

**081106T4AGP**

**AGRIPRENEURSHIP LEVEL 6**

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

**Apply ICT in Agri-enterprise**

**March/April 2025**



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

**PRACTICAL ASSESSMENT**

**Time: 3 HOURS**

**INSTRUCTIONS TO CANDIDATE:**

1. You are required to perform the following tasks

i. Task one

- a) Create a folder on the desktop where you will save all your work and name it with your name and registration number.
- b) Open a word processing program and type the document below as it appears. Save it as **Honey Marketing** in the folder you have created on the desktop.

(10 Marks)

c) Format the title as follows:

(6 Marks)

- i. Bold
- ii. Center align the title,
- iii. Change the font style to times new romans,
- iv. Font size to 16,
- v. Font colour to orange

- vi. Apply double underline.
- d) Insert a table (1 Mark)
- e) Insert a drop cap (1 Mark)
- f) Save the document in your folder to be printed later (2 Marks)

## **MARKETING OF HONEY**

**H**oney has a long history as a natural sweetener made by bees and recognized for an incredible taste, health benefits and functional use in cooking. The demand for honey has grown overtime and the market is quite huge to potential entrepreneurs. Here are a few tips of how to market honey:

### 1. **Direct Sales:**

- **Farmers' Markets:** Sell your honey directly to consumers at local farmers' markets.
- **Online Sales:** Utilize e-commerce platforms to reach a wider audience.
- **Local Businesses:** Partner with local businesses, such as coffee shops and bakeries, to sell your honey.

### 2. **Branding:**

- **Unique Branding:** Develop a strong brand identity, including a memorable logo and packaging design.
- **Storytelling:** Share the story of your honey, including the beekeeping practices and the unique characteristics of your product.

### 3. **Product Diversification:**

- **Honey Products:** Create value-added products like honey-infused tea, honey-based skincare products, or honey-flavoured candy.
- **Beekeeping Services:** Offer beekeeping services, such as pollination services for farmers.

### 4. **Digital Marketing:**

- **Social Media:** Use platforms like Instagram and Facebook to showcase your honey and engage with your audience.
- **Content Marketing:** Create blog posts, videos, and recipes to educate consumers about the benefits of honey.
- Email Marketing:** Build an email list to keep your customers informed about new products and promotions.

**Challenges and Opportunities**

| <b>Challenges</b>                                                                                                  | <b>Opportunities</b>                                                              |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <b>Competition:</b> The market is increasingly competitive, with many brands vying for consumer attention          | Creativity and innovation such as price and product differentiation.              |
| <b>Price Fluctuations:</b> Honey prices can fluctuate due to factors like weather conditions and market demand     | Diversification of bee products such as bee wax.                                  |
| <b>Pests and Diseases:</b> Bee populations are threatened by pests and diseases, which can impact honey production | Sustainable beekeeping practices such as use of modern technologies and equipment |

To overcome these challenges, beekeepers and honey producers must adopt sustainable beekeeping practices, invest in research and development, and collaborate with other stakeholders in the industry.

**Task Two**

- ii. You are an Agripreneur engaged in honey business. You have been tasked with the preparation of a PowerPoint presentation on processing and marketing of honey to appear as shown below.
- Create the slides as shown on the question the paper. (10marks)
  - Bold the title, center align it and format the font type to times new roman, size 32 and font colour to red. (3marks)
  - Put a design of your choice on the slides. (2 mark)
  - Insert the header as your registration number and name and footer at the current date. (3marks)
  - Apply a fly through transition on all your slides. (2 mark)
  - Save your presentation as **Honey Processing** to be burnt later on your rewritable disc. (1 mark)
  - Print your work as a handout of three slides per page. (1 mark)
  - Burn all your work onto a rewritable disc after you are done with task one and two. (3 marks)

| Slide no | Details                                      |
|----------|----------------------------------------------|
| 1        | <b><u>PROCESSING AND MARKETING HONEY</u></b> |

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|   | <b><u>BY JJK</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2 | Honey has a long history as a natural sweetener made by bees and recognized for an incredible taste, health benefits and functional use in cooking. As the trends deviate towards natural and health-oriented products, the honey industry vice versa offers good prospects for enterprising individuals as well as farmers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 3 | <p style="text-align: center;"><b>Processing Honey: From Bee to Market</b></p> <p>The various stages that facilitate converting raw honey from the beehive into a sellable product include:</p> <ul style="list-style-type: none"> <li>• <b>Harvesting:</b> Different methods are employed to scrape honey from the beehive. These methods could be either and scraping the honeycomb or using honey extractors.</li> <li>• <b>Straining:</b> The extracted honey is strained to get rid of unwanted ingredients such as beeswax, pieces of bees or even dead bees.</li> <li>• <b>Heating:</b> In order to make it more flowable, honey is heated, however, excessive heating can caramelize it which might affect its quality. This procedure is essential to avoid the sugar in honey from crystallizing.</li> <li>• <b>Bottling:</b> The sterilized honey that has been heated once is then put in containers and given the appropriate titles.</li> <li>• <b>Storage:</b> Honey has to be kept in a tightly sealed container, without exposure to light, and in a temperature-controlled environment.</li> </ul> |
| 4 | <p style="text-align: center;"><b>Marketing Honey</b></p> <p><b>a. Direct Sales</b></p> <ul style="list-style-type: none"> <li>○ Farmers' Markets</li> <li>○ Online Sales.</li> <li>○ Local Businesses</li> </ul> <p><b>b. Branding</b></p> <ul style="list-style-type: none"> <li>○ Unique Branding</li> <li>○ Storytelling</li> </ul> <p><b>c. Product Diversification</b></p> <ul style="list-style-type: none"> <li>○ Honey Products</li> <li>○ Beekeeping Services</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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|   | <b>d. Digital Marketing</b> <ul style="list-style-type: none"> <li>○ Social Media</li> <li>○ Content Marketing</li> <li>○ Email Marketing</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 5 | <p style="text-align: center;"><b>Challenges and Opportunities</b></p> <p>While the honey industry offers numerous opportunities, it also faces challenges such as:</p> <ul style="list-style-type: none"> <li>• <b>Competition:</b> The market is increasingly competitive, with many brands vying for consumer attention.</li> <li>• <b>Price Fluctuations:</b> Honey prices can fluctuate due to factors like weather conditions and market demand.</li> <li>• <b>Pests and Diseases:</b> Bee populations are threatened by pests and diseases, which can impact honey production.</li> </ul> <p>To overcome these challenges, beekeepers and honey producers must adopt sustainable beekeeping practices, invest in research and development, and collaborate with other stakeholders in the industry.</p> |
| 6 | <p style="text-align: center;"><b>CONCLUSION</b></p> <p>To overcome these challenges, beekeepers and honey producers must adopt sustainable beekeeping practices, invest in research and development, and collaborate with other stakeholders in the industry.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 7 | <p style="text-align: center;"><b>THE END</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

2. You have been provided with the following resources for the practical tasks:

- A computer installed with Microsoft office
- Printer
- Printing paper
- Rewritable disc