

AGRI-ENTERPRISE BUSINESS PLAN DEVELOPMENT I

ISCED UNIT CODE: 0811 351 06 A

TVETCDACC UNIT CODE: AG/CU/PN/CR/01/4/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Develop agri-enterprise business plan.

Duration of Unit: 40 hours

Unit Description

This unit specifies the competencies required to develop an agri- enterprise business plan. It involves preparing to develop agri-enterprise business plan, developing agri-enterprise business plan, assessing agri-enterprise business plan and completing development of agri-enterprise business 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.	Prepare to develop agri-enterprise business plan.	10
2.	Develop agri-enterprise business plan	20
3.	Evaluate agri-enterprise business plan	10
4.	Complete development of agri-enterprise business plan	10
Total		40

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare to develop agri-enterprise business plan	1.1 Definition of Agripreneur and business plan 1.2 Introduction • Selection of markets • Type of Customers • Type of products • Marketing channels • Market mix (4Ps, 2Cs) 1.3 Conducting Basic market and feasibility studies • Basic data collection • Data entry • Basic data analysis • SWOT analysis 1.4 Basic accounting principles • Budgeting • Cash book • Profit and loss calculation 1.5 Basic procurement principles • Accountability • Fairness • Relevant laws	• Written tests • Oral questions • Third party reports
2. Develop agri-enterprise business plan	2.1 Types and categories of agri business e.g. formal or informal MSME, SMEs 2.2 Basic value chain analysis 2.3 Mapping and linkages 2.4 Elements of a business plan 2.5 Development of small enterprise business plan.	• Written tests • Oral questions • Third party reports
3. Assess agri-enterprise business plan	3.1 Business management principles 3.2 Parameters for assessing viable business	• Written tests • Oral questions • Third party reports

4. Complete development of agri-enterprise business plan	4.1 Documentation of the process e.g. • Data collection tools • Photos • Collected data 4.2 Elements of the Report e.g. • Introduction • Objectives • Outcomes • Main body • Conclusions	• Written tests • Oral questions • Third party reports
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Suggested Methods of instruction

- Demonstration by trainer
- Field trips
- Discussions
- Direct instruction
- Role play
- Mentorship program
- Apprenticeship

Recommended Resources

- Business planning template
- Value chain template
- Financial planning template
 - Cash flow analysis
 - Profit and loss chart