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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 produceK2. Latest brands of inputs K3. Comparative cost analysis of farm inputsK4. 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 marketP2. Select the appropriate buyers according to farm produce P3. Assist in preparing agreements for salesP4. 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 writingK4. Cost effective modes of transportation available in the vicinity  |