

AGRI-ENTERPRISE BUSINESS PLAN DEVELOPMENT

ISCED UNIT CODE: 0811 551 12A

TVETCDACC UNIT CODE: AG/CU/PN/CR/06/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: develop Agri-enterprise business plan

Duration of Unit: 220 HOURS

UNIT DESCRIPTION

This unit specifies the competencies required to develop Agri-enterprise business plan. These involves designing an Agri-enterprise, designing Agri-enterprise market plan, designing an Agri-enterprise management plan, designing Agri-enterprise production/operation plan and designing an Agri-enterprise financial plan.

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.	Design agri-enterprise	50
2.	Design agri-enterprise market plan	50
3.	Design an Agri-enterprise management plan	40
4.	Design agri-enterprise production/operation plan	40
5.	Design an agri-enterprise financial plan	40
Total		220

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1.Design Agri-enterprise	1.1 Agri-enterprise name identification <ul style="list-style-type: none">• Relevance• Memorability• Availability	<ul style="list-style-type: none">• Practical• Project

	<ul style="list-style-type: none"> • Cultural sensitivity • Future growth <p>1.2 Agri-enterprise location selection</p> <ul style="list-style-type: none"> • Accessibility • Resource availability • Market demand • Regulatory environment • Community connections <p>1.3 Agri –enterprise products and services establishment</p> <p>1.3.1 Crop produce</p> <p>1.3.2 Livestock produce</p> <p>1.3.3 Processed farm produce</p> <p>1.3.4 Farm tools, equipment and machinery</p> <p>1.4.5 Farm inputs and supplies</p> <p>1.5 Agri- enterprise ownership Establishment</p> <p>1.5.1 Sole proprietorship</p> <p>1.5.2 Partnership</p> <p>1.5.3 Cooperatives and societies</p> <p>1.5.4 Limited liability company</p> <p>1.6 Agri-enterprise entry and growth strate</p> <ul style="list-style-type: none"> • Market research • Collaborations • Pilot projects • Funding and grants • Diversification • Scaling operation • Brand development • Innovation • Customer engagement and feedback <p>1.7 Agri-enterprise goals establishment</p> <ul style="list-style-type: none"> • Vision and mission definition • SMART goals • Key performance indicators 	<ul style="list-style-type: none"> • Third party report • Portfolio of evidence • Written tests • Oral questioning
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	<ul style="list-style-type: none"> • Action plan • Monitoring and evaluation 	
2. Design Agri-enterprise market plan	<p>2.1 Agri-enterprise customer identification</p> <ul style="list-style-type: none"> • -market segmentation • -customer profiling • -need assessment • -relationship management • -data collection analysis <p>2.2 Agri-enterprise market competition analysis</p> <ul style="list-style-type: none"> • Market structure • Competitive structure • Technological innovations • Consumer trends • Supply chain analysis • Market entry barriers <p>2.3 Agri-enterprise advertisement and promotion methods</p> <p>2.3.1 Online marketing</p> <p>2.3.2 Search engine optimization</p> <p>2.3.3 Email marketing</p> <p>2.3.4 Content marketing</p> <p>2.3.5 Direct mail</p> <p>2.3.6 Print advertising</p> <p>2.3.7 Local advert</p> <p>2.3.8 Customer testimonials</p> <p>2.3.9 Influencer marketing</p> <p>2.3.10 Event marketing</p> <p>2.4 Agri-enterprise pricing strategies</p> <ul style="list-style-type: none"> • -competitive pricing • -value based pricing • -cost-plus pricing • Dynamic pricing • -bundling pricing <p>2.5 Agri-enterprise sales strategies</p> <ul style="list-style-type: none"> • -direct sales • Target marketing • Relationship building • Consultative selling 	<ul style="list-style-type: none"> • Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

	<ul style="list-style-type: none"> • Promotional offer <p>2.6 Agri -enterprise distribution strategies</p> <ul style="list-style-type: none"> • Direct distribution • Indirect distribution • Multi-channel distribution • Cold chain logistics • Online platform • Collaborative distribution 	
3.Design Agri-enterprise management	<p>3.1 Agri-enterprise organization</p> <ul style="list-style-type: none"> • Business model development • Operational structure • Supply chain management • Human resource management • Financial management <p>3.2 Agri-enterprise management personnel</p> <ul style="list-style-type: none"> • Farm managers • Production managers • Marketing managers • Sales managers • Financial managers • Human resource managers • Quality control managers <p>3.3 Agric- enterprise personnel duties and responsibilities</p> <p>3.4 Agric- enterprise personnel remuneration and incentives</p> <ul style="list-style-type: none"> • Base salary • Performance based incentives • Profit sharing • Commission structure • Bonuses • Health wellness benefits • Retirement plans 	<ul style="list-style-type: none"> • Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

	3.5 Agric- enterprise recruitment, promotion and appraisal strategies	
4.Design Agri-enterprise production/operation plan	<p>4.1 Agri-enterprise layout design</p> <p>4.2 Agri-enterprise production facilities identification</p> <p>4.3 Agri-enterprise production strategy</p> <ul style="list-style-type: none"> • Sustainable farming • Precision Agriculture • Organic farming • Diversified production systems • Value added production • Technology integration • Risk management strategies <p>4.4 Agri-enterprise production process</p> <ul style="list-style-type: none"> • Planning and preparation • Soil preparation and land management • Crop and livestock management • Monitoring and maintenance • Harvesting • Post-harvest processing • Marketing and distribution • Feedback and review <p>4.5 Agri- enterprise production regulations</p> <p>4.5.1 Food safety regulation</p> <p>4.5.2 Environmental regulations</p> <p>4.5.3 Animal welfare regulation</p> <p>4.5.4 Work safety regulations</p> <p>4.5.5 Organic certification standard</p> <p>4.5.6 Trade and export regulations</p>	<ul style="list-style-type: none"> • Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

	<p>4.5.7 Land use and zoning regulation</p> <p>4.5.8 Water rights regulations</p>	
5.Design an Agri-enterprise financial plan	<p>5.1 Agri-enterprise infrastructure</p> <ul style="list-style-type: none"> • Production infrastructure • Processing Infrastructure • Logistics and Transportation Infrastructure • Marketing infrastructure <p>5.2 Agri -enterprise support services</p> <ul style="list-style-type: none"> • Advisory service • Financial services • Input supply services • Marketing and distribution services • Processing services • Technological support services • Research and development • Policy and advocacy support • Quality assurance and certification • Training and capacity building <p>5.3 Agri-enterprise operations</p> <ul style="list-style-type: none"> • Production operation • Post-harvest operation • Marketing operation • Distribution operation • Financial management • Human resource management • Technology integration • Sustainability operations • Risk management 	<ul style="list-style-type: none"> • Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

Suggested methods of delivery

- Project
- Demonstration
- Practicals
- Discussion
- Direct instruction

Recommended resource for 25 trainees

S/No	Item/Category	Description/Specification	Quantity	Recommended Ratio (Item: Trainee)
A	Learning Materials			
	Text books &E-learning material	Farm account books	5	1:5
	Ledger book samples		5	
	Receipt book samples		5	1:5
	Bank statements samples		5	1:5
	Balance sheet samples	FBM book	5	1:5
	Profit and loss account samples	FBM book	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	1	1:25
	Computers	Any brand-5 th generation and above COi5	5	1:5