START AGRI-ENTERPRISE

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UNIT DESCRIPTION

This unit specifies the competencies required to start an Agri-enterprise. It involves prepare to start agri-enterprise, implementing agri-enterprise operations, evaluating agri-enterprise and completing starting agri-enterprise.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function.	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. ***Bold and italicized terms are elaborated in the range.***
1. Prepare to start agri-enterprise	1.1 Business ideas are generated in accordance with business identification processes 1.2 Feasibility study is conducted in accordance with standard procedures using the developed tool**s** 1.3 A ***SWOT and value chain analysis*** are done in accordance with standard guidelines 1.4 ***Business name*** search is carried out in accordance to the regulatory framework 1.5 The agri-enterprise is registered in accordance with national and county business registration requirements 1.6 ***Financial services*** and business development services necessary for the enterprise were identified and accessed in accordance to the business plan 1.7 Enterprise is located at an appropriate site in accordance with business plan, enterprise strategy and legal and regulatory requirements 1.8 ***Business licenses*** are obtained according to county regulations 1.9 Physical ***infrastructure*** required by enterprise is identified, procured and set up in accordance with the business plan

| 2. Implement Agri-enterprise start up processes | 2.1 Human resources required by enterprise are hired in accordance with management plan |
| | 2.2 Raw materials and inputs to production are sourced in accordance with the procurement plan |

	2.3 Production processes are carried out in accordance with the production plan
	2.4 Products are marketed in accordance with the marketing plan and marketing strategy
	2.5 Financial services required by enterprise are accessed in accordance with the financial plan
	2.6 Business services required are obtained in accordance with the business plan
	2.7 Financial management is carried out based on the financial plan
	2.8 Business records are kept in accordance with organizational policies and procedures
	2.9 The enterprise is managed according to the management plan
3.Evaluate agri-enterprise start up processes	3.1 Agri-enterprise start up processes are evaluated based on standard business startup procedures
4.Complete starting agri-enterprise	4.1 Agri-enterprise start up report is prepared in accordance with standard reporting procedures

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. SWOT analysis may include but not limited to	A tool used by enterprise to analyze factors that will affect the performance of the enterprise. An acronym standing for: • Strengths • Weakness • Opportunities • Threats
2. Value chain analysis may include but not limited to	• An analysis tool • Enterprise product analysis of all its stages from production to consumer

3. Business name search may include but not limited to	• Done with registrar of companies • To ascertain that there is no double registration of the same enterprise name

4. Business licenses may include but not limited to	• Necessary permits that allow legal running of an enterprise
5. Infrastructure may include but not limited to	• Tools and equipment • Buildings • Electricity • Computers • Internet connectivity
6. Business services may include but not limited to	• Business plan consulting • Packing and unpacking • Logistics management • Computer repair • Tutoring • Loans/ credit

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:
- Marketing
- Selling
- Communication
- Negotiation
- Planning
- Problem solving
- Networking.
- Analytical
- Entrepreneurial
- Communication

Required knowledge
The individual needs to demonstrate knowledge of:
- Types of enterprises or businesses
- Legal and regulatory requirements in business registration
- Basic principles of small business management
- Partnership building
- Innovation

- Monitoring and evaluation
- Financial management
- Banking
- Business communication principles
- Human resource management
- Infrastructure
- Business planning
- Business strategy formulation
- Procurement procedures
- Product development
- SWOT tool
- Value chain analysis
- Feasibility study tools

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: 1.1 Feasibility study is conducted in accordance with standard procedures 1.2 Agri-enterprise is registered in accordance with the legal and regulatory requirements 1.3 An in-depth analysis of the enterprise and product/ service 1.4 Production of products is carried out in accordance with the production plan 1.5 Products are marketed in accordance with the marketing plan and marketing strategy 1.6 The enterprise is managed according to the management plan
2. Resource Implications	The following resources must be provided: 2.1 Assessment location 2.2 Candidate reports/ file
3. Methods of Assessment	Competency may be assessed through: 3.1 Written tests 3.2 Third party report

4. Context of Assessment	Competency may be assessed: 4.1 On the job 4.2 Off the job 4.3 During industrial attachment

5. Guidance information for assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.