

Facilitating and Learning Materials

NATIONAL PROFICIENCY LEVEL 2

TRADE AREA:

CASHEW VALUE CHAIN

UNIT 8:

**FUNDAMENTALS OF MARKETTING
AGRIBUSINESS AND PRODUCTS**





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What is a QR Code (Quick Response Code)?

A QR code (quick response code) is a type of **2D bar code** that is used to provide easy access to information through a **smartphone**.





Example of a QR code

How to scan the QR Code

- You open an app called *barcode reader* and point the phone camera at the QR code, the app works together with the phone's camera.
- The barcode scanner reads the code and takes you to either the webpage with the extra information or to a video with extra information for independent studies.

After certain information you will see a table with a QR code as well as the title of the document or video of the QR code and an icon, like the one below.

- You can either scan the QR code with your smartphone or
- Ctrl + Click on the heading which will take you to the same information.

For more information scan the QR below or follow the URL hyperlink		
	https://www.youtube.com/watch?v=Xe1o5JDwp2k	

0. Introduction and preliminary notes



Agribusiness and products are influenced and driven towards success by means of strategies. One of the main strategies is marketing.

Marketing in agribusiness is extremely fundamental and adds immense value.

In the current age of business, it is important to take full advantage of all forms of marketing, as well being aware of competition within these marketing forms. By being aware and taking charge of these opportunities, it maximises your chances of success within your agribusiness, therefore increasing your product distribution. Keeping customer satisfaction in mind is an essential aspect to remember when marketing your agribusiness.

On completion of this unit the learner will be able to demonstrate knowledge of marketing agribusiness and products, identifying market needs, and selling products.

LO 1: Marketing agribusiness and products



PC (a) Explain the term “marketing of agribusiness and products”

Marketing is the aspect of bringing attention or awareness to something. Agribusiness refers to business in the agricultural sector and the products of agribusiness are products produced from agricultural activities. Therefore marketing in agribusiness and products refers to bringing attention or awareness to businesses in the agricultural sector and their products.



PC (b) State the importance of marketing agribusiness and products

- To inform the potential buyers of the agribusiness and its products
- Agricultural products are perishable and a failure to sell on time results in wasted harvest.
- An increase in sales comes from marketing the products
- Creates relationship between fellow competitors

- The reputation of the company increases and becomes established
- Creates employment
- Growth within the Agro-based industries – friendly competition allows motivation for other businesses to do better and improve
- Adding to the nation's gross national product and net national product (national income) from the increased sales

PC (c) State the factors to consider

- Trends of demand and supply;
- Competitors;
- Proximity of market



Remember: Good business = Good reputation



PC (d) Prepare a basic marketing strategy for agribusiness and products



Situation: You are a co-worker for a small established business and you along with the team need to prepare a basic marketing strategy for your agribusiness and products.

Instructions:

1. Discuss the importance of the strategies that you will implement in your business
2. Discuss the impact and effect the strategy will have for the future of the agribusiness and products
3. From these discussions develop a basic marketing strategy
4. You have **90 minutes** to complete this job task

Performance criteria:

1. The strategies and impact and effects are discussed
2. Basic marketing strategy is prepared

Use the checklist to follow the stated steps in preparing a basic marketing strategy for agribusiness and products. Rate your own performance critically and honestly after you have completed each activity.



Excellent



Okay



Try Again

Daily PM Activities	Rate
1. Carefully consider and discuss the importance of a marketing strategy	
2. Consider and discuss the impact and effect of a marketing strategy	
3. Preparing a basic marketing strategy	

Self-assessment

PC (a)

Define marketing of agribusiness and products.

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PC (b)

State the importance of marketing agribusiness and products.

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PC (c)

State the factors to consider in marketing

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LO 2: Identifying customer and consumer needs

PC (a) Explain the terms “customer and consumer needs”

In order to provide a good and stable relationship between the supplier/agribusiness and the customer, there needs to be an understanding of what the customer needs.

“Customer and consumer needs” are expectations set based on what is received from a product or service, therefore resulting in consumer satisfaction.

PC (b) State the types of agribusiness products needed by consumers

The types of products that agribusinesses produce are agrochemicals, cattle, crops, agricultural equipment and distribution. It is important that customer needs are met.

These needs are as follows:

- Price range – in order to meet their budget
- Terms and warranties
- Customer experience
- Overall look to appeal to the customer
- Reliability and durability (long term lasting product)
- Efficiency
- Safety & Risk
- Packaging to be appealing and easily accessible
- Meeting certain standards



PC (c) State methods for identifying consumer needs



Methods for identifying consumer needs is a very important aspect for the company. A reason why this is so important is because it will create extreme growth and development within the business, because without customers, the business would not exist. Another reason why this is so important is because if this research is implemented, it will avoid failure within the business. **Examples of a few methods:**

- **Research your market**

- ⊗ For the business to understand whether their product will sell or not, it is important for to research your market to identify what works, and what doesn't; what is in demand and what isn't. It is important to know what it trending and what is outdated; what works and what doesn't. This way, you will be one step closer to a successful business.





- **Ask for feedback from the customers**

- ⊗ In order to know what works for your target group and what doesn't, you need to get feedback from the direct source. So how do we do this?
 1. Create surveys to keep in stores
 2. Create online surveys on the website or one that can be sent via email
 3. Ask directly for their feedback in person
 4. You can come up with creative ways to do this



▪ **Analyse your competition**

- ⊗ This is a vital part of any business. Why? Because if you do not analyse your competitors and their strategies / way of doing business, you will sell yourself short when it comes to getting ahead of the competitions as well as learning from someone who is **already** ahead.
- ⊗ To do this, follow the SWOT rule by identifying your competitors:
 1. **S**TRENGTHS
 2. **W**EAKNESSES
 3. **O**PPORTUNITIES
 4. **T**HREATS
- ⊗ This concept can be used for brands, products as well as experiences

	https://www.youtube.com/watch?v= v1q1nnPCcKw	
	https://www.youtube.com/watch?time_continue=163&v=7RVoXdOUDI8	

Self-assessment:

PC (a)

Identify customer and consumer needs

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PC (c)

State the methods for identifying consumer

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LO 3: Demonstrate knowledge of selling agri-products



PC (a) Explain sales of agri-products

The sales of agri-products is simply the buying and selling of agricultural products for profit.

PC (b) State the factors to consider in selling agri-products

The following are the factors to consider in selling agri-products:

- Production cost
- Product distribution cost
- Product promotion

PC (c) Outline the procedures for selling agri-products

Today's agricultural marketing has to undergo a series of exchanges or transfers from one person to another before it reaches the consumer. There are three marketing steps involved in this, namely;

- Assembling
- Preparation for consumption
- Distribution

PC (d) Develop a basic sales plan for selling agri-products



Situation: You are a co-worker for a small established business called “The Fruitful Nation”

One of the first steps you’ll need to cover is having a sale plan. In this job task, you need to develop a basic sales plan for selling agri-products.

Instructions:

1. Discuss the importance of the strategies that will be implement
2. Develop a basic sales plan for selling agri-products
3. You have **90 minutes**

Performance criteria:

1. The importance of the strategies is discussed
2. Basic sale plans for selling agri-products is developed

Use the checklist to follow the stated steps in for developing a basic sales plan for selling agri-products. Rate your own performance critically and honestly after you have completed each activity.



Excellent



Okay



Try Again

Daily PM Activities	Rate
1. Considering and discussing the importance of sales plans	
2. Developing a basic sales plan for agri-products	

Self-assessment:

PC (a)

Explain the sales of agri-products

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PC (b)

State the factors to consider in selling agri-products

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PC (c)

Outline the procedure for selling agri-products

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