

Achievement Standard

Subject Reference Agribusiness 3.10

Title Analyse how a product meets market needs through innovation in the value chain

Level 3 **Credits** 4 **Assessment** Internal

Subfield Business Operations and Development

Domain Business Studies

Status Registered **Status date** 23 November 2017

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This achievement standard involves analysing how a product meets market needs through innovation in the value chain.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Analyse how a product meets market needs through innovation in the value chain. 	<ul style="list-style-type: none"> Analyse, in-depth, how a product meets market needs through innovation in the value chain. 	<ul style="list-style-type: none"> Comprehensively analyse how a product meets market needs through innovation in the value chain.

Explanatory Notes

- This achievement standard is related to *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007, and to the material in the Teaching and Learning Guides, Ministry of Education, 2016 at <http://seniorsecondary.tki.org.nz>.
- Analyse* involves explaining how a product meets market needs through innovation in the value chain. This includes:
 - explaining the value chain for a selected product
 - explaining an innovation that may occur at a stage of the value chain
 - explaining how the innovation meets market needs.

Analyse, in-depth, involves giving a thorough explanation of how a product meets market needs through innovation in the value chain. This includes examining how the innovation adds greater value to the selected product.

Comprehensively analyse involves evaluating how a product meets market needs through innovation in the value chain. This includes evaluating the impact and

consequences of the innovation on the whole value chain, and the ability for the selected product to meet future needs.

- 3 A *product* refers to an idea, information, object, good, or service created as a result of a process and serves a need or satisfies a want.
 - 4 *Innovation* refers to a new method, resource, idea or product that results in adding value. Examples include:
 - transparent value chains
 - biosecurity methods
 - apps for digital devices
 - GPS trackers and drones for delivery
 - precision horticulture
 - business collaborations
 - 5 *Value chain* refers to a set of activities in a process in order to deliver a product or service to the market from producer to consumer. Examples include:
 - processor/manufacturer
 - consumer distribution
 - market research
 - product research and development
 - promotion
 - quality control
 - 6 Conditions of Assessment related to this achievement standard can be found at <http://ncea.tki.org.nz/Resources-for-Internally-Assessed-Achievement-Standards>.
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Quality Assurance

- 1 Providers and Industry Training Organisations must be accredited by NZQA before they can register credits from assessment against achievement standards.
- 2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0233