

Reference No.																			
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## SELF-ASSESSMENT GUIDE

<b>Qualification</b>	<b>AGROENTREPRENEURSHIP NC II</b>		
<b>Certificate of Competency (COC 1)</b>	<b>CONDUCT MARKETING ACTIVITIES</b>		
<b>Units Of Competency Covered</b>	<ul style="list-style-type: none"> <li>• <b>Assess market opportunities</b></li> <li>• <b>Market Produce</b></li> </ul>		
<b>Instruction:</b>			
<ul style="list-style-type: none"> <li>• Read each question and check the appropriate column to indicate your answer.</li> </ul>			
<b>Can I?</b>	<b>YES</b>	<b>NO</b>	
<b>ASSESS MARKET OPPORTUNITIES</b>			
• 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			
<b>MARKET PRODUCE</b>			
• 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"> <li>Record details of marketing transaction (ex. product deliveries, sales, costs and profit)</li> </ul>		
<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><b>Candidate's Name &amp; Signature</b></p>	<p><b>Date</b></p>	

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**SELF-ASSESSMENT GUIDE**

<b>Qualification</b>	<b>AGROENTREPRENEURSHIP NC II</b>																
<b>Certificate of Competency (COC 2)</b>	<b>PREPARE FARM PLAN AND BUDGET</b>																
<b>Units Of Competency Covered</b>	<ul style="list-style-type: none"> <li>• <b>Establish Farm Production Plan</b></li> <li>• <b>Handle Finances</b></li> </ul>																
<b>Instruction:</b>																	
<ul style="list-style-type: none"> <li>• Read each question and check the appropriate column to indicate your answer.</li> </ul>																	
<b>Can I?</b>															<b>YES</b>	<b>NO</b>	
<b>ESTABLISH FARM PRODUCTION PLAN</b>																	
• 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																	
<b>HANDLE FINANCES</b>																	
• 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"> <li>Identify ways to invest farm income</li> </ul>			
<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>			
<b>Candidate's Name &amp; Signature</b>		<b>Date</b>	

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## SELF-ASSESSMENT GUIDE

<b>Full Qualification</b>	<b>AGROENTREPRENEURSHIP NC II</b>		
<b>Units Of Competency Covered</b>	<ul style="list-style-type: none"> <li>• <b>Assess market opportunities</b></li> <li>• <b>Establish Farm Production Plan</b></li> <li>• <b>Handle Finances</b></li> <li>• <b>Market Produce</b></li> </ul>		
<b>Instruction:</b>			
<ul style="list-style-type: none"> <li>• Read each question and check the appropriate column to indicate your answer.</li> </ul>			
<b>Can I?</b>	<b>YES</b>	<b>NO</b>	
<b>ASSESS MARKET OPPORTUNITIES</b>			
• 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			
<b>ESTABLISH FARM PRODUCTION PLAN</b>			
• 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			

<b>HANDLE FINANCES</b>		
• 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		
<b>MARKET PRODUCE</b>		
• 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.		
<b>Candidate’s Name &amp; Signature</b>		<b>Date</b>