoring
- Decision making
- Market intelligence
- Data analysis
- Survey

### **Required skills**

The individual needs to demonstrate the following skills:

- Measuring
- Interviewing skills
- Data analysis
- Numeracy skills
- Observation
- Negotiation
- Digital literacy

- Data processing

## EVIDENCE GUIDE

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

1. Critical aspects of competency	<p>Assessment requires evidence that the candidate:</p> <ul style="list-style-type: none"> <li>1.1 Prepared Agri-enterprise data collection tools as per work requirement</li> <li>1.2 Mapped Agri-enterprise focus areas as per work requirement</li> <li>1.3 Carried out Agri-enterprise market survey work procedure</li> <li>1.4 Recruited Agri-enterprise data collection enumerators as per work requirement</li> <li>1.5 Performed Agri-enterprise data processing as per work procedure</li> <li>1.6 Conducted Agri-enterprise data analysis as per work procedure</li> <li>1.7 Mapped out Agri-enterprise implications as per work procedure</li> </ul>
2. Resource implications	<p>The following resources should be provided:</p> <ul style="list-style-type: none"> <li>2.1 Appropriately simulated environment where assessment can take place.</li> <li>2.2 Access to relevant work environments where assessment can take place.</li> <li>2.3 Resources relevant to the proposed activities or task.</li> </ul>
3. Methods of Assessment	<p>Competency may be assessed through:</p> <ul style="list-style-type: none"> <li>3.1 Practical</li> <li>3.2 Project</li> <li>3.3 Third party report</li> <li>3.4 Portfolio of evidence</li> </ul>

	<p>3.5 Written tests</p> <p>3.6 Oral questioning</p>
4. Context of Assessment	4.1 This competency may be assessed in a work place or in a simulated work place.
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector and workplace job role is recommended.