MARKET AGRICULTURAL PRODUCTS/SERVICES ONLINE

UNIT CODE: 0811 341 10 A

TVET CDACC UNIT CODE: AG/OS/PN/CR/10/3/MA

UNIT DESCRIPTION

This unit specifies the competencies required to market agricultural products/services online. It involves preparing for marketing products online, selling agricultural products online, evaluating product online marketing and complete marketing product online.

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. *Bold and italicized terms are elaborated in the range.*
1. Prepare for marketing products online	1.1 Agripreneural*templates*developed in accordance with the nature of the activities and standard format. 1.2 Agripreneural*data* generated in accordance with the nature of the enterprise 1.3 Online *platform* designed in accordance with the nature of the products and service providers policy guidelines 1.4 Online platform is*advertised* in accordance with the target market. 1.5 *Licenses*and *user rights* are acquired in accordance with ICT policies and procedures 1.6 Security system is designed in accordance with the user's rights
2. Sell agricultural products/services on line	2.1 Agripreneural data is uploaded on line in accordance with ICT policy and type. 2.2 Enterprise information is communicated online in accordance with type of the platform. 2.3 Agripreneural products *quality assurance mechanism* is designed and implemented in accordance with the national and county policies 2.4 Transactions are conducted in accordance with the ICT service provider policies.

3. Evaluate product/service online marketing	3.1 Feedback from the users is gathered in accordance with the quality of services
	3.2 System is reviewed in accordance with the feedback gathered
4. Complete marketing product/service online	4.1 Process report is prepared in accordance with market progress

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. Templates may include but not limited to	• Production Forms • Sales • Profit and loss
2. Data may include but not limited to	• Photos • Prices • Descriptions
3. Platform may include but not limited to	• Mobile applications • Websites • Social media.
4. Licenses may include but not limited to	• Permits • Rights • Ownership
5. Users right may include but not limited to	• Administration • Application
6. Quality assurance mechanism may include but not limited to	• Standard quality products • Correct information

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
- Networking
- Analytical
- Entrepreneurial
- Communication

Required knowledge

The individual needs to demonstrate knowledge of:

- Basic principles of applied ICT
- Usage of computers
- Usage of mobile phones
- Usage of mobile phone applications
- Use of internet
- Communication
- Entrepreneurship
- Basic marketing
- Basic financial Principles

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 designed online platform in accordance to the nature of the products and service providers policy guidelines
	1.2 Uploaded agripreneural data on line in accordance with ICT policy and type.
	1.3 designed and implemented Agripreneural products quality assurance mechanism in accordance with the national and county policies
2. Resource Implications	The following resources must be provided:
	2.1 Assessment location
	2.2 Candidate reports/file
3. Methods of Assessment	Competency may be assessed through:
	3.1 Written tests
	3.2 Third party reports
4. Context of Assessment	Competency may be assessed:

	4.1 On the job
	4.2 Off the job
	4.3 During industrial attachment
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.