

081104T4AGP

AGRIPRENEURSHIP LEVEL 4

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

Market Agricultural Products and Services

July/August 2025



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

OBSERVATION

CHECKLIST

INSTRUCTIONS TO ASSESSOR

1. Assess the candidate as the practical progresses observing the critical areas
2. You are required to mark the practical as the candidate perform the tasks
3. You are required to take video clips at critical points
4. Ensure the candidate has a name tag and registration code at the back and front

OBSERVATION CHECKLIST

Candidate's name & Registration No.			
Assessor's name & ID Code			
Venue of Assessment			
Date of Assessment			
Items to be evaluated: <i>Please award marks as appropriate. Give a brief comment on your observation.</i>	Marks Available	Marks Obtained	Comments
TASK 1: MARKET SURVEY QUESTIONNAIRE			
1. Donned appropriate attire • Dust coat/overall • Closed shoes • Identification tag <i>(Award one mark for each or zero)</i>	3		
2. Designed a market survey questionnaire with the following information;	2		
a) Name of the enterprise	2		
b) Title of the document – (Market Survey Questionnaire in upper case)	2		
c) Opening statement requesting potential customer to respond	12		
d) Customer personal details such as gender, location and age.			
e) Questionnaire questions e.g. i. In your opinion, what do you like about calf pellets?			

ii. What are your experiences with existing brands of calf pellets in the market? iii. What improvements can be made to the existing calf pellets available in the market? iv. What are the possible reasons why you have chosen the available products in the markets? • It's serving my needs • Good quality products • Affordable prices • It's the only brand available in the market • Reputable brand v. Would you buy a new brand of calf pellets if they were available in the markets? • Yes • No If No. Why is it so? vi. How likely are you to choose our calf pellet			
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brand over our competitors? • Very likely • Somewhat likely • Not so likely • Very unlikely vii. Would you refer someone else to purchase our product if you like it? • Yes • No If No. Why is it so? viii. Is the product of other existing brands accessible in the market? • Yes • No <i>(Award 2 marks for every relevant question and a maximum of 12 marks)</i>			
Sub Total	23		
TASK 2: PRODUCT BRANDING AND LABELLING			
3. Designed an attractive brand name and Logo/trademark for the product relevant to an Agri-enterprise • Brand name • Logo name <i>(Award 2 marks for a relevant brand name, 2 marks for a logo or zero for no brand name or logo)</i>	4		

ASSESSMENT OUTCOME

The candidate was found to be:

Competent

☐

Not yet competent

☐

Please tick (✓) as appropriate

(The candidate is competent if the candidate obtains at least 50%)

Feedback from the Candidate:

Feedback to the Candidate:

Candidate Signature:

Date:

Assessor's Signature:

Date:
