



**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 II

**ISCED UNIT CODE:** 0811 551 26A

**TVETCDACC UNIT CODE:** AG/OS/PN/CR/06/6/MA

### UNIT DESCRIPTION

This unit specifies the competencies required to develop agri-enterprise business plan. These involves Designing an agri-enterprise, design agri-enterprise market plan, design an agri-enterprise management plan, design agri-enterprise production/operation plan and design an agri-enterprise financial plan.

### ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
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>
2. Design agri-enterprise	1.1 Agri-enterprise name identification is carried out as per work requirement 1.2 Agri-enterprise location is selected as per work requirement 1.3 <b><i>Agri –enterprise products and services</i></b> are established as per work requirement 1.4 <b><i>Agri- enterprise ownership</i></b> is established as per work requirement 1.5 Agri-enterprise entry and growth strategies are applied as per work procedure 1.6 Agri-enterprise goals are established as per work procedure
3. Design agri-enterprise market plan	2.1 Agri-enterprise customer identification is carried out as per work procedure

	<p>2.2 Agri-enterprise market competition analysis is carried out as per work requirement</p> <p>2.3 <i>Agri-enterprise advertisement and promotion methods</i> are applied as per work procedure</p> <p>2.4 Agri-enterprise pricing strategies are applied as per work procedure</p> <p>2.5 Agri-enterprise sales strategies are applied as per work requirement</p> <p>2.6 Agri -enterprise distribution strategies are selected as per work requirement</p>
4. Design an Agri-enterprise management plan	<p>3.1 Agri-enterprise organization structure is designed as per work requirement</p> <p>3.2 Agri-enterprise management personnel is selected as per work procedure</p> <p>3.3 Agric- enterprise personnel duties and responsibilities are established as per work procedure</p> <p>3.4 Agric- enterprise personnel remuneration and incentives are established as per work requirement</p> <p>3.5 Agric- enterprise recruitment, promotion and appraisal strategies are established as per work procedure</p>
5. Design agri-enterprise production/operation plan	<p>4.1 Agri-enterprise layout is designed as per work procedure</p> <p>4.2 Agri-enterprise production facilities identification is carried out as per work requirement</p> <p>4.3 Agri–enterprise production strategy is established as per work requirement</p> <p>4.4 Agri-enterprise production process is performed as per work requirement</p> <p>4.5 Agri- enterprise production regulations are applied as per work requirement</p>
6. Design an agri-enterprise financial plan	<p>5.1 Agri-enterprise infrastructure is set up as per work requirement</p>

	<p>5.2 Agri -enterprise support services are obtained as per work requirement</p> <p>5.3 Agri-enterprise operations are performed as per work procedure</p>
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## 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 products and services include but not limited to:	<ul style="list-style-type: none"> <li>• Crop produce</li> <li>• Livestock produce</li> <li>• Processed farm produce</li> <li>• Farm tools, equipment and machinery</li> <li>• Farm inputs and supplies</li> <li>• Consultant and advisory services</li> <li>• Trainings and capacity building</li> </ul>
2. Agri- enterprise ownership includes but not limited to:	<ul style="list-style-type: none"> <li>• Sole proprietorship</li> <li>• Partnership</li> <li>• Cooperatives and societies</li> <li>• Limited liability company</li> </ul>
3. Agri-enterprise advertisement and promotion methods include but not limited to:	<ul style="list-style-type: none"> <li>• Online marketing</li> <li>• Search engine optimization</li> <li>• Email marketing</li> <li>• Content marketing</li> <li>• Direct mail</li> <li>• Print advertising</li> <li>• Local advert</li> <li>• Customer testimonials</li> </ul>

	<ul style="list-style-type: none"> <li>• Influencer marketing</li> <li>• Event marketing</li> </ul>
4. Agri-enterprise production facilities include but not limited to:	<ul style="list-style-type: none"> <li>• Processing plants</li> <li>• Ranches</li> <li>• Storage facilities</li> <li>• Greenhouses</li> <li>• Aquaculture facilities</li> <li>• Apiculture facilities</li> <li>• Education and training centers</li> </ul>
5. Agri- enterprise production regulations include but not limited to:	<ul style="list-style-type: none"> <li>• Food and safety regulations</li> <li>• Environmental regulations</li> <li>• Animal welfare</li> <li>• Organic satisfaction standard</li> <li>• Worker safety regulations</li> <li>• Trade and export regulation</li> <li>• Land use and zoning regulation</li> <li>• Water rights regulations</li> </ul>
6. Agri- enterprise financial statements include but not limited to:	<ul style="list-style-type: none"> <li>• Income statements</li> <li>• Balance sheet</li> <li>• Cash flow statements</li> <li>• Statements of charges in equity</li> </ul>
7. Agri- enterprise sources of funding include but not limited to	<ul style="list-style-type: none"> <li>• Personal savings</li> <li>• Family and Inheritance</li> <li>• Bank loans</li> <li>• Government grants</li> <li>• Agricultural credit programmes</li> <li>• Supplier credit</li> <li>• Government subsidies</li> <li>• Venture capital</li> </ul>

## 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:

- Product/services management
- Market research
- Human resource management
- Business opportunities
- Financial management
- Business planning

The individual needs to demonstrate the following skills:

- Numeracy skills
- Technical Report writing
- Observation
- Analytics
- Digital literacy

## 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	Assessment requires evidence that the candidate:  1.1 Carried out Agri-enterprise design as per work requirement 1.2 Designed an Agri-enterprise market plan as per work requirement 1.3 Designed an agri-enterprise organization plan as per work requirement 1.4 Established Agri-enterprise production plan as per work
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	<p>procedure</p> <p>1.5 Carried out Agri-enterprise financial planning as per work requirement</p>
2. Resource implications	<p>The following resources should be provided:</p> <p>2.1 Appropriately simulated environment where assessment can take place.</p> <p>2.2 Access to relevant work environments where assessment can take place.</p> <p>2.3 Resources relevant to the proposed activities or task.</p>
3. Methods of Assessment	<p>Competency may be assessed through:</p> <p>3.1 Practical</p> <p>3.2 Project</p> <p>3.3 Third party report</p> <p>3.4 Portfolio of evidence</p> <p>3.5 Written tests</p> <p>3.6 Oral questioning</p>
4. Context of Assessment	<p>4.1 This competency may be assessed in a work place or in a simulated work place.</p>
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector and workplace job role is recommended.</p>