

081104T4AGP

AGRIPRENEURSHIP LEVEL 4

AGR/OS/AP/CR/03/4/A

Market Agricultural Products and Services

March/April 2025



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

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 No.			
Assessor's 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: PRODUCT BRANDING AND LABELLING			
1. Donned appropriate attire • Dust coat/overall • Closed shoes • Identification tag <i>(Award one mark for each or zero)</i>	3		
2. Designed an attractive brand name and Logo/trademark for the product relevant to an Agri-enterprise • Brand name • Logo name <i>(Award 2 marks for a relevant brand name, 2 marks for a logo or zero for no brand name or logo)</i>	4		
3. Designed the product label as per standard procedures which should have; a) Name of Agri-enterprise, phone number, email and permanent contact address b) Name of the product c) Ingredients (vitamins B6, B9, C, minerals- Zn, K) d) Date of packaging and expiry	3 2 2 2		

e) Any special storage conditions (cool and dry place)	2		
f) Weight of the content (0.5kg)	2		
g) KEBS trade mark of quality	2		
h) General outlook of the label should be attractive, neat and well arranged (Award 2 marks for each correct labeling)	2		
4. Stuck the label on the Mesh bag • Correct position • Label coverage (2/3) (Award 2 mark for each item or 0)	4		
5. Weighed the Red Onions 0.5kg/500g (Award 2 marks for correct weight or zero)	2		
Sub-Total 1	30		
TASK 2: CUSTOMER FEEDBACK FORM			
6. Designed a customer feedback form with the following components; a) Name of the enterprise b) Title of the document – (Customer feedback form in upper case) c) Opening statement requesting customer to respond d) Customer personal details such as gender, location and age. e) Feedback questions e.g. i. What was the date of purchase of the product? ii. Were you satisfied with the quality of the product?	2 2 2 2 12		

iii. Did you identify any faults in the product? iv. Kindly comment on the size of the product? v. Do you think the price was fair? vi. What suggestions and other improvements would you advise? vii. Would you refer someone else to purchase the product? viii. Is the product accessible in the market? <i>(Award 2 marks for every relevant question and a maximum of 12 marks)</i>			
Sub-Total 2	20		
GRAND TOTAL	50		

ASSESSMENT OUTCOME

The candidate was found to be:

Competent ☐ Not yet competent ☐

Please tick (✓) as appropriate
(The candidate is competent if the candidate obtains at least 50%)

Feedback from the Candidate:

Feedback to the Candidate:

Candidate Signature:	Date:
_____	_____
Assesor's Signature:	Date:
_____	_____

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