

## AGRI-ENTERPRISE ESTABLISHMENT

**ISCED UNIT CODE:**0811 251 01 A

**TVETCDACC UNIT CODE:**AG/CU/PN/CR/01/3/MA

### Relationship to Occupational Standards

This unit addresses the unit of competency: Establish agri-enterprise

**Duration of Unit:** 40 Hours

### Unit Description

This unit specifies the competencies required to establish an agri-enterprise. It involves selecting and registering an Agri enterprise, carrying out SWOT analysis, developing agri-enterprise business plan, preparing agri-enterprise budgets and mobilizing required resources

### 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.	Select agri-enterprise	10
2.	Register agri enterprise	10
3.	Carry out SWOT analysis	10
4.	Prepare agri-enterprise budgets	10
<b>Total</b>		<b>40</b>

### Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Select agri enterprise	<ul style="list-style-type: none"><li>1.1 Definition of terms<ul style="list-style-type: none"><li>1.1.1 Market</li><li>1.1.2 Market scan</li><li>1.1.3 Agri enterprise</li></ul></li><li>1.2 Types of agri-enterprises<ul style="list-style-type: none"><li>1.2.1 Crop products and services</li><li>1.2.2 Animal products and services</li></ul></li><li>1.3 Importance of market scanning</li><li>1.4 Rapid market scanning<ul style="list-style-type: none"><li>1.4.1 Basic methods of data collection</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Oral questions</li><li>• Written test</li><li>• Observation</li><li>• Third party report</li><li>• Projects</li><li>• Case study</li></ul>

	<p>1.4.2 Basic methods of data analysis</p> <p>1.4.3 Market gap analysis</p> <p>1.5 Business idea generation</p> <p>1.5.1 Business model canvas for start ups</p>	
2. Register agri enterprise	<p>2.1 Select forms of business</p> <p>2.2.1 Sole proprietorships</p> <p>2.2.2 Partnerships</p> <p>2.2.3 Limited liability company</p> <p>2.2 Legal and regulatory requirements for business registration</p> <p>2.2.1 Business registration</p> <ul style="list-style-type: none"> <li>• Manual</li> <li>• Online</li> </ul> <p>2.2.2 Business bank accounts</p> <p>2.3 Selection of business location</p> <p>2.4 Assembling of business registration documents</p> <p>2.5 Registration of business name</p> <p>2.6 Acquire business permits and licenses</p> <p>2.7 Benefits of bank accounts to small businesses</p> <p>2.7.1 Types of bank accounts</p> <p>2.7.2 Opening procedures and requirements</p> <p>2.7.3 Types of business permits / licenses for small businesses in Kenya</p>	<ul style="list-style-type: none"> <li>• Oral questions</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Projects</li> <li>• Case study</li> </ul>
3. Carry out SWOT analysis	<p>3.1 Identification of enterprise strengths</p> <p>3.1.1 Patents rights</p> <p>3.1.2 Strong brand names</p> <p>3.1.3 Good reputation among customers</p> <p>3.1.4 Cost advantages from proprietary know-how</p> <p>3.1.5 Exclusive access to high grade raw materials</p> <p>3.1.6 Favorable access to distribution networks</p> <p>3.1.7 Possession of high end technology</p>	<ul style="list-style-type: none"> <li>• Oral questions</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Projects</li> <li>• Case study</li> </ul>

	<p>3.1.8 Workers with unique competencies</p> <p>3.1.9 All other positive things internal to the enterprise/firm</p> <p>3.2 Identification of enterprise weakness</p> <p>3.2.1 Limited capital</p> <p>3.2.2 High workers turnover.</p> <p>3.2.3 High bureaucracies that limit workers creativity and innovative abilities.</p> <p>3.2.4 Limited workers skills and expertise.</p> <p>3.2.5 Liquidity problems</p> <p>3.2.6 Low market reputation</p> <p>3.2.6 Poor corporate culture.</p> <p>3.2.7 Poor service levels.</p> <p>3.2.8 Limited production capacity</p> <p>3.3 Identification of enterprise opportunities</p> <p>3.3.1 an unfulfilled customer needs</p> <p>3.3.2 arrival of new technologies</p> <p>3.3.3 loosening of regulations e.g no of permits required</p> <p>3.3.4 removal of international trade barriers</p> <p>3.4 Identification of enterprise threats</p> <p>3.4.1 Internal risks to business</p> <p>3.4.2 External risks to business</p> <p>3.5 Preparation of actions plans</p>	
4. Develop agri-enterprise business plan	<p>4.1 Develop Agri- enterprise objectives and long-term goals on SWOT analysis report</p> <p>4.2 Develop Agri-enterprise vision and</p>	

	<p>mission statement</p> <p>4.3 Identify business location and form of ownership</p> <p>4.4 Develop marketing plan</p> <p>4.4.1 Customers</p> <p>4.4.2 Competitors</p> <p>4.4.3 Products</p> <p>4.4.4 Distribution channels</p> <p>4.4.5 Sales promotion strategies</p> <p>4.5 Develop production and operational plans</p> <p>4.5.1 Facility layout</p> <p>4.5.2 Technology to be applied</p> <p>4.5.3 Production costs</p> <p>4.5.4 Sourcing of raw materials</p> <p>4.6 Develop management plan</p> <p>4.6.1 Positions to be filled</p> <p>4.6.2 Organization structure</p> <p>4.6.3 Duties and responsibilities to be performed</p> <p>4.6.4 Relevant list of advisors</p> <p>4.7 Develop financial plan</p> <p>4.8 Prepare Agri enterprise business plan</p>	
5. Prepare agri-enterprise budgets	<p>4.9 Identification of Agri Enterprise activities</p> <p>4.10 Types of budgets</p> <p>4.10.1 Cash flow budget</p> <p>4.10.2 Operational budget</p> <p>4.10.3 Whole farm budgets</p> <p>4.10.4 Partial budgets</p> <p>4.11 Allocation of costs based on materials and input</p> <p>4.12 Budget preparation</p> <p>4.13 Meaning and importance of budgeting in small enterprises and operating budget expenses.</p>	<ul style="list-style-type: none"> <li>• Oral questions</li> <li>• Written tests</li> <li>• Observation</li> <li>• Third party reports</li> <li>• Projects</li> <li>• Case study</li> </ul>

	4.14 Budgeting process for small enterprises and drawing of work plan	
6. Mobilize agri-enterprise resources	6.1 Identify the types of resources 6.1.1 Physical resources 6.1.2 Financial resources 6.1.3 Human resources 6.2 Select and assess methods of resource mobilization 6.2.1 Personal finance 6.2.2 Loans 6.2.3 Friends and relatives 6.2.4 Venture capitalist 6.2.5 Subsidies and grants 6.2.6 Bootstrapping strategies 6.3 Acquire and utilize Agri enterprise resources	

#### **Suggested Methods of Delivery and Instruction:**

- Direct instruction
- Field trips/ site visits
- Group discussions
- Demonstration
- Practice by the trainee
- Computer aided learning
- Relevant videos
- Role play
- Guest speakers (Financial institutions, successful Agripreneur)

#### **List of Recommended Resources for 25 Trainees**

- Computers
- Survey tool
- Mobile phone / Smart phone
- Internet connection
- Printers
- Business record templates
- Business receipt template
- Pens
- Notebooks