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| Title | **Perform market survey** | | |
| Level | **3** | **Credits** | **7** |

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| Purpose | This competency standard identifies the competencies required to perform market survey. Trainee will be able to to conduct survey for cost effective farm inputs, Identify the potential market for farm production and select the market for purchase and sale of products. |

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| Classification ISCED | 0811 Crop and livestock production |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
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| **C1.** Sensitize the product marketing | *Trainee must be able to:*  P1. Identify the relevant market for purchase of farm inputs  P2. Perform comparative cost analysis of farm inputs available in market  P3. Purchase cost effective quality farm inputs | * *Trainee must know and understand*   K1.  K1. Price list of inputs and farm produce  K2. Latest brands of inputs  K3. Comparative cost analysis of farm inputs  K4. Quality of inputs  K5. Government policies for subsidies and support price  K7. Loan facility |
| **C2.** Manage farm sales | *Trainee must be able to*  P1. Identify the potential market  P2. Select the appropriate buyers according to farm produce  P3. Assist in preparing agreements for sales  P4. Arrange safe and cost effective transportation of farm produce | *Trainee must know and understand:*  K1. Fluctuation of market price of farm produce  K2. Market buyers  K3. Basic knowledge of agreement writing  K4. Cost effective modes of transportation available in the vicinity |