

CARRY OUT AGRICULTURE MARKET RESEARCH

ISCED UNIT CODE: 0811 551 09A

TVETCDACC UNIT CODE: AG/CU/PN/CC/05/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: Carry out Agriculture market research

Duration of Unit: 180 HOURS

UNIT DESCRIPTION

This unit specifies the competencies required to carry out Agricultural market research. It involves conducting Agri-enterprise market survey, collecting Agri- enterprise market data, analyzing Agri-enterprise market data, interpreting Agri-enterprise market data and selecting Agri-enterprise.

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 Agri-enterprise market survey	40
2.	Collect Agri-enterprise market data	50
3.	Analyze Agri-enterprise market data	30
4.	Interpret Agri-enterprise market data	30
5.	Select agri-enterprise	30
Total		180

Learning Outcomes, Content and Suggested Assessment Methods

Learning outcomes	Content	Suggested assessment methods
1. Conduct Agri-enterprise market survey	1.1 Preparation of Agri-enterprise data collection tools 1.1.1 Mobile data APP 1.1.2 GIS 1.1.3 Remote sensing	Practical Project Third party report Portfolio of evidence Written tests Oral questioning

	<p>1.1.4 Online questionnaires</p> <p>1.1.5 Social media tools</p> <p>1.2 Mapping Agri-enterprise focus areas</p> <p>1.2.1 Supply chain partners</p> <p>1.2.2 Consumer groups</p> <p>1.2.3 Reachable market groups</p> <p>1.2.4 Export promotion agencies</p> <p>1.2.5 Buyer groups</p> <p>1.2.6 Market research farms</p> <p>1.2.7 Trade associations</p> <p>1.3 Conducting Agri-enterprise market survey</p>	
2. Collect Agri-enterprise market data	<p>2.1 Selection of Agri-enterprise data collection method</p> <p>2.1.1 Field observations</p> <p>2.1.2 Field survey</p> <p>2.1.3 Interviews</p> <p>2.1.4 Sensor technology</p> <p>2.1.5 Weather stations</p> <p>2.1.6 Crop monitoring software</p> <p>2.1.7 Supply chain tracking</p> <p>2.1.8 Market surveys</p>	<ul style="list-style-type: none"> • Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

	<p>2.2 Recruitment of Agri-enterprise data collection1 enumerators</p> <p>2.3 Orientation Agri-enterprise enumerators</p> <p>2.4 Obtaining Agri-enterprise consent</p> <p>2.5 Collection of Agri-enterprise Production data</p> <p>2.5.1 Field data</p> <p>2.5.2 Weather data</p> <p>2.5.3 Market data</p> <p>2.5.4 Financial data</p> <p>2.5.5 Supply chain data</p> <p>2.5.6 Customer data</p> <p>2.5.7 Regulatory data</p> <p>2.5.8 Research operational data</p>	
3 Analyze Agri-enterprise market data	<p>3.1 Preparation of Agri-enterprise data analysis tools</p> <p>3.1.1 Statistical software</p> <p>3.1.2 Microsoft excel</p> <p>3.1.3 Data visualization tools</p> <p>3.1.4 Supply chain analytical tools</p> <p>3.1.5 Market intelligence platforms</p> <p>3.2 Processing of Agri-enterprise data</p>	<ul style="list-style-type: none"> • Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

	3.3 Analyzing Agri-enterprise data	
4 Interpret Agri-enterprise market data	4.1 Research context Interpreting Agri-enterprise data 4.2 Comparing research key findings with research expectations 4.3 Establishing Agri-enterprise research limitations 4.4 Mapping of Agri-enterprise implications	<ul style="list-style-type: none"> • Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning
5 Select Agri-enterprise	5.1 Weighing Agri-enterprise research implications 5.2 Making Agri-enterprise decision 5.3 Reviewing Agri-enterprise decision	<ul style="list-style-type: none"> • Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

Suggested method of delivery

- Project
- Demonstration
- Practicals
- Discussions
- Direct instruction

Recommended resources for 25 trainees

S/No	Item/Category	Description/Specification	Quantity	Recommended Ratio (Item: Trainee)
A	Learning Materials			
	Text books & E-Learning materials	Agricultural marketing books	5	1:5

B	Learning Facilities & infrastructure			
	classroom		1	1:25
C	Consumable materials			
	notebooks	A4 SIZE	25	1:1
	Flip chart		1	1:25
D	Tools and Equipment			
	Projectors	EPSON 2788 LUMEN or any brand	1	1:25
	Computers	Any brand-5 th generation and above Core i5	5	1:5
	internet	Reliable and fast		

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