

## **MARKET PIGS, PIG PRODUCTS AND PIG BY- PRODUCTS**

**ISCED UNIT CODE:** 0811 351 05 A

**TVETCDACC UNIT CODE:** AGR/OS/PP/CR/02/4/MA

### **UNIT DESCRIPTION**

This unit covers the competencies required to market pigs, pig products and pig by-products. It involves identifying market channels for pigs, and developing and implementing a marketing strategy.

This standard applies in the pig production industry.

### **ELEMENTS AND PERFORMANCE CRITERIA**

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
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.  <i><b>Bold and italicized terms are elaborated in the Range.</b></i>

1. Identify market channels	<p>1. 1 Market survey is carried out based on the organisation marketing policy.</p> <p>1. 2 Market is segmented based on market survey report</p> <p>1. 3 Methods of data collection are selected based on market segment.</p> <p>1. 4 Data and information collection tools are developed based on method of data collection.</p> <p>1. 5 Market survey data is collected based on tools developed</p> <p>1. 6 Collected data is organized and analyzed in accordance with acceptable/appropriate statistical procedures.</p> <p>1. 7 Market survey report is prepared and recommendations given based on findings.</p> <p>1. 8 List of market channels is developed based on market survey recommendations.</p>
2. Develop and implement a marketing strategy	<p>2.1 Market survey report is adopted based on the organisation policy.</p> <p>2.2 Competitive advantage is identified and promoted based on the organisation capacity.</p> <p>2.3 <b>Products promotions methods</b> are selected and implemented based on market segmentation.</p> <p>2.4 Products outlets are selected based on identified channels.</p> <p>2.5 <b>Contractual agreements</b> are undertaken, signed off and managed based on agreed terms.</p> <p>2.6 Product price is set based on organisation pricing policy.</p> <p>2.7 New products are developed and promoted based market survey report.</p> <p>2.8 Marketing strategy is reviewed based on performance.</p> <p>2.9 Report on pigs and pig products marketing activities is prepared and documented.</p>

3. Sale of pigs, pig products, and pig by-products	<p>3.1 Categories of pigs sales: product, by-products, and product outlets</p> <p>3.2 pigs are selected for sale based on weight, health status ,market demand and maturity</p> <p>3.3 Pigs product are processed hygienically and meet regulatory and quality</p> <p>3.4 Pigs By-products :blood ,bones, bristles ,offal, manure</p> <p>3.5 Products are labeled and package correctly according to buyer and regulatory bodies</p> <p>3.6 Delivery arrangement are made efficiently, to satisfy customer needs</p> <p>3.7 Products are recorded based on availability of stock and inventory accurately</p>
4. Evaluate marketing performance	<p>4.1 Sales data analysis for identifying profitable products and peak demand period</p> <p>4.2 Profitable margins and cost of production are calculated to inform pricing strategies</p> <p>4.3 Challenges in marketing and sale are identified and corrective actions are proposed based on performance reviews survey</p>

## RANGE OF VARIABLES

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. Methods of data collection May include but not	<ul style="list-style-type: none"> <li>• Focus group discussions</li> <li>• Media</li> <li>• KNBS</li> <li>• Observation</li> </ul>

limited to:	<ul style="list-style-type: none"> <li>• Interviews</li> <li>• Forecasting</li> </ul>
2. Products promotions methods May include but not limited to:	<ul style="list-style-type: none"> <li>• Brochures</li> <li>• Flyers</li> <li>• Advertisements</li> <li>• Field days</li> <li>• Products expo</li> <li>• Social media</li> </ul>
3. Contractual agreements May include but not limited to:	<ul style="list-style-type: none"> <li>• Verbal</li> <li>• Written</li> </ul>
4. Data and information collection tools May include but not limited to:	<ul style="list-style-type: none"> <li>• Interview guides</li> <li>• Questionnaire</li> <li>• Observation checklist</li> <li>• Open data kits</li> </ul>
5. Market channels May include but not limited to:	<ul style="list-style-type: none"> <li>• Supermarkets</li> <li>• Farm gate</li> <li>• Hotels</li> <li>• Hawking</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:
- Communication
- Analytical
- Entrepreneurship

- Negotiation
- Critical thinking
- Problem solving
- Decision making
- Computer operation
- Listening
- Marketing skills
- Basic research

### **Required knowledge**

- The individual needs to demonstrate knowledge of:
- Geography of an area
- Demography.
- Pig production
- Contract management (Law, contractual arrangement)
- Entrepreneurship
- Sales and marketing principles
- Research methodology
- Development of marketing strategy
- Public relations
- Types and development of marketing contracts

### **EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

Critical aspects of Competency	<ol style="list-style-type: none"> <li>1Assessment requires evidences that the candidate:</li> <li>2Collected and analyzed data using appropriate tools.</li> <li>3Prepared and documented a market survey report.</li> <li>4Identified organizations competitive advantage and implemented it successfully.</li> <li>5Developed and moved new products successfully.</li> </ol>
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	<p>1. 6Managed supply contractual agreements effectively.</p> <p>1. 7Developed and documented organizations' products marketing strategy.</p> <p>1. 8Demonstrated understanding of sales and marketing principles</p>
Resource implications	<p>The following resources <b>MUST</b> be provided:</p> <p>2.1 Access to the relevant workplace where assessment can take place</p> <p>2.2 Appropriately simulated environment where assessment can take place</p> <p>2.3 Materials relevant to the proposed activity or tasks</p>
Methods of Assessment	<p>Competency may be assessed through:</p> <p>3.1.Observation</p> <p>3.2.Written test</p> <p>3.3.Interview</p> <p>3.4.Oral questions</p> <p>3.5.Third party report</p> <p>3.6.Project</p>
Context for Assessment	<p>Assessment may be conducted in:</p> <p>4.1.On-the-job</p> <p>4.2.Off-the-job</p> <p>4.3.Workplace attachment</p>
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.