

Title	Describe the rural servicing industry and functions of a rural servicing company		
Level	2	Credits	4

Purpose	<p>This unit standard is for people working, or intending to work, in rural servicing.</p> <p>People credited with this unit standard are able to describe: the structure, activities, and services of the rural servicing industry; the purpose and function of a rural servicing company; and the communication requirements unique to rural servicing clients, and client and business relationships.</p>
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Classification	Agriculture > Rural Servicing
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Available grade	Achieved
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Guidance Information

All evidence presented in this unit standard must be in accordance with:

- Health and Safety at Work Act 2015.

Outcomes and performance criteria

Outcome 1

Describe the structure, activities, and services of the rural servicing industry.

Performance criteria

1.1 Describe the structure of the rural servicing industry in terms of the functions of its component organisations and their interrelationships.

Range rural servicing companies, industry organisations, 'industry good' organisations, processing companies, regulatory authorities, associated companies, supply companies.

1.2 Describe commercial activities in terms of their relationship with the rural servicing industry.

Range commercial activities include but are not limited to – importing, exporting, purchasing, retailing, processing, manufacturing, warehousing, financing, advising, marketing, broking.

1.3 Analyse external factors in terms of their effect on rural businesses.

Range New Zealand dollar, fuel prices, business climate, interest rates.

Outcome 2

Describe the purpose and function of a rural servicing company.

Performance criteria

2.1 Analyse the value statements of the company in terms of their application to the business.

Range mission statement, vision statement, values, goals.

2.2 Describe the company structure in terms of functional relationships within the business.

2.3 Describe communication networks in terms of national office and local branch, within local branch, and between branch and clients.

2.4 Describe company expectations in terms of job description requirements, performance standards, and general code of conduct for all employees.

Outcome 3

Describe the communication requirements unique to rural servicing clients, and client and business relationships.

Performance criteria

3.1 Describe the importance of meeting client expectations and requirements in relation to time and timing of service, and availability and delivery of product.

3.2 Describe the time and timing of communication with clients outside the rural servicing outlet in relation to client availability.

3.3 Describe the importance of establishing good client relations in terms of the implications of long-term relationships between the rural servicing business and the farming business.

Replacement information	This unit standard replaced unit standard 17335.
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This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	20 June 2006	31 December 2024
Review	2	28 February 2019	31 December 2024
Review	3	25 August 2022	31 December 2024

Consent and Moderation Requirements (CMR) reference	0052
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

This unit standard is expiring