AGRI-ENTERPRISE ESTABLISHMENT

UNIT CODE: 0811 351 01 A

TVET CDACC 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	5
2.	Register agri enterprise	5
3.	Carry out SWOT analysis	10
4.	Develop agri-enterprise business plan	10
5.	Prepare agri-enterprise budgets	5
6.	Mobilize Agri-enterprise resources	5
Total		40

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods

1. Select agri enterprise	1.1 Definition of terms
	   ○ Market
	   ○ Market scan
	   ○ Agri enterprise
	1.2 Types of agri-enterprises
	   ○ Crop products and services
	   ○ Animal products and services
	1.3 Importance of market scanning
	1.4 Rapid market scanning
	   • Basic methods of data collection
	   • Basic methods of data analysis
	   • Market gap analysis
	1.5 Business idea generation
	1.6 Business model canvas for start ups
		• Oral questions
		• Written test
		• Observation
		• Third party report
		• Projects
		• Case study

2. Register agri enterprise	2.1 Legal and regulatory requirements for business registration
	2.2 Business registration
	   • Manual
	   • Online
	2.3 Business bank accounts
	2.4 Benefits of bank accounts to small businesses
	2.5 Types of bank accounts
	2.6 Opening procedures and requirements
	2.7 Types of business permits / licenses for small businesses in Kenya
		• Oral questions
		• Written tests
		• Observation
		• Third party reports
		• Projects
		• Case study

3. Carry out SWOT analysis	3.1 Meaning and Purpose of SWOT analysis
	3.2 Internal business analysis
	   • Strengths
	   • Weaknesses.
		• Oral questions
		• Written tests
		• Observation
		• Third party reports
		• Projects

	3.3 External business analysis 3.4 Opportunities 3.5 Threats 3.6 Developing business action plans based on the SWOT matrix.	• Case study
4. Develop agri-enterprise business plan	4.1 Development of Agri- enterprise objectives and long-term goals 4.2 Development of agri enterprise vision and mission statements 4.3 Identification of business location and form of ownership 4.4 Development of marketing plan 4.5 Development of production and operational plans 4.6 Development of management plan 4.7 Development of financial plan 4.8 Preparation of agri enterprise plan	• Oral questions • Written tests • Observation • Third party reports • Projects • Case study
5. Prepare agri-enterprise budgets	5.1 Identification of agri-enterprise activities 5.2 Types of budgets 5.3 Cost allocation on materials and inputs 5.4 Budget preparation 5.5 Budgeting process for small enterprises 5.6 Drawing of work plan	• Oral questions • Written tests • Observation • Third party reports • Projects • Case study

6. Mobilize agi-enterprise resources	6.1 Identification of types of resources
	  o Physical resources
	  o Financial resources
	  o Human resources
	6.2 Methods of resource mobilization
	  o Personal finance
	  o Loans
	  o Friends and relatives
	  o Venture capitalist
		• Oral questions
		• Written tests
		• Observation
		• Third party reports
		• Projects
		• Case study

	o Subsidies and grants	
	o Bootstrapping strategies	
	o Utilization of agri-enterprise resources	
	6.3 Acquiring and utilizing 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

- Computers
- Survey tool
- Mobile phone / Smart phone
- Internet connection
- Printers
- Business record templates
- Business receipt template
- Pens
- Notebooks
- Filing systems
- SWOT analysis templates
- Business plan templates
- Flip charts
- Calculators