



REPUBLIC OF KENYA

NATIONAL OCCUPATIONAL STANDARDS

FOR

AGRIPRENEUR

**KNQF LEVEL 5
(CYCLE 3)**

ISCED PROGRAMME CODE: 08110454A



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

MARKET AGRICULTURAL PRODUCTS AND SERVICES

ISCED UNIT CODE: 0811 451 08A

TVETCDACC UNIT CODE: AG/OS/PN/CR/03/4/MA

UNIT DESCRIPTION

This unit specifies the competencies required to market agricultural products and services. It involves preparing for marketing of agri-enterprise products and services, executing marketing of agri-enterprise products and services, establishing customer feedback mechanism, completing marketing of agri-enterprise products and services.

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 market agri-enterprise products/services	1.1 <i>Market survey</i> tools are developed based on the nature and type of product/ service. 1.2 Market survey is carried out following standard procedures as instructed. 1.3 Agricultural product customers profiled according to the nature of the product and the market segment.
2. Market agri-enterprise products/ services	2.1 Agricultural products are source based on the market demand 2.2 <i>Packaging</i> is undertaken based on packaging specifications, size, type and form 2.3 Pricing is determined according to gross margin analysis 2.4 Labeling is carried out based on existing legal guidelines and company preferences 2.5 Promotion of agricultural products is done according to the target customer and available resources

	2.6 Sold agricultural products based on the price determined
3. Establish and respond to customer feedback	3.1 <i>Customer feedback</i> is established based on the target market. 3.2 Continuous improvement of the product/ services is done based on customer feedback

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. Market survey may include but not limited to	<ul style="list-style-type: none"> • Quick scan • Interviews
2. Type of product may include but not limited to	<ul style="list-style-type: none"> • Agricultural product in raw, semi-processed or processed form
3. Customer feedback may include but not limited to	<ul style="list-style-type: none"> • Interviews • SMS • Questionnaire

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

- Selling
- Communication
- Negotiation
- Problem solving
- Networking
- Analytical
- Entrepreneurial

Required knowledge

The individual needs to demonstrate knowledge of:

- Basic research methods
- Market feasibility
- Market penetration
- Gross margin
- Market mix (4Ps 2Cs)
- Product development
- Branding
- Labeling
- Promotion
- Business competitors
- Customer care
- Analytical tools
- Organizational policies and standard operating procedures

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 Carried out a marketing survey according to standard procedures 1.2 Sold products to target customers in accordance with the
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	<p>marketing plan</p> <p>1.3 Feedback from customers received, analyzed and responded to in accordance with the organizational customer care policies</p>
2. Resource Implications	<p>The following resources should be provided:</p> <p>2.1 Access to relevant workplace</p> <p>2.2 appropriately simulated environment where assessment can take place</p> <p>2.3 Materials relevant to the proposed activity or tasks</p>
3. Methods of Assessment	<p>Competency may be assessed through:</p> <p>3.1 Written tests</p> <p>3.2 Oral questioning</p> <p>3.3 Third party report(s)</p>
4. Context of Assessment	<p>Competency may be assessed:</p> <p>4.1 On the job</p> <p>4.2 Off the job</p> <p>4.3 During industrial attachment</p>
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job roles is recommended</p>