

081104T4AGP

AGRIPRENEURSHIP LEVEL 4

AGR/OS/AP/CR/03/4/A

Market Agricultural Products/Services.

Nov/Dec 2024



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

OBSERV

KLIST

INSTRUCTIONS TO THE ASSESSOR

1. You are required to mark the practical after the candidate completes the tasks.
2. Ensure the candidate has an identification tag pinned at the back and front near the shoulders showing Candidate's name and registration code.

OBSERVATION CHECKLIST

Candidate's name & Registration No.			
Assessor's name & ID Code			
Venue of Assessment			
Date of Assessment			
Items to be evaluated:	Marks Allocated	Marks Obtained	Comments
TASK 1 Product branding and labeling (30mks)			
1. Wore the appropriate PPEs, ➤ Dust coat/overall ➤ Mask ➤ Gloves ➤ Head net <i>(Award 1mark for each)</i>	4		
2. Designed an attractive brand nam Logo for a dairy Agri-enterprise. ➤ Brand name ➤ Logo name <i>(Award 2 marks for correct branding and 2marks for the logo)</i>	4		
3. Designed the product label as per the standard procedures which should have; a) Name of manufacturer, phone number, email and permanent contact address b) Name of the product(milk) c) Ingredients (vitamins A, B, D. Minerals- Ca, Zn, Fe) d) Date of manufacturing and expiry e) Any special storage conditions (cool and	3 2 2 2 3		

dry place)			
f) Weight of the content in volume(ml) (250ml)	2		
g) KEBS trade mark of quality	2		
h) General outlook of the label should be attractive, neat and well arranged (Award 2 marks marks)	2		
4. Stuck the label on the 250 ml plastic bottle ➤ Correct position ➤ Label coverage (2/3) (Award 1 mark for each item or 0)	2		
5. Weighed the milk 250ml (Award 2 marks for correct weight or	2		
Sub-total 1	30		
Task 2: Customer Feedback Form (20Marks)			
1. Designed a form with the following components;			
a) Name of the Agri-enterprise	2		
b) Title of the document – (Customer feedback form in upper case)	2		
c) Opening statement requesting customer to respond	2		
d) Customer personal details such as gender, location and age.	2		
e) Feedback questions which are.			
i. When last did you consume the product?	2		
ii. Were you satisfied with the quality of the product?	2		
iii. Did you find any fault in the product?	2		

iv. Was the product easily accessible?	2		
v. Was the price of the product reasonable?			
vi. Suggest any other improvement in the product.	2		
vii. Can you refer someone else to purchase the product?	2		
viii. Is the product available in the market?			
<i>(Award 2 mark for every relevant question)</i>			
Sub-total 2	20		
GRAND TOTAL MARKS	50		
The candidate was found to be: (Please tick (✓) as appropriate)			
Competent ☐	Not yet competent ☐		
<i>(The candidate is competent if s/he scores 50%)</i>			
Feedback from candidate:			
Feedback to candidate:			
Candidate's signature:		Date	
Assessor's signature:		Date	

SAMPLE

HAPPY COW DAIRY FARM

CUSTOMER FEEDBACK FORM

Happy Cow Dairy Farm is a dairy farm that produces and sells milk to its customers with Meru County. Our products are of high quality and our customers derive highest level of utility. Happy Cow Dairy farm intends to collect views, opinions and recommendations on milk we sell to our customers. We therefore request you to fill this form as honest as possible. This information will be treated with utmost confidentiality. Happy Cow Dairy farm will use the information given to improve the quality of milk and other related services to their customers.

SECTION A

1. Name of the respondent. _____
2. Gender ; Male ____ Female ____
3. Age _____ Years.
4. Location _____

SECTION B

5. When last did you consume milk fr _____ Dairy Farm? _____.
6. Were you satisfied with the quality of the milk? Yes ____ No ____
7. If No, why? _____
8. Did you find any fault in the milk? Yes ____ No ____
9. If Yes, What fault did you find in our milk?

10. Was milk easily accessible to you? Yes ____ No ____
11. Where would you prefer to buy Happy Cow Milk? _____
12. Was the price of the milk reasonable to you? Yes ____ No ____
13. How much would like to pay for 1 liter in Ksh? _____
14. Suggest any other improvement in the milk.

15. Can you refer someone else to purchase milk from Happy Cow Dairy Farm?
Yes ____ No ____

Thank for filling the form.