

MARKET PASSION FRUIT PRODUCTS AND SERVICES

ISCED UNIT CODE: 0811 251 04A

TVETCDACC UNIT CODE: AG/OS/PF/CR/04/3/MA

UNIT DESCRIPTION

This unit specifies the competencies required to market passion fruit products and services. It involves selecting passion fruit products and services to market, selecting marketing options, selling the products as well as keeping marketing records.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
These describe the key outcomes which make up workplace function (to be stated in active)	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements (to be stated in passive voice) <i>Bold and italicized terms are elaborated in the Range</i>
1 Select passion fruit products and services	1.1 Passion fruit market is scanned based on basic market analysis methods. 1.2 Market gap is determined based on outcome of the market scan. 1.3 Passion fruit products and services are selected based on identified market gap.
2 Select marketing options	2.1 Marketing plan is prepared according to business objectives and available resources. 2.2 Licenses for marketing passion fruit products are identified and obtained in accordance with legal requirements. 2.3 Passion fruit business is started out based on existing legal requirements 2.4 Product and service promotion techniques are identified and applied based on available resources.

3 Sell passion fruit products and services	<p>3.1 Marketing channels for passion fruit products and services are identified according to target market.</p> <p>3.2 Channels and types of communication are applied based on type of market.</p> <p>3.3 Means of transport are identified based on the nature of product and market needs.</p> <p>3.4 Products and services are delivered to the market as per agreed terms Payments are collected as per sales terms and conditions.</p> <p>3.5 Customer feedback is sought based on workplace procedure.</p> <p>3.6 Customer base is expanded and maintained based on good customer practices.</p>
4 Keep marketing records	<p>4.1 <i>Marketing and sales records</i> are filled based on the nature of transactions.</p> <p>4.2 Marketing and sales records are filed in accordance with good accounting principles.</p> <p>4.3 Business records are <i>stored</i> in accordance with workplace policies</p>

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

VARIABLE	RANGE
1. Market analysis methods include but not limited to:	<ul style="list-style-type: none"> • Interviews <ul style="list-style-type: none"> • Oral face to face questioning • Phone interviews • Written questionnaire • Observations

2. Type of passion fruit product and services includes but not limited to:	<ul style="list-style-type: none"> ● Pulp/ Extract/ Concentrate/ Puree. ● Juice ● Jam ● Fresh fruit ● Transport ● Packaging ● Advisory
3. Product and service promotion techniques includes but not limited to:	<ul style="list-style-type: none"> ● Social media advertising ● Print media advertising ● Word of mouth advertising ● Field day / public exhibitions ● Branding ● Marketing through groups or cooperatives ● Use of influencers ● Discounting ● Buy-one-get-one-free ● Free samples ● Commissions to sales agents ● After-sale service
4. Marketing and sales records includes but not limited to;	<ul style="list-style-type: none"> ● Invoices ● Receipts ● Bank statements ● Ledgers ● Purchase orders ● Delivery notes ● Credit / debit notes ● Sales records

<p>5. Stored includes but not limited to:</p>	<ul style="list-style-type: none"> • Digital/computerized • Manual files
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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;

- Accounting
- Diagnostic
- ICT
- Management
- Marketing
- Communication
- Planning
- Record keeping

Required Knowledge

The individual needs to demonstrate knowledge of:

- Accounting
- Legal requirements and standards for marketing passion fruit products
- Market scanning
- Product/service promotion techniques
- Payment collection methods
- Preparation of business plans
- Record keeping

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 Identified and obtained licenses for marketing of passion fruit products and services in accordance with legal requirements 1.2 Delivered products and services to the market in line with the selected marketing channels 1.3 Collected payments as per sales terms and conditions 1.4 Kept marketing and sales records based on the nature of transactions 1.5 Generated reports based on analyzed data
2 Resource Implications	The following resources should be provided: 2.1 Access to relevant market place or appropriately simulated environment where assessment can take place 2.2 Stationery 2.3 Communication devices 2.4 Computer/digital devices 2.5 Means of transport
3 Methods of Assessment	Competency in this unit may be assessed through: 3.1 Observation 3.2 Practical test 3.3 Portfolio of evidence 3.4 Oral questioning 3.5 Third party report 3.6 Written tests
4 Context of Assessment	Competency may be assessed on the job, off the job or a combination of these. Off the job assessment must be undertaken in a closely simulated workplace environment.
5 Guidance	Holistic assessment with other units relevant to the industry sector,

information for assessment	workplace and job role is recommended.
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