
**HORTICULTURE RESOURCES
MANAGEMENT**
**Develop and manage the sales and
marketing plan for a given horticulture
operation**

level:	6
credit:	5
planned review date:	June 2008
sub-field:	Horticulture
purpose:	People credited with this unit standard will be able to obtain information and facilitate the development of the sales and marketing plan for a given horticulture operation.
entry information:	Open, but it is recommended that the learner gain skills and knowledge in marketing before seeking credit for this unit standard.
accreditation option:	Evaluation of documentation and visit by NZQA, industry and teaching professional in the same field from another provider.
moderation option:	A centrally established and directed national moderation system has been set up by the New Zealand Horticulture Industry Training Organisation.
special notes:	Case studies may be used as the basis for this unit standard.

Elements and Performance Criteria

element 1

Identify markets for existing and potential products.

performance criteria

- 1.1 Information gathered on relevant markets identifies their potential for sale of produce generated by the horticulture operation.

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- 1.2 Preferred product characteristics are identified for each stage in the marketing chain, and the implications of those characteristics for production are determined.
- 1.3 Analysis of past prices and trends determines market variability and associated risks as a basis for assessing implications for future income and profitability.
- 1.4 Factors causing product price variability are identified, and measures to minimise their effect are determined.

element 2

Determine the marketing strategy to be used for each product.

performance criteria

- 2.1 Existing marketing system is defined and alternative systems are explored to determine their viability as options to the existing system.
- 2.2 Potential selling outlets are identified and the most cost-effective option is selected for each product.
- 2.3 Marketing services and organisations are utilised where they provide cost-beneficial marketing solutions.
- 2.4 Assessment of key factors for support of product in selling outlets chosen provides basis for assessing costs against returns.

Range: advertising, promotional activities, transport, handling, storage, display set-up, and maintenance.
- 2.5 Options chosen reflect value for investment and the most favourable presentation of product to the consumer.

element 3

Develop a marketing plan for each product.

performance criteria

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- 3.1 Information obtained from the assessment of alternative marketing strategies is applied to define marketing targets and methods.
- 3.2 Identification of predictable factors influencing the achievement of targets enables documentation of strategies to deal with each factor.
- 3.3 Strategies developed for dealing with non-predictable occurrences enable workable solutions to be defined and implemented effectively.

element 4

Implement, monitor, and evaluate the marketing plan.

performance criteria

- 4.1 Strategies implemented generate organisation-wide awareness of marketing targets and commitment to their achievement.
- 4.2 Procedures adopted to monitor achievement provide information in a format which enables progress to be measured against marketing plan targets.
- 4.3 Information provided enables planning and implementation of any changes required to be undertaken within pre-determined time frames.

Comments on this unit standard

Please contact New Zealand Horticulture Industry Training Organisation
<http://www.hortito.org.nz> if you wish to suggest changes to the content of this unit standard.

Please Note

Providers must be accredited by the Qualifications Authority or a delegated inter-institutional body before they can register credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be accredited by the Qualifications Authority before they can register credits from assessment against unit standards.

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Accredited providers and Industry Training Organisations assessing against unit standards must engage with the moderation system that applies to those standards.

Accreditation requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for providers wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

This unit standard is covered by AMAP 0032 which can be accessed at <http://www.nzqa.govt.nz/site/framework/search.html>.