

Reference No.																		
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SELF ASSESSMENT GUIDE

Qualification:	AGROENTREPRENEURSHIP NC II		
Certificate of Competency (COC 1):	CONDUCT MARKETING ACTIVITIES		
Units Of Competency:	<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 (i.e. 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 *			
• Record details of marketing transaction (i.e., product deliveries, sales, costs and profit) *			

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.

Candidate's Name & Signature	Date
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*Critical Aspects of Competency

Reference No.																			
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SELF ASSESSMENT GUIDE

Qualification:	AGROENTREPRENEURSHIP NC II		
Certificate of Competency (COC 2):	PREPARE FARM PLAN AND BUDGET		
Units Of Competency:	<ul style="list-style-type: none"> • Establish Farm Production Plan • Handle Finances 		
Instruction:			
<ul style="list-style-type: none"> • Read each question and check the appropriate column to indicate your answer. 			
Can I?	YES	NO	
ESTABLISH FARM PRODUCTION PLAN			
• Gather and record good farm practices and farm records' information *			
• Identify needed farm operation improvements using the gathered information as basis *			
• Identify farm production requirements, activities and costs *			
• Compute farm production costs, target volume of harvest and cost and return *			
• Identify alternative farm products based on market demand *			
• Describe contingency plans and corrective measures based of farm production risks *			
• Identify suppliers and providers based on preference/criteria *			
• Adjust farm production activities and costing based on identified need *			
• Adjust projected volume target based on identified need *			
• Describe needed improvements and corrective measures *			
HANDLE FINANCES			
• Compute farm costs according to farm activities *			
• Identify requirements of loan application to identified financial service providers *			
• Prepare budget plan for loan application, allocation of funds for farm activities and farm expansion *			
• Give examples of "terms and conditions" of a financial service provider			
• Give examples of ways that will increase the chances of settling loan *			

<ul style="list-style-type: none"> Identify ways to invest farm income * 		
<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 align="center">Candidate's Name & Signature</p>	<p align="center">Date</p>	

*Critical Aspects of Competency

Reference No.																			
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SELF ASSESSMENT GUIDE

Full Qualification:	AGROENTREPRENEURSHIP NC II		
Units Of Competency:	<ul style="list-style-type: none"> • Assess market opportunities • Establish Farm Production Plan • Handle Finances • 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 *			
ESTABLISH FARM PRODUCTION PLAN			
• Gather and record good farm practices and farm records' information *			
• Identify needed farm operation improvements using the gathered information as basis *			
• Identify farm production requirements, activities and costs *			
• Compute farm production costs, target volume of harvest and cost and return *			
• Identify alternative farm products based on market demand *			
• Describe contingency plans and corrective measures based of farm production risks *			
• Identify suppliers and providers based on preference/criteria *			
• Adjust farm production activities and costing based on identified need *			
• Adjust projected volume target based on identified need *			

• Describe needed improvements and corrective measures *		
HANDLE FINANCES		
• Compute farm costs according to farm activities *		
• Identify requirements of loan application to identified financial service providers *		
• Prepare budget plan for loan application, allocation of funds for farm activities and farm expansion *		
• Give examples of “terms and conditions” of a financial service provider		
• Give examples of ways that will increase the chances of settling loan *		
• Identify ways to invest farm income *		
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 (i.e. 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 *		
• Record details of marketing transaction (i.e., product deliveries, sales, costs and profit) *		
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.		
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