SELF-ASSESSMENT GUIDE

<table>
<thead>
<tr>
<th>Qualification</th>
<th>AGROENTREPRENEURSHIP NC II</th>
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</thead>
<tbody>
<tr>
<td>Certificate of Competency (COC 1)</td>
<td>CONDUCT MARKETING ACTIVITIES</td>
</tr>
<tr>
<td>Units Of Competency Covered</td>
<td>• Assess market opportunities</td>
</tr>
<tr>
<td></td>
<td>• Market Produce</td>
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</tbody>
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Instruction:
- 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
- Record details of marketing transaction (ex. 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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<tr>
<td>Certificate of Competency (COC 2)</td>
<td>PREPARE FARM PLAN AND BUDGET</td>
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| Units Of Competency Covered | • Establish Farm Production Plan  
• Handle Finances |

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### ESTABLISH FARM PRODUCTION PLAN
- 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

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