

## MARKET AGRI-ENTERPRISE PRODUCTS AND SERVICES

**UNIT CODE:** 0811 34 1 03 A

**TVET CDACC UNIT CODE:** AG/OS/PN/CR/03/3/MA

### UNIT DESCRIPTION

This unit specifies the competencies required to market agrienterprise products and services. It involves conducting market scans, pricing products and services, selecting suitable marketing channels, promoting and selling agri-enterprise products and services, and monitoring performance of products and services.

### ELEMENTS AND PERFORMANCE CRITERIA

| <b>ELEMENT</b><br>These describe the <b>key outcomes</b> which make up workplace function (to be stated in active) | <b>PERFORMANCE CRITERIA</b><br>These are <b>assessable statements</b> which specify the required level of performance for each of the elements (to be stated in passive voice)<br><i><b>Bold and italicized terms are elaborated in the Range</b></i>   |
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| 1 Conduct market scan  | 1.1 Marketing objectives are determined based on the sales volume and type of potential customers<br>1.2 Target markets are identified based on the described <i><b>customer persona</b></i><br>1.3 <i><b>Market scan tools</b></i> are developed based on the nature and type of product/ service.<br>1.4 Data is collected using <i><b>standard sampling methods</b></i> as per the developed market scan tools<br>1.5 Data is analyzed in accordance with <i><b>standard data analysis methods</b></i><br>1.6 Customer tastes and preferences are identified based on the outcome of the market scan and customer reviews.<br>1.7 Products and services are developed based on customer tastes and preferences |
| 2 Price products and services  | 2.1 Product or service demand is determined as per outcome of market scan<br>2.2 <i><b>Costs</b></i> are assessed based on production and marketing activities<br>2.3 Prices of competitor's products and services are assessed based on the outcome of the market scan<br>2.4 <i><b>Pricing method</b></i> is selected and adopted based on  |

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|   | <p>agribusiness objectives, nature of market, value chain and organizational policy</p> <p>2.5 Data on pricing of competing products is collected and analyzed based on existing market information</p>   |
| 3 Select marketing channels                     | <p>3.1 <b>Marketing channels</b> are identified based on the type of customers and distribution channels for products and services.</p> <p>3.2 <b>Marketing strategies</b> for the firm's products are selected based on existing competition and the customer's tastes and preferences.</p> <p>3.3 Marketing channels are tested and approved in accordance with available resources, profitability and size of agri-enterprise</p>  |
| 4 Promote agri enterprise products and services | <p>4.1 Marketing strategies are adopted in accordance with selected <b>marketing systems</b> and channels.</p> <p>4.2 Products and services are branded in line with the desires and tastes of the identified customer persona.</p> <p>4.3 Packaging and labelling of products and services is undertaken in line with the target market, existing regulations and organizational policies</p> <p>4.4 Agri-enterprise product or service is launched in accordance with adopted marketing strategies.</p> <p>4.5 Advertisement of products and services is carried out according to the marketing strategies, organizational policies and the available budget.</p>   |
| 5 Sell agri enterprise products and services    | <p>5.1 Prospective customers are identified and contacted in line with established organizational procedures.</p> <p>5.2 Prospective customers are evaluated and qualified based on their financial ability, location and willingness to buy the product/service</p> <p>5.3 Sales are closed in accordance with established organizational procedures</p> <p>5.4 The level of demand for the product or service is determined based on the analysis of the sales data.</p> <p>5.5 Delivery of products and services is carried out based on adopted delivery infrastructure, existing organizational policies and selected distribution channel</p> <p>5.6 <b>Payment method</b> is identified and applied in accordance with level of trust on the customer, organizational credit</p> |

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|  | policy and adopted business risk aversion strategy.   |
| 6 Monitor products and service performance | <p>6.1 <b>Customer feedback system</b> is established based on the nature of product and service, marketing and distributions channels</p> <p>6.2 <b>Customer feedback</b> is obtained from the target market using adopted feedback system.</p> <p>6.3 Continuous improvement of the product/ services is carried out based on customer feedback</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  |
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| 1. <b>Customer persona</b><br>includes but not limited to the following customer characteristics: | <ul style="list-style-type: none"> <li>● Demographics - age, gender, area of residence</li> <li>● Hobbies and interests</li> <li>● Income levels</li> <li>● Pain points - customer challenges concerning the product / service</li> <li>● Culture</li> <li>● Religion</li> </ul> |
| 2. <b>Market scan tools</b><br>includes but not limited to;                                       | <ul style="list-style-type: none"> <li>● Interview questionnaires</li> <li>● Phones - SMS and calls</li> <li>● Email</li> <li>● Suggestion boxes</li> <li>● Sales records</li> <li>● Rating scales / forms</li> </ul>  |

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| 3. <b>Standard sampling methods</b> includes but not limited to;          | <ul style="list-style-type: none"> <li>● Random sampling</li> <li>● Stratified random sampling</li> <li>● Purposive sampling</li> <li>● Snowballing</li> </ul>  |
| 4. <b>Standard data analysis methods</b> includes but not limited to;     | <ul style="list-style-type: none"> <li>● Frequency measures (mean, mode, median)</li> <li>● Identifying similarities</li> <li>● Weighting</li> </ul>  |
| 5. <b>Costs</b> includes but not limited to;                              | <ul style="list-style-type: none"> <li>● Production costs</li> <li>● Processing costs</li> <li>● Distribution / transportation costs</li> <li>● Marketing costs</li> <li>● Taxation costs</li> </ul>  |
| 6. <b>Pricing methods</b> includes but not limited to;                    | <ul style="list-style-type: none"> <li>● Demand pricing / customer-based pricing</li> <li>● Competitive Pricing / strategic pricing</li> <li>● Cost-Plus Pricing</li> <li>● Penetration Pricing</li> <li>● Price Skimming</li> <li>● Economy Pricing</li> <li>● Psychological Pricing</li> <li>● Discount Pricing</li> <li>● Geographic Pricing</li> <li>● Price Bundling</li> <li>● Premium pricing</li> </ul> |
| 7. <b>Marketing channels</b> includes but is not limited to;              | <ul style="list-style-type: none"> <li>● Business to Customer (B2C)</li> <li>● Business to Business (B2B)</li> <li>● Dual distribution; and.</li> <li>● Reverse channels.</li> </ul>  |
| 8. <b>Marketing strategies</b> includes but is not limited to;            | <ul style="list-style-type: none"> <li>● Focus on single niche market</li> <li>● Loyalty programs</li> <li>● Creating fear of scarcity.</li> <li>● Give offers for a limited time</li> <li>● Retargeting or follow-up of previous customers</li> <li>● Online marketing</li> <li>● Lead generation strategies</li> </ul>  |
| 9. <b>A marketing system</b> includes but is not limited to a system for; | <ul style="list-style-type: none"> <li>● Prospecting for leads</li> <li>● Qualifying prospects</li> <li>● Demonstrate value and make offer to prospects</li> <li>● Following -up with prospect</li> <li>● Negotiating and closing deals</li> </ul>  |

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|   | <ul style="list-style-type: none"> <li>● Product fulfillment</li> <li>● Collection of payment</li> <li>● Service the client</li> </ul>   |
| 10. <b><i>Nature of product</i></b><br>includes but is not limited to;                  | <ul style="list-style-type: none"> <li>● Perishability</li> <li>● Fragility</li> <li>● Bulkiness</li> </ul>  |
| 11. <b><i>Infrastructure</i></b> includes but is not limited to;                        | <ul style="list-style-type: none"> <li>● Own means of transport</li> <li>● Third party delivery transport providers</li> <li>● Online systems</li> </ul>   |
| 12. <b><i>Payment method</i></b><br>includes but is not limited to;                     | <ul style="list-style-type: none"> <li>● Cash on delivery</li> <li>● Credit</li> <li>● Online cashless payment</li> <li>● Cash with order</li> </ul>   |
| 13. <b><i>Customer feedback system</i></b> includes but is not limited to a system for; | <ul style="list-style-type: none"> <li>● SMS</li> <li>● Social media pages</li> <li>● Periodic phone calls</li> <li>● Feedback forms</li> <li>● Customer interviews</li> </ul>                             |
| 14. <b><i>Customer Feedback</i></b><br>methods includes but not limited to              | <ul style="list-style-type: none"> <li>● Customer reviews</li> <li>● Customer rating</li> <li>● Complaints</li> <li>● Level of repeat purchase</li> <li>● Referrals</li> <li>● Customer loyalty</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;

- Analytical skills
- Bargaining skills
- Communication skills
- Decision making skills
- Digital literacy skills
- Innovation skills
- Interpersonal skills
- Listening skills

- Marketing skills
- Negotiation Skills
- Presentation skills
- Public relations skills
- Record keeping skills
- Report writing skills
- Self-management skills
- Persuasion skills

### **Required Knowledge**

The individual needs to demonstrate knowledge of:

- Sales cycle
- Business proposal writing
- Online marketing
- Principles of entrepreneurship, sales and marketing
- Market scanning
- Factors influencing price variation.
- Methods of rapid access to market information
- Marketing channels i.e. print, audio or social media
- Trends in sales and marketing.
- Supply chain dynamics and management
- Distribution channels
- Pricing strategies
- Promotion plans
- Product branding
- Analysis of customer feedback
- Competition management
- Marketing mix - 4Ps of marketing (Product, price, promotion, place)
- Market segmentation
- Consumer buying behaviour
- Product life cycle
- Product and service branding, packaging and labeling
- Customer relationship management
- Methods of market scanning
- Customer prospecting
- Customer feedback management
- Sales logistics

## 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 Collected and analyzed data<br>1.2 Selected and adopted a pricing method<br>1.3 Adopted suitable marketing strategies and sold off firm's products and services.<br>1.4 Advertised products and services.<br>1.5 Delivered products and services using adopted delivery infrastructure and selected distribution channel<br>1.6 Identified and used a selected payment method after delivery of a product / service<br>1.7 Obtained and acted upon customer feedback. |
| 2 Resource Implications               | The following resources should be provided:<br>2.1 Sale and marketing scripts<br>2.2 Airtime<br>2.3 Internet access<br>2.4 Stationery(order books, invoice templates, delivery notes)<br>2.5 Distribution and marketing infrastructure  |
| 3 Methods of Assessment               | Competency in this unit may be assessed through:<br>3.1 Oral<br>3.2 Written<br>3.3 Observation<br>3.4 Third party<br>3.5 Practical test<br>3.6 Case study   |
| 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 information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.  |