
Citrus Business Management Programme

Module 8

**Manage Your Business:
Sales and Marketing**

Formative PoE Guide

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Scientific  **Roets**



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Assessor Orientation

Background Information

The main theme of this module is marketing. It centres on understanding the concept of market forces and contractual agreements when making marketing decisions. Note that this module has been contextualised for agribusiness.

The module will cover aspects such as:

- ❖ The free market system in terms of perfect and imperfect competitive markets.
- ❖ The interaction of demand and supply in price determination, under perfectly competitive market conditions.
- ❖ The factors that influence economic activity.
- ❖ The development and significance of markets (with relevance to South Africa).
- ❖ Contract administration principles and techniques.
- ❖ Basic risk management techniques in managing performance.
- ❖ Handling contract changes and disputes.
- ❖ Compliance and administrative close-out of contract.

This module contributes to the exit level outcome and associated criteria:

4. Manage a new venture by applying business principles and techniques.

- 4.1. A business plan for a new venture is developed using strategic planning principles and techniques.
- 4.2. Guidelines for the implementation and monitoring the strategic action plan are formulated in terms of milestones and timeframes.
- 4.3. Financial management planning principles and techniques are applied in order to manage the business in an efficient and effective manner.
- 4.4. Production and / or operations management is applied in a chosen business opportunity.
- 4.5. Sound human resources management techniques are applied in order to set up a productive and motivated workforce for a business.
- 4.6. Administrative principles and procedures are applied for sound administration and record-keeping.

This module comprises of 2 unit standards and attracts 15 credits.

This module is aligned to unit standards:

Section 1	Marketing and Market Forces	263514	Demonstrate an understanding of the function of the market mechanisms in a new venture	C	4	5
Section 2	Contractual Agreements	119671	Administer contracts for a selected new venture	C	3	10

Unit Standard Information

Demonstrate an understanding of the function of the market mechanisms in a new venture

SAQA US ID	UNIT STANDARD TITLE			
263514	Demonstrate an understanding of the function of the market mechanisms in a new venture			
ORIGINATOR				
Task Team - New Venture Creation				
PRIMARY OR DELEGATED QUALITY ASSURANCE FUNCTIONARY				
-				
FIELD			SUBFIELD	
Field 03 - Business, Commerce and Management Studies			Generic Management	
ABET BAND	UNIT STANDARD TYPE	PRE-2009 NQF LEVEL	NQF LEVEL	CREDITS
Undefined	Regular	Level 4	NQF Level 04	5
REGISTRATION STATUS		REGISTRATION START DATE	REGISTRATION END DATE	SAQA DECISION NUMBER
Reregistered		2015-07-01	2018-06-30	SAQA 10105/14
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT		
2019-06-30		2022-06-30		

In all of the tables in this document, both the pre-2009 NQF Level and the NQF Level is shown. In the text (purpose statements, qualification rules, etc), any references to NQF Levels are to the pre-2009 levels unless specifically stated otherwise.

This unit standard replaces:

US ID	Unit Standard Title	Pre-2009 NQF Level	NQF Level	Credits	Replacement Status
114595	Demonstrate an understanding of the function of the market mechanisms in a new venture	Level 4	NQF Level 04	5	Complete

PURPOSE OF THE UNIT STANDARD

This Unit Standard is intended for learners who wish to develop an understanding of the way market mechanisms operate in a new venture. It will also address the economic realities of South Africa and the role new ventures play in job creation.

Learners credited with this unit standard will be able to:

- Explain the free market system in terms of perfect and imperfect competitive markets.
- Analyse the interaction of demand and supply in price determination.
- Analyse the factors that influence economic activity.
- Describe the development and significance of markets.

LEARNING ASSUMED TO BE IN PLACE AND RECOGNITION OF PRIOR LEARNING

It is assumed that the learner has the following knowledge and skills:

- Communication at NQF Level 3.

UNIT STANDARD RANGE

N/A

Administer contracts for a selected new venture

SAQA US ID	UNIT STANDARD TITLE			
119671	Administer contracts for a selected new venture			
ORIGINATOR				
SGB Generic Management				
PRIMARY OR DELEGATED QUALITY ASSURANCE FUNCTIONARY				
-				
FIELD			SUBFIELD	
Field 03 - Business, Commerce and Management Studies			Generic Management	
ABET BAND	UNIT STANDARD TYPE	PRE-2009 NQF LEVEL	NQF LEVEL	CREDITS
Undefined	Regular-Fundamental	Level 3	NQF Level 03	10
REGISTRATION STATUS		REGISTRATION START DATE	REGISTRATION END DATE	SAQA DECISION NUMBER
Reregistered		2015-07-01	2018-06-30	SAQA 10105/14
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT		
2019-06-30		2022-06-30		

In all of the tables in this document, both the pre-2009 NQF Level and the NQF Level is shown. In the text (purpose statements, qualification rules, etc), any references to NQF Levels are to the pre-2009 levels unless specifically stated otherwise.

This unit standard does not replace any other unit standard and is not replaced by any other unit standard.

PURPOSE OF THE UNIT STANDARD

Learners working towards this standard will be learning towards the full qualification, or will be working within a SMME (Small, Medium, Micro Enterprise) environment, specialising in New Venture Ownership and Management, where the acquisition of competence against this standard will add value to one's job. This standard will also add value to entrepreneurs who are seeking to develop their entrepreneurial skills so that they can become more marketable for bigger contracts, including commercial and public sector contracts, for example the Department of Public Works programmes.

The qualifying learner is capable of:

- Obtaining contract and analyse performance requirements
- Applying basic risk management techniques in managing performance
- Demonstrating an understanding of contract changes and disputes
- Ensuring compliance and administrative close-out of contract

LEARNING ASSUMED TO BE IN PLACE AND RECOGNITION OF PRIOR LEARNING

All learners accessing this qualification must be in possession of a GETC or equivalent qualification. The learner must be competent in communications and mathematical literacy at NQF level 2.

UNIT STANDARD RANGE

N/A

information

Unit Standard References

The SAQA registered unit standards associated with this learning program are included in this guide for your information.

Please do not hesitate to ask the facilitator or assessor to explain anything that you do not understand or need help with.

Associated Qualification

This unit standard forms part of the learner support materials for the following qualification:

Further Education and Training Certificate: New Venture Creation

SAQA QUAL ID		QUALIFICATION TITLE		
66249		Further Education and Training Certificate: New Venture Creation		
ORIGINATOR				
Task Team - New Venture Creation				
PRIMARY OR DELEGATED QUALITY ASSURANCE FUNCTIONARY			NQF SUB-FRAMEWORK	
SERVICES - Services Sector Education and Training Authority			OQSF - Occupational Qualifications Sub-framework	
QUALIFICATION TYPE	FIELD	SUBFIELD		
Further Ed and Training Cert	Field 03 - Business, Commerce and Management Studies	Generic Management		
ABET BAND	MINIMUM CREDITS	PRE-2009 NQF LEVEL	NQF LEVEL	QUAL CLASS
Undefined	149	Level 4	NQF Level 04	Regular-Unit Stds Based
REGISTRATION STATUS		SAQA DECISION NUMBER	REGISTRATION START DATE	REGISTRATION END DATE
Reregistered		SAQA 10105/14	2015-07-01	2018-06-30
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT		
2019-06-30		2022-06-30		

In all of the tables in this document, both the pre-2009 NQF Level and the NQF Level is shown. In the text (purpose statements, qualification rules, etc), any references to NQF Levels are to the pre-2009 levels unless specifically stated otherwise.

This qualification replaces:

Qual ID	Qualification Title	Pre-2009 NQF Level	NQF Level	Min Credits	Replacement Status
23953	Further Education and Training Certificate: New Venture Creation (SMME)	Level 4	NQF Level 04	162	Complete

Learner Details

First name:	
Surname:	
ID number:	
Mobile phone contact number:	
E-mail address:	
Postal address:	
Dates on which you completed this formative PoE guide:	
Declaration:	I hereby confirm that: • I received the assessment plan and schedule. • I understand my rights in terms of special needs, re-assessment, feedback and appeals against assessment decisions. • I completed the formative assessment independently without assistance from anyone else.
Date:	
Place:	
Signature:	
Signature of Assessor:	

information

Important

Please remember that this document is seen as legal evidence of your competence. It is very important that you sign and date each section where requested. Your signature confirms that this work is your own and that you have not committed fraud in any way.



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