
Citrus Orchard Foreman Occupational Learning

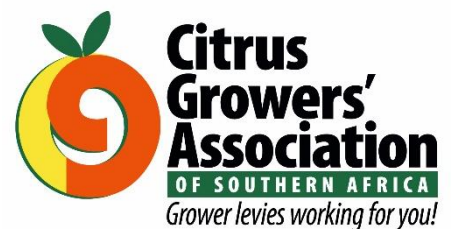
Formative Activities Assessment Guide

A7: Marketing

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Activity F1 – Marketing

While completing your practical work, answer the following questions based on the farm you are working at:

1. Who drafts the marketing budget for your farm?

Pertinent Information	Marks Awarded:
Personnel responsible for marketing budget drafting (e.g. Marketing manager)	1

2. Who is responsible for implementing the marketing plan?

Pertinent Information	Marks Awarded:
Personnel responsible for marketing budget implementation (e.g. Marketing team)	1

3. How does management make sure that the money allocated in the marketing budget is spent correctly (not underspent or overspent)?

Pertinent Information	Marks Awarded:
Budget reviews and audits.	2

4. How does the management of the production unit measure how effective the return on investment for money spent on the marketing budget is?

Pertinent Information	Marks Awarded:
Monitoring increases in fruit sales after implementing a marketing plan.	1

5. Why do you think it is important to adhere to the needs and desires of the market and your target consumer in the drafting and implementation of your marketing plan?

Pertinent Information	Marks Awarded:
If you do not, the marketing budget is wasted and the product will not reach its target market, which will lead to financial losses and possible ruin of the producer.	3

6. Explain in your own words how you, as a foreman, can actively contribute and play a role in the success of your farm's marketing mix:

Pertinent Information		Marks Awarded:
Product:	You can take care to aid in the production of the highest quality product by adhering to all policies, procedures and highest food safety and hygiene principles.	8
Place:	You can research exactly what the needs of the market in the place is where the product is being distributed and you can actively follow all policies and procedures as well as health and hygiene to contribute to meeting those needs identified.	
Price:	You can take care to aid in the production of the highest quality product in the most cost-effective way possible.	
Promotion:	You can have a positive attitude towards the product, the employer and only speak positively	

	within your immediate community, family and friends of the product and by wearing any uniforms or promotional materials correctly, cleanly, hygienically and in such a manner as to contribute to a positive brand image.	
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7. Name one short-term, one medium-term and one long-term marketing cost that are included in the marketing budget of your farm:

Pertinent Information	Marks Awarded:
Short-term: e.g. Communication costs for market research Medium-term: e.g. Advertising campaign for a specific season Long term: e.g. Branded promotional materials given to store owners, but cannot be sold	2

8. How does your organisation go about setting strategic goals and planning in terms of the marketing cycle?

Pertinent Information	Marks Awarded:
<u>Answer will vary with different learners, but for example:</u> Our farm management meets four times per year with the marketing team, after gather information from reputable sources such as CRI and CGA. The marketing team will give a detailed overview of market information with attached conclusions and recommendations by experts. The management will then set goals with the marketing team, based on analysis and interpretation.	4

9. How is the budget allocated and applied in terms of market research?

Pertinent Information	Marks Awarded:
<u>Answer will vary with different learners, but for example:</u>	8
Other Marketing Budget: 90k	
Total Market Research Budget:	
<i>Journal Subscriptions</i> 4k	
<i>Industry Associations and Memberships</i> 12k	
<i>Market Research Consultant</i> 12k	
<i>Sundry Research Costs</i> 2k	
Total Marketing Budget: 120k	