

CARRY OUT AGRICULTURE MARKET RESEARCH

ISCED UNIT CODE: 0811 551 08

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

UNIT DESCRIPTION

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

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
These describe the key outcomes which make up workplace functions	These are assessable statements which specify the required level of performance for each of the elements <i>(Bold and italicized terms are elaborated in the range)</i>
1. Conduct Agri-enterprise market survey	1.1 <i>Agri-enterprise data collection tools</i> are prepared as per work requirement 1.2 <i>Agri-enterprise focus areas</i> are mapped as per work requirement 1.3 Agri-enterprise market survey is carried out as per work procedure
2. Collect Agri-enterprise market data	2.1 <i>Agri-enterprise data collection method</i> is selected as per work requirement 2.2 Agri-enterprise data collection enumerators are recruited as per work requirement 2.3 Agri-enterprise Enumerators are oriented as per work

	requirement 2.4 Agri-enterprise consent is obtained as per work requirement 2.5 <i>Agri-enterprise data</i> is collected as per work requirement
3. Analyze Agri-enterprise market data	3.1 <i>Agri-enterprise data analysis tools</i> are prepared as per work procedures 3.2 Agri-enterprise data processing as per work procedure 3.3 Agri-enterprise data analysis is done as per work procedure
4. Interpret Agri-enterprise market data	4.1 Agri-enterprise data is interpreted as per <i>research context</i> 4.2 Agri-enterprise research key findings are compared with research expectations as per work procedure 4.3 Agri-enterprise research limitations are established as per work procedure 4.4 Agri-enterprise implications are mapped out as per work procedure
5. Select agri-enterprise	5.1 Agri-enterprise research implications are weighed as per work requirement 5.2 Agri-enterprise decision is made as per work requirement 5.3 Agri-enterprise decision review is done as per work requirement

RANGE

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

Variable	Range
1. Agri-enterprise data collection tools includes but not limited	• Mobile data APP • GIS

to:	• Remote sensing • Online questionnaires • Social media tools
2. Agri-enterprise focus areas includes but not limited to:	• Supply chain partners • Consumer groups • Reachable market groups • Export promotion agencies • Buyer groups • Market research farms • Trade associations
3. Agri-enterprise data collection method includes but not limited to:	• Field observations • Field survey • Interviews • Sensor technology • Weather stations • Crop monitoring software • Supply chain tracking • Market surveys
4. Agri-enterprise data include but not limited to:	• Production data • Field data • Weather data • Market data • Financial data • Supply chain data • Customer data • Regulatory data • Research operational data

5. Agri-enterprise data analysis tools includes but not limited to:	• Statistical software • Microsoft excel • Data visualization tools • Supply chain analytical tools • Market intelligence platforms
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REQUIRED KNOWLEDGE AND SKILLS

This section describes the knowledge and skills required for this unit of competency.

Required knowledge

The individual needs to demonstrate knowledge of:

- Data interpretation
- Observation
- Data collection
- Crop monitoring
- Decision making
- Market intelligence
- Data analysis
- Survey

Required skills

The individual needs to demonstrate the following skills:

- Measuring
- Interviewing skills
- Data analysis
- Numeracy skills
- Observation
- Negotiation
- Digital literacy

- Data processing

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required knowledge and skills range.

1. Critical aspects of competency	Assessment requires evidence that the candidate: 1.1 Prepared Agri-enterprise data collection tools as per work requirement 1.2 Mapped Agri-enterprise focus areas as per work requirement 1.3 Carried out Agri-enterprise market survey work procedure 1.4 Recruited Agri-enterprise data collection enumerators as per work requirement 1.5 Performed Agri-enterprise data processing as per work procedure 1.6 Conducted Agri-enterprise data analysis as per work procedure 1.7 Mapped out Agri-enterprise implications as per work procedure
2. Resource implications	The following resources should be provided: 2.1 Appropriately simulated environment where assessment can take place. 2.2 Access to relevant work environments where assessment can take place. 2.3 Resources relevant to the proposed activities or task.
3. Methods of Assessment	Competency may be assessed through: 3.1 Practical 3.2 Project 3.3 Third party report 3.4 Portfolio of evidence

	3.5 Written tests 3.6 Oral questioning
4. Context of Assessment	4.1 This competency may be assessed in a work place or in a simulated work place.
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector and workplace job role is recommended.

CORE UNITS OF COMPETENCY