

Reference No.																		
---------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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>	

Reference No.																	
---------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

SELF-ASSESSMENT GUIDE

Qualification	AGROENTREPRENEURSHIP NC II		
Certificate of Competency (COC 2)	PREPARE FARM PLAN AND BUDGET		
Units Of Competency Covered	<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			
• 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>			
Candidate's Name & Signature		Date	

Reference No.																		
---------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

SELF-ASSESSMENT GUIDE

Full Qualification	AGROENTREPRENEURSHIP NC II		
Units Of Competency Covered	<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			
• 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		
• 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.		
Candidate’s Name & Signature		Date