



**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARDS**

**FOR**

**AGRI-PRENEUR**

**LEVEL 6  
(CYCLE 3)**

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



**TVET CDACC  
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## DEVELOP AGRI-ENTERPRISE BUSINESS PLAN I

**ISCED UNIT CODE:** 0811 351 14A

**TVETCDACC UNIT CODE:** AG/OS/PN/CR/01/4/MA

### 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.

### ELEMENTS AND PERFORMANCE CRITERIA

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
These describe the <b>key outcomes</b> which make up <b>workplace function</b> .	These are <b>assessable</b> statements which specify the required level of performance for each of the 40elements. <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>Feasibility study</b></i> data is collected according to supervisor instructions. 1.2 SWOT analysis and /or industrial survey carried out according to office procedures.
2. Develop agri- enterprise business plan	2.1 <i><b>Value chain functions</b></i> is mapped and linkages established 2.2 <i><b>Procurement plan</b></i> is prepared according to standard operating procedures/procurement principles. 2.3 <i><b>Marketing plan</b></i> is developed according to the nature of the product 2.4 Agripreneural <i><b>operational plan</b></i> is developed according to standard operating procedures 2.5 Small enterprise business plan is prepared depending on the size and nature of business and the client specification

3. Evaluate agri-enterprise business plan	<p>3.1 <i>Agripreneural business plan</i> is assessed in accordance with the nature of the business</p> <p>3.2 Agripreneural business plan is reviewed in accordance with assessment conducted</p>
4. Complete development of agri-enterprise business plan	4.1 Agripreneural business plan report is prepared in accordance with standard reporting procedures

## 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. Feasibility study may include but not limited to:	<ul style="list-style-type: none"> <li>• Interviews</li> <li>• Quick scan</li> <li>• Rapid assessment</li> </ul>
2. Value chain functions may include but not limited to:	<ul style="list-style-type: none"> <li>• Input supplies</li> <li>• Production</li> <li>• Processors</li> <li>• Trade</li> </ul>
3. Procurement plan may include but not limited to:	<ul style="list-style-type: none"> <li>• Goods</li> <li>• Services</li> <li>• Time</li> </ul>
4. Marketing plan may include but not limited to:	<ul style="list-style-type: none"> <li>• Customers</li> <li>• Products</li> <li>• Place</li> <li>• Price</li> <li>• Promotion</li> <li>• Cost</li> </ul>

5. Operational plan may include but not limited to:	<ul style="list-style-type: none"> <li>• Activities</li> <li>• Organizational structures</li> <li>• Products</li> </ul>
6. Agripreneurial business plan may include but not limited to:	<ul style="list-style-type: none"> <li>• Resources</li> <li>• Budget</li> <li>• Location</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
- Bookkeeping
- Analytical
- Communication
- Presentation

### Required knowledge

The individual needs to demonstrate knowledge of:

- Basic market and feasibility studies
- Business management principles
- Business planning principles
- Basic accounting principles
- Basic procurement principles
- Types and categories of business

## 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 instructions given 1.2 Developed a business plan based on the results of the feasibility studies 1.3 Documented the Business plan development process is according to organizational instructions.
2. Resource Implications	The following resources must be provided: 2.1 Assessment location 2.2 Candidate reports/file 2.3 Business plans templates and data collection tools.
3. Methods of Assessment	Competency may be assessed through: 3.1 Written tests 3.2 Oral questioning 3.3 Third party reports
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.