



REPUBLIC OF KENYA

NATIONAL OCCUPATIONAL STANDARDS

FOR

AGRIPRENEUR

LEVEL 4

(CYCLE 3)

ISCED CODE: 0811 354A



TVET CDACC
P.O. BOX 15745-00100
NAIROBI

DEVELOP AGRI-ENTERPRISE BUSINESS PLAN I

UNIT CODE: 0811 341 06 A

TVET CDACC 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

| ELEMENT | PERFORMANCE CRITERIA |
|--|--|
| These describe the key outcomes which make up workplace function . | 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. Prepare to develop agri- enterprise business plan | 1.1 Feasibility study 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 Value chain functions is mapped and linkages established 2.2 Procurement plan is prepared according to standard operating procedures/procurement principles. 2.3 Marketing plan is developed according to the nature of the product 2.4 Agripreneurial operational plan 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 | 3.1 Agripreneurial business plan is assessed in accordance with the nature of the business 3.2 Agripreneurial business plan is reviewed in accordance with assessment conducted |
| 4. Complete development of agri-enterprise business plan | 4.1 Agripreneurial 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"> Interviews Quick scan Rapid assessment |
| 2. Value chain functions may include but not limited to: | <ul style="list-style-type: none"> Input supplies Production Processors Trade |
| 3. Procurement plan may include but not limited to: | <ul style="list-style-type: none"> Goods Services Time |
| 4. Marketing plan may include but not limited to: | <ul style="list-style-type: none"> Customers Products Place Price Promotion Cost |
| 5. Operational plan may include but not limited to: | <ul style="list-style-type: none"> Activities Organizational structures Products |
| 6. Agripreneurial business plan may include but not limited to: | <ul style="list-style-type: none"> Resources Budget Location |

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 | <p>Assessment requires evidence that the candidate:</p> <ol style="list-style-type: none"> 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 | <p>The following resources should be provided:</p> <ol style="list-style-type: none"> 2.1 Access to relevant workplace 2.2 appropriately simulated environment where assessment can take place 2.3 Materials relevant to the proposed activity or tasks |
| 3. Methods of Assessment | <p>Competency may be assessed through:</p> <ol style="list-style-type: none"> 3.1 Written tests 3.2 Oral questioning 3.3 Third party reports |
| 4. Context of Assessment | <p>Competency may be assessed:</p> <ol style="list-style-type: none"> 4.1 On the job 4.2 In a simulated work environment |
| 5. Guidance information for assessment | <p>Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.</p> |