

081106T4AGP

AGRIPRENEURSHIP LEVEL 6

AG/OS/AP/CR/05/6/A

Apply ICT in Agri-Enterprise

Nov/Dec 2024



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

easyvet.com

PRACTICAL ASSESSMENT

INSTRUCTIONS TO ASSESSOR

1. Assess the candidate as the practical progresses observing the critical areas
2. You are required to mark the practical as the candidate perform the tasks
3. You are required to take video clips at critical points
4. Ensure the candidate has a name tag and registration code at the back and front

OBSERVATION CHECKLIST

Candidate's Name & Registration Code			
Assessors Name & Registration Code			
Venue of Assessment			
Date of Assessment			
Items to be Evaluated: <i>Please award marks as appropriate. Give a brief comment on your observation.</i>	Marks Available	Marks Obtained	Comments
TASK 1: Develop an Agri-enterprise marketing plan template using Microsoft word			
1. Prepared to perform the task. i. Connected the power cables to the socket. ii. Connected the power cables to the computer. iii. Connected the CPU to the monitor. iv. Switched on the computer. v. Opened Microsoft word office <i>(Award 1 mark for each for each activity or zero)</i>	5		
2. Identified an appropriate title i. Name of the Agri-enterprise ii. Type of the Agri-enterprise ii. Mentioned the period <i>(Award 1 mark for each for each activity or zero)</i>	3		
3. Listed potential Customers i. Type of customers (individuals, institutions) ii. Total target market population ii. Number of customers who can buy product/ service <i>(award one mark for each activity or zero)</i>	3		
4. Elaborated the competition analysis. i. Named the key competitors	6		

ii. Identified a location in relation to the business iii. Identified the size of the competitors iv. Compared between his/her products and those of the competitors v. Identified strength and weakness of the competitors: vi. Planned to capitalize on the weakness of the competitors <i>(Award 1 mark for each for each activity or zero)</i>			
5. Indicated the expected pricing rates i. Listed methods of calculating the selling price of the product ii. Highlighted on the factors which will influence the price setting iii. Indicated the actual selling price of the product iv. Mentioned the credit terms to be offered v. Highlighted on discounts to be allowed vi. Mentioned any after-sales service(s) and relevant costs <i>(Award 1 mark for each for each activity or zero)</i>	6		
6. Projected sales tactics. i. Highlighted on the method of direct selling or personal selling ii. Stated the method of recruitment and retention of the sale force iii. Stated on utilization of distributors or agents iv. Highlighted on ways of selecting and motivating distributors or agents: v. Identified the geographical area intended to be served <i>(Award 1 mark for each for each activity or zero)</i>	5		

7. Advertised and promoted the product. i. Mentioned the media to be used ii. Mentioned the product image to be portrayed iii. Mentioned the frequency of advertisements iv. Listed the cost per advertisement placement v. Measuring effectiveness of the advertisements vi. Planned for initial promotional campaign vii. Planned for regular promotional methods viii. Listed the cost of each promotional event <i>(Award 1 mark for each for each activity or zero)</i>	8		
8. Highlighted the distribution i. Channels to be utilized ii. Stated the means of transport to be used: iii. Estimated the transport cost per month iv. Anticipated distribution problems v. Stated ways of overcoming distribution problems <i>(Award 1 mark for each for each activity or zero)</i>	5		
Sub-Total 1	38		
TASK 2: SAVE THE TASK IN A FOLDER AND PRINT TWO COPIES			
9. Saved the task in a folder i. Created a folder ii. Named the folder. iii. Saved the template in the folder. <i>(Award 1 mark for each for each activity or zero)</i>	3		
10. Connected the printer to the computer properly. <i>(Award 1 mark or zero)</i>	2		
11. Printed the developed Agri-enterprise marketing plan template <i>(Award 1 mark or zero)</i>	2		
Sub-Total 2	7		

GRAND TOTAL	45		
ASSESSMENT OUTCOME			
The candidate was found to be: Competent ☐ Not yet Competent ☐ <i>(Please tick as appropriate)</i> <i>(The candidate is competent if the candidate obtains at least 50%)</i>			
Feedback from the Candidate:			
Feedback to the Candidate:			
Candidate Signature		Date:	
_____		_____	
Assessor's Signature		Date	
_____		_____	

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