

CARRY OUT AGRICULTURE MARKET RESEARCH

ISCED UNIT CODE: 0811 551 09A

TVETCDACC UNIT CODE: AG/CU/PN/CC/05/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: Carry out Agriculture market research

Duration of Unit: 180 HOURS

UNIT DESCRIPTION

This unit specifies the competencies required to carry out Agricultural market research. It involves conducting Agri-enterprise market survey, collecting Agric- enterprise market data, analyzing Agri-enterprise market data, interpreting Agri-enterprise market data and selecting Agri-enterprise.

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.	Conduct Agri-enterprise market survey	40
2.	Collect Agri-enterprise market data	50
3.	Analyze Agri-enterprise market data	30
4.	Interpret Agri-enterprise market data	30
5.	Select agri-enterprise	30
Total		180

Learning Outcomes, Content and Suggested Assessment Methods

Learning outcomes	Content	Suggested assessment methods
1. Conduct Agri-enterprise market survey	1.1 Preparation of Agri-enterprise data collection tools 1.1.1 Mobile data APP 1.1.2 GIS 1.1.3 Remote sensing	Practical Project Third party report Portfolio of evidence Written tests

	1.1.4 Online questionnaires 1.1.5 Social media tools 1.2 Mapping Agri-enterprise focus areas 1.2.1 Supply chain partners 1.2.2 Consumer groups 1.2.3 Reachable market groups 1.2.4 Export promotion agencies 1.2.5 Buyer groups 1.2.6 Market research farms 1.2.7 Trade associations 1.3 Conducting Agri-enterprise market survey	Oral questioning
2. Collect Agri-enterprise market data	2.1 Selection of Agri-enterprise data collection method 2.1.1 Field observations 2.1.2 Field survey 2.1.3 Interviews 2.1.4 Sensor technology 2.1.5 Weather stations 2.1.6 Crop monitoring software 2.1.7 Supply chain tracking 2.1.8 Market surveys 2.2 Recruitment of Agri-enterprise data collection1 enumerators 2.3 Orientation Agri-enterprise enumerators 2.4 Obtaining Agri-enterprise consent 2.5 Collection of Agri-enterprise Production data 2.5.1 Field data 2.5.2 Weather data 2.5.3 Market data 2.5.4 Financial data 2.5.5 Supply chain data	• Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

	2.5.6 Customer data 2.5.7 Regulatory data 2.5.8 Research operational data	
3 Analyze Agri-enterprise market data	3.1 Preparation of Agri-enterprise data analysis tools 3.1.1 Statistical software 3.1.2 Microsoft excel 3.1.3 Data visualization tools 3.1.4 Supply chain analytical tools 3.1.5 Market intelligence platforms 3.2 Processing of Agri-enterprise data 3.3 Analyzing Agri-enterprise data	• Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning
4 Interpret Agri-enterprise market data	4.1 Research context Interpreting Agri-enterprise data 4.2 Comparing research key findings with research expectations 4.3 Establishing Agri-enterprise research limitations 4.4 Mapping of Agri-enterprise implications	• Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning
5 Select Agri-enterprise	5.1 Weighing Agri-enterprise research implications 5.2 Making Agri-enterprise decision 5.3 Reviewing Agri-enterprise decision	• Practical • Project • Third party report • Portfolio of evidence • Written tests • Oral questioning

Suggested method of delivery

- Project
- Demonstration
- Practicals

- Discussions
- Direct instruction

Recommended resources for 25 trainees

S/No	Item/Category	Description/Specification	Quantity	Recommended Ratio (Item: Trainee)
A	Learning Materials			
	Text books & E-Learning materials	Agricultural marketing books	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 or any brand	1	1:25
	Computers	Any brand-5 th generation and above Core i5	5	1:5
	internet	Reliable and fast		