

Reference No.																		
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SELF-ASSESSMENT GUIDE

Qualification	AGROENTREPRENEURSHIP NC II		
Certificate of Competency (COC 1)	CONDUCT MARKETING ACTIVITIES		
Units Of Competency Covered	<ul style="list-style-type: none"> • Assess market opportunities • Market Produce 		
Instruction:			
<ul style="list-style-type: none"> • Read each question and check the appropriate column to indicate your answer. 			
Can I?	YES	NO	
ASSESS MARKET OPPORTUNITIES			
• Describe how buyers in the local market are identified and selected			
• Identify flow of produce from farm to the selected buyer			
• Identify value adding activities to be performed based on requirements of selected buyer			
• Prepare marketing objective based on market visit			
• Identify steps in delivery of product and targeted sales/costs/marketing profit based on set objective/s			
• Prepare contingency plan based on market risks			
MARKET PRODUCE			
• Gather and record price information from buyers and trade centers			
• Use collected information to increase sales and profits			
• Demonstrate value adding activities based on market plan			
• Describe participation in product consolidation and group marketing			
• Demonstrate selling negotiation skill with buyers and/or business development service providers (ex. trucker, cold storage provider, packaging provider, etc.)			
• Set terms and conditions when selling produce			
• Describe how to prepare and deliver sold produce based on set terms and conditions			
• Review result of marketing activities based on market plan			

<ul style="list-style-type: none"> Record details of marketing transaction (ex. product deliveries, sales, costs and profit) 		
<p>I agree to undertake assessment with the knowledge that information gathered will only be used for professional development purposes and can only be accessed by concerned assessment personnel and my manager/supervisor.</p>		
<p>Candidate's Name & Signature</p>	<p>Date</p>	