

## MARKET AGRICULTURAL PRODUCTS/SERVICES

**ISCED UNIT CODE:** 0811 351 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**

| <b>ELEMENT</b><br>These describe the <b>key outcomes</b> which make up <b>workplace function</b> . | <b>PERFORMANCE CRITERIA</b><br>These are <b>assessable</b> statements which specify the required level of performance for each of the elements.<br><i><b>Bold and italicized terms are elaborated in the range.</b></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.<br>1.2 Market survey is carried out following standard procedures as instructed.<br>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<br>2.2 <i>Packaging</i> is undertaken based on packaging specifications, size, type and form<br>2.3 Pricing is determined according to gross margin analysis<br>2.4 Labeling is carried out based on existing legal guidelines and company preferences<br>2.5 Promotion of agricultural products is done according to the target customer and available resources<br>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.<br>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"><li>• Quick scan</li><li>• Interviews</li></ul>                               |
| 2. Type of product may include but not limited to   | <ul style="list-style-type: none"><li>• Agricultural product in raw, semi-processed or processed form</li></ul> |
| 3. Customer feedback may include but not limited to | <ul style="list-style-type: none"><li>• Interviews</li><li>• SMS</li><li>• Questionnaire</li></ul>              |

## 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:<br>1.1 Carried out a marketing survey according to standard procedures<br>1.2 Sold products to target customers in accordance with the marketing plan<br>1.3 Feedback from customers received, analyzed and responded to in accordance with the organizational customer care policies |
| 2. Resource Implications               | The following resources must be provided:<br>2.1 Agri-products/ services<br>2.2 Assessment location  |
| 3. Methods of Assessment               | Competency may be assessed through:<br>3.1 Written tests<br>3.2 Oral questioning<br>3.3 Third party report(s)  |
| 4. Context of Assessment               | Competency may be assessed:<br>4.1 On the job<br>4.2 Off the job<br>4.3 During industrial attachment   |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job roles is recommended   |