



**REPUBLIC OF KENYA**

**COMPETENCY BASED MODULAR CURRICULUM**

**FOR**

**AGRI-preneurship KNQF LEVEL 4  
(CYCLE 3)**

**PROGRAMME ISCED CODE: 0811 354A**



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

## MARKETING AGRI-ENTERPRISE PRODUCTS AND SERVICES

**UNIT CODE:** 0811 341 03 A

**TVET CDACC UNIT CODE:** AG/CU/PN/CR/03/3/MA

### Relationship to Occupational Standards

This unit addresses the Unit of Competency: Market agri-enterprise products and services

**Duration of Unit:** 50 Hours

### Unit Description

This unit specifies the competencies required to market agri enterprise products and services. It involves conducting market scans, pricing products and services, selecting suitable marketing channels, promoting and selling agri-enterprise products and services, and monitoring performance of products and services.

### 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.	Conduct market scan	10
2.	Price products and services	10
3.	Select marketing channels	10
4.	Promote agri-enterprise products and services	5
5.	Sell agri-enterprise products and services	5
6.	Monitor products and service performance	10
<b>Total</b>		<b>50</b>

### Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1 Conduct market scan	1.1 Definition of terms <ul style="list-style-type: none"> <li>○ Market</li> <li>○ Market scanning</li> </ul> 1.2 Importance and role of market scanning 1.3 Data collection 1.4 Sampling <ul style="list-style-type: none"> <li>- Random sampling</li> <li>- Stratified sampling</li> <li>- Snowball</li> </ul> 1.5 Tools for data collection <ul style="list-style-type: none"> <li>- Questionnaire</li> <li>- Observation checklists</li> </ul> 1.6 Data analysis 1.7 Measures of central tendency 1.8 Report Writing	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> <li>• Assignments</li> </ul>
2 Price products and services	2.1 Definition of terms (price, product, and service) 2.2 Characteristics of agri-enterprise products and services 2.3 Costing <ul style="list-style-type: none"> <li>○ Direct costs</li> <li>○ Indirect costs</li> </ul> 2.4 Pricing methods 2.5 Collection and analyzing of data	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> <li>• Case study</li> <li>• Assignments</li> </ul>
3 Select marketing channels	3.1 Definition of terms 3.2 Marketing channels for agri-enterprises 3.3 Types of channels 3.4 Advantages and disadvantages of specific marketing channels 3.5 4Ps of marketing	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> </ul>

		<ul style="list-style-type: none"> <li>• Case study</li> <li>• Assignments</li> </ul>
4 Promote agri enterprise products and services	<p>4.1 Main features of agri enterprise products / services</p> <p>4.2 Developing a product and service brand</p> <ul style="list-style-type: none"> <li>• Requirements for registration of trademark / business name</li> </ul> <p>4.3 Brand packaging / packing and labelling</p> <p>4.4 Promotion mix</p> <p>4.5 Methods of promotions</p> <ul style="list-style-type: none"> <li>- Personal selling</li> <li>- Advertising</li> <li>- Sales promotion</li> <li>- Direct marketing</li> <li>- Publicity</li> </ul> <p>4.6 Factors affecting choice of promotion mix</p> <p>4.7 Role of media (social, print and electronic) in promotion of an agri-enterprise products / services</p>	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> <li>• Case study</li> <li>• Assignment</li> </ul>
5 Sell agri-enterprise products and services	<p>5.1 Role of the sales force</p> <p>5.2 Sale process</p> <p>5.3 Delivery and payment methods</p> <ul style="list-style-type: none"> <li>• Purchase order uses and features</li> <li>• Delivery note uses and features</li> <li>• Invoice uses and features</li> <li>• Credit and debit note uses and features</li> <li>• Cash vs credit sales</li> <li>• Sales period</li> <li>• Cash and quantity discounts</li> </ul> <p>5.4 Features of simple contracts</p>	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> <li>• Case study</li> <li>• Assignments</li> </ul>

	5.5 Current trends in payments 5.6 Payments methods	
6 Monitor products and service performance	6.1 Establishment of customer feedback system 6.2 Obtain customer feedback 6.3 Continuous improvement of the product	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Practical test</li> <li>• Case study</li> <li>• Assignments</li> </ul>

### **Suggested Methods of Delivery and Instruction:**

- Instructor led facilitation of theory
- Demonstration by trainer
- Practice by the trainee
- Field trips/site visits
- role play
- Demonstration videos
- Group discussions
- Exercises
- Simulations

### **List of Recommended Resources**

- Agribusiness fliers
- sample marketing channels
- Airtime
- Business cards
- Computer
- Internet connection
- Invoice books
- Marketing materials for product promotion.
- Mobile phones
- Order books
- Packaging / branding materials for agri-products

- Printer
- Product labels
- Sample contracts
- Transport facilities