

AGRI-ENTERPRISE BUSINESS PLAN DEVELOPMENT

UNIT CODE: AG/CU/AP/CR/01/4/A

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

1. Prepare to develop agri-enterprise business plan.
2. Develop agri-enterprise business plan
3. Assess agri-enterprise business plan
4. Complete development of agri-enterprise business plan

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare to develop agri-enterprise business plan	<ul style="list-style-type: none">• Definition of Agripreneur and business plan• Introduction<ul style="list-style-type: none">• Selection of markets• Type of Customers• Type of products• Marketing channels• Market mix (4Ps, 2Cs)• Conducting Basic market and feasibility studies<ul style="list-style-type: none">• Basic data collection• Data entry• Basic data analysis	<ul style="list-style-type: none">• Written tests• Oral questions• Third party reports

	<ul style="list-style-type: none"> • SWOT analysis • Basic accounting principles <ul style="list-style-type: none"> • Budgeting • Cash book • Profit and loss calculation • Basic procurement principles <ul style="list-style-type: none"> • Accountability • Fairness • Relevant laws 	
2. Develop agri-enterprise business plan	<ul style="list-style-type: none"> • Types and categories of agri business e.g. formal or informal MSME, SMEs • Basic value chain analysis • Mapping and linkages • Elements of a business plan • Development of small enterprise business plan. 	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports
3. Assess agri-enterprise business plan	<ul style="list-style-type: none"> • Business management principles • Parameters for assessing viable business 	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports
4. Complete development of agri-enterprise business plan	<ul style="list-style-type: none"> • Documentation of the process e.g. <ul style="list-style-type: none"> • Data collection tools • Photos • Collected data • Elements of the Report e.g. <ul style="list-style-type: none"> • Introduction • Objectives • Outcomes • Main body • Conclusions 	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports

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

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