

Instruction Sheet for the Candidate

Qualification	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
Competency Standard	MARKET PRODUCTS AND SERVICE
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____
	Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within time frame (for practical demonstration & assessment):</p> <ol style="list-style-type: none"> 1. Analyze market information 2. Identify and evaluate factors to include in a marketing plan 3. Develop a marketing plan for your products and services 4. Determine promotional strategies 5. Implement marketing activities 6. Evaluate marketing performance
Time: 03 Hrs.	<p>During a practical assessment, under observation by an assessor, you are required to :</p> <p>Analyze market information</p> <ul style="list-style-type: none"> • Identify, research and analyze existing or new markets for existing or new products or services using techniques to ensure reliable data • Analyze past trends and developments to determine market variability and associated risks • Develop gross margin budgets to account for market variability • Identify and evaluate competing products to determine strengths and weaknesses of own products • Monitor market environment to ensure information is current and reliable • Identify the legal, ethical and environmental constraints of the markets and their effect on the enterprise • Identify product specifications that suit market requirements and price advantage at the time • Present clear and concise information to the enterprise management team. <p>Identify and evaluate factors to include in a marketing plan</p>
• Minimum Evidence Required	

	<ul style="list-style-type: none"> • Identify and evaluate production processes to ensure required product specifications are met • Identify and assess alternative selling strategies and techniques to identify marketing targets and methods • Identify and assess distribution channels and their role in your marketing strategies • Ensure the data used is reliable and the market environment and trends are substantiated • Evaluate the role of marketing professionals in providing advice <p>Develop a marketing plan for your products and services</p> <ul style="list-style-type: none"> • Establish marketing objectives based on current and potential product specifications • Select appropriate production processes to ensure product specifications are met • Select selling strategies to ensure required prices are achieved • Select appropriate distribution channel options to ensure access to target markets is achieved efficiently and appropriately • Establish timeframes for production, distribution and selling activities • Develop a gross margin budget to demonstrate the cost effectiveness of the marketing plan • Develop partial gross margin budgets to account for market variability <p>Determine promotional strategies</p> <ul style="list-style-type: none"> • Prepare and record detailed plans for promotional activities • Outline objectives, level of exposure and available markets • Ensure strategies take account of time management and scheduling issues, and resource constraints • Create promotional materials that enhance the product and commercial presentation • Record and communicate priorities, responsibilities, timelines and budgets for promotional activities. <p>Implement marketing activities</p> <ul style="list-style-type: none"> • Schedule planned marketing activities within appropriate timeframes • Develop measurable performance targets that meet business plan objectives • Organize distribution channels and ensure product and service information is accurate and readily available to clients • Implement marketing activities within budgetary constraints to meet legal, ethical and enterprise requirements. <p>Evaluate marketing performance</p>
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	<ul style="list-style-type: none"> • Schedule planned marketing activities within appropriate timeframes • Develop measurable performance targets that meet business plan objectives • Organize distribution channels and ensure product and service information is accurate and readily available to clients • Implement marketing activities within budgetary constraints to meet legal, ethical and enterprise
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Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
Competency Standard	MARKET PRODUCTS AND SERVICE
Purpose of Assessment	Formative Assessment
Assessment Task	<ol style="list-style-type: none"> 1. Analyze market information 2. Identify and evaluate factors to include in a marketing plan 3. Develop a marketing plan for your products and services 4. Determine promotional strategies 5. Implement marketing activities 6. Perform pest control measures 7. Evaluate marketing performance

I can.....

Performance Criteria	Yes	No
1. Identify, research and analyze existing or new markets for existing or new products or services using techniques to ensure reliable data	<input type="checkbox"/>	<input type="checkbox"/>
2. Analyze past trends and developments to determine market variability and associated risks	<input type="checkbox"/>	<input type="checkbox"/>
3. Develop gross margin budgets to account for market variability	<input type="checkbox"/>	<input type="checkbox"/>

4. . Identify and evaluate competing products to determine strengths and weaknesses of own products	<input type="checkbox"/>	<input type="checkbox"/>
5. . Monitor market environment to ensure information is current and reliable	<input type="checkbox"/>	<input type="checkbox"/>
6. Identify the legal, ethical and environmental constraints of the markets and their effect on the enterprise	<input type="checkbox"/>	<input type="checkbox"/>
7. Identify product specifications that suit market requirements and price advantage at the time	<input type="checkbox"/>	<input type="checkbox"/>
8. Identify and evaluate production processes to ensure required product specifications are met.	<input type="checkbox"/>	<input type="checkbox"/>
9. Identify and assess alternative selling strategies and techniques to identify marketing targets and methods	<input type="checkbox"/>	<input type="checkbox"/>
10. Identify and assess distribution channels and their role in your marketing strategies	<input type="checkbox"/>	<input type="checkbox"/>
11. Ensure the data used is reliable and the market environment and trends are substantiated	<input type="checkbox"/>	<input type="checkbox"/>
12. Evaluate the role of marketing professionals in providing advice	<input type="checkbox"/>	<input type="checkbox"/>
13. Establish marketing objectives based on current and potential product specifications	<input type="checkbox"/>	<input type="checkbox"/>
14. Select appropriate production processes to ensure product specifications are met	<input type="checkbox"/>	<input type="checkbox"/>
15. Select selling strategies to ensure required prices are achieved	<input type="checkbox"/>	<input type="checkbox"/>
16. Select appropriate distribution channel options to ensure access to target markets is achieved efficiently and appropriately	<input type="checkbox"/>	<input type="checkbox"/>
17. Establish timeframes for production, distribution and selling activities	<input type="checkbox"/>	<input type="checkbox"/>
18. Develop a gross margin budget to demonstrate the cost effectiveness of the marketing plan	<input type="checkbox"/>	<input type="checkbox"/>
19. . Develop partial gross margin budgets to account for market variability	<input type="checkbox"/>	<input type="checkbox"/>
20. Prepare and record detailed plans for promotional activities	<input type="checkbox"/>	<input type="checkbox"/>
21. Outline objectives, level of exposure and available markets	<input type="checkbox"/>	<input type="checkbox"/>
22. Ensure strategies take account of time management and scheduling issues, and resource constraints	<input type="checkbox"/>	<input type="checkbox"/>
23. Create promotional materials that enhance the product and commercial presentation	<input type="checkbox"/>	<input type="checkbox"/>
24. Record and communicate priorities, responsibilities, timelines and budgets for promotional activities	<input type="checkbox"/>	<input type="checkbox"/>
25. Schedule planned marketing activities within appropriate timeframes	<input type="checkbox"/>	<input type="checkbox"/>
26. Develop measurable performance targets that meet business plan objectives	<input type="checkbox"/>	<input type="checkbox"/>
27. . Organize distribution channels and ensure product and service information is accurate and readily available to clients	<input type="checkbox"/>	<input type="checkbox"/>

28. Implement marketing activities within budgetary constraints to meet legal, ethical and enterprise requirements	<input type="checkbox"/>	<input type="checkbox"/>
29. Review the established marketing objectives to ensure they remain viable	<input type="checkbox"/>	<input type="checkbox"/>
30. Make an objective assessment of the marketing plan and its implementation by a comparison of valid and reliable data against the established objectives	<input type="checkbox"/>	<input type="checkbox"/>
31. Assess product, pricing and distribution policies in relation to market changes, marketing objectives and enterprise requirements	<input type="checkbox"/>	<input type="checkbox"/>
32. Identify areas of positive marketing performance and take corrective action to remedy poor marketing performance areas	<input type="checkbox"/>	<input type="checkbox"/>
33. Document and distribute information for continual analysis and effective planning management	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Assessors Judgment Guide

Qualification	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
Competency Standard	MARKET PRODUCTS AND SERVICE
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

Observation Checklist

Assessment Task	<ol style="list-style-type: none"> 1. Analyze market information 2. Identify and evaluate factors to include in a marketing plan 3. Develop a marketing plan for your products and services 4. Determine promotional strategies 5. Implement marketing activities 6. Perform pest control measures 7. Evaluate marketing performance 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Identify, research and analyze existing or new markets for existing or new products or services using techniques to ensure reliable data	<input type="checkbox"/>	<input type="checkbox"/>	
2.	Analyze past trends and developments to determine market variability and associated risks	<input type="checkbox"/>	<input type="checkbox"/>	
3.	Develop gross margin budgets to account for market variability	<input type="checkbox"/>	<input type="checkbox"/>	
4.	. Identify and evaluate competing products to determine strengths and weaknesses of own products	<input type="checkbox"/>	<input type="checkbox"/>	
5.	. Monitor market environment to ensure information is current and reliable	<input type="checkbox"/>	<input type="checkbox"/>	
6.	Identify the legal, ethical and environmental constraints of the markets and their effect on the enterprise	<input type="checkbox"/>	<input type="checkbox"/>	
7.	Identify product specifications that suit market requirements and price advantage at the time	<input type="checkbox"/>	<input type="checkbox"/>	
8.	Identify and evaluate production processes to ensure required product specifications are met.	<input type="checkbox"/>	<input type="checkbox"/>	
9.	Identify and assess alternative selling strategies and techniques to identify marketing targets and methods	<input type="checkbox"/>	<input type="checkbox"/>	
10.	Identify and assess distribution channels and their role in your marketing strategies	<input type="checkbox"/>	<input type="checkbox"/>	
11.	Ensure the data used is reliable and the market environment and trends are substantiated	<input type="checkbox"/>	<input type="checkbox"/>	

12.	Evaluate the role of marketing professionals in providing advice	<input type="checkbox"/>	<input type="checkbox"/>	
13.	Establish marketing objectives based on current and potential product specifications	<input type="checkbox"/>	<input type="checkbox"/>	
14.	Select appropriate production processes to ensure product specifications are met	<input type="checkbox"/>	<input type="checkbox"/>	
15.	Select selling strategies to ensure required prices are achieved	<input type="checkbox"/>	<input type="checkbox"/>	
16.	Select appropriate distribution channel options to ensure access to target markets is achieved efficiently and appropriately	<input type="checkbox"/>	<input type="checkbox"/>	
17.	Establish timeframes for production, distribution and selling activities	<input type="checkbox"/>	<input type="checkbox"/>	
18.	Develop a gross margin budget to demonstrate the cost effectiveness of the marketing plan	<input type="checkbox"/>	<input type="checkbox"/>	
19.	. Develop partial gross margin budgets to account for market variability	<input type="checkbox"/>	<input type="checkbox"/>	
20.	Prepare and record detailed plans for promotional activities	<input type="checkbox"/>	<input type="checkbox"/>	
21.	Outline objectives, level of exposure and available markets	<input type="checkbox"/>	<input type="checkbox"/>	
22.	Ensure strategies take account of time management and scheduling issues, and resource constraints	<input type="checkbox"/>	<input type="checkbox"/>	
23.	Create promotional materials that enhance the product and commercial presentation	<input type="checkbox"/>	<input type="checkbox"/>	
24.	Record and communicate priorities, responsibilities, timelines and budgets for promotional activities	<input type="checkbox"/>	<input type="checkbox"/>	
25.	Schedule planned marketing activities within appropriate timeframes	<input type="checkbox"/>	<input type="checkbox"/>	

26.	Develop measurable performance targets that meet business plan objectives	<input type="text"/>	<input type="text"/>	
27.	. Organize distribution channels and ensure product and service information is accurate and readily available to clients	<input type="text"/>	<input type="text"/>	
28.	Implement marketing activities within budgetary constraints to meet legal, ethical and enterprise requirements	<input type="text"/>	<input type="text"/>	
29.	Review the established marketing objectives to ensure they remain viable	<input type="text"/>	<input type="text"/>	
30.	Make an objective assessment of the marketing plan and its implementation by a comparison of valid and reliable data against the established objectives	<input type="text"/>	<input type="text"/>	
31.	Assess product, pricing and distribution policies in relation to market changes, marketing objectives and enterprise requirements	<input type="text"/>	<input type="text"/>	
32.	Identify areas of positive marketing performance and take corrective action to remedy poor marketing performance areas	<input type="text"/>	<input type="text"/>	
33.	Document and distribute information for continual analysis and effective planning management	<input type="text"/>	<input type="text"/>	
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Tunnel Farming, Greenhouse & Agribusiness(Level-5)
Competency Standard	MARKET PRODUCTS AND SERVICE
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	What will be the criteria for selecting an appropriate market?		
2.	How to reduce marketing/ transportation cost?		
3.	Discuss role of value addition in better selling strategies?		

4.	What should be the promotional strategies to enhance commercial value of product?		
5.	How pricing data can be helpful for the selection of better market place?		

Feedback to the Candidate	
Candidate's Signature_____	Assessor's Signature _____

