****

**REPUBLIC OF KENYA**

**COMPETENCY BASED MODULAR CURRICULUM**

**FOR**

**PASSION FRUIT PRODUCTION AND PROCESSING**

**KNQF LEVEL 3**

**ISCED PROGRAMME CODE:** **0811 254 A**

Copy right © 2025

All rights reserved. No part of this curriculum may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods without the prior written permission of the …………., except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law. For permission requests, write to the ………………, at the address below:

# FOREWORD

The provision of quality education and training is fundamental to the Government’s overall strategy for social and economic development. Quality education and training contribute to the achievement of Kenya’s development blueprint and sustainable development goals.

Reforms in the education sector are necessary to achieve Kenya Vision 2030 and meet the provisions of the Constitution of Kenya 2010. The education sector had to be aligned to the Constitution, and this resulted in the formulation of the Policy Framework for Reforming Education and Training in Kenya (Sessional Paper No. 14 of 2012). A key feature of this policy is the radical change in the design and delivery of TVET training. This policy document requires that training in TVET be competency-based, curriculum development be industry-led, certification be based on demonstration of competence, and the mode of delivery allow for multiple entry and exit in TVET programmes.

These reforms demand that Industry takes a leading role in curriculum development to ensure the curriculum addresses its competence needs. It is against this background that this curriculum has been developed. For trainees to build their skills on foundational hands-on activities of the occupation, units of learning are grouped in modules. This has eliminated duplication of content and streamlined exemptions based on skills acquired as a trainee progresses in the up-skilling process, while at the same time allowing trainees to be employable in the shortest time possible through the acquisition of part qualifications.

It is my conviction that this curriculum will play a great role in developing competent human resources for the Horticulture Sector’s growth and development.

**PRINCIPAL SECRETARY**

**STATE DEPARTMENT FOR TVET**

**MINISTRY OF EDUCATION**

**PREFACE**

Kenya Vision 2030 aims to transform Kenya into a newly industrializing middle-income country, providing high-quality life to all its citizens by the year 2030. Kenya intends to create globally competitive and adaptive human resource base to meet the requirements of a rapidly industrializing economy through lifelong education and training. TVET has a responsibility to facilitate the process of inculcating knowledge, skills, and worker behaviour necessary for catapulting the nation to a globally competitive country, hence the paradigm shift to embrace Competency-Based Education and Training (CBET).

TVET Act, CAP 210A and Sessional Paper No. 1 of 2019 on Reforming Education and Training in Kenya for Sustainable Development emphasized the need to reform curriculum development, assessment, and certification. This called for a shift to CBET to address the mismatch between skills acquired through training and skills needed by industry, as well as increase the global competitiveness of the Kenyan labour force.

This curriculum has been developed in adherence to the Kenya National Qualifications Framework and CBETA standards and guidelines. The curriculum is designed and organized into Units of Learning with Learning Outcomes, suggested delivery methods, learning resources, and methods of assessing the trainee’s achievement. In addition, the units of learning have been grouped in modules to concretize the skills acquisition process and streamline upskilling.

I am grateful to all expert trainers and everyone who played a role in translating the Occupational Standards into this competency-based modular curriculum.

# ACKNOWLEDGMENT

This curriculum has been designed for competency-based training and has independent units of learning that allow the trainee flexibility in entry and exit. In developing the curriculum, significant involvement and support were received from expert trainers, institutions and organizations.

I recognize with appreciation the role of the Agriculture National Sector Skills Committee (NSSC) in ensuring that competencies required by the industry are addressed in the curriculum. I also thank all stakeholders in the Horticulture sector for their valuable input and everyone who participated in developing this curriculum.

I am convinced that this curriculum will go a long way in ensuring that individuals aspiring to work in the Horticulture Sector acquire competencies to perform their work more efficiently and effectively.

**TABLE OF CONTENTS**

[FOREWORD iii](#_Toc195781731)

[ACKNOWLEDGMENT v](#_Toc195781732)

[ABBREVIATIONS AND ACRONYMS vii](#_Toc195781733)

[COURSE OVERVIEW ix](#_Toc195781734)

[PASSION FRUIT SEEDLING PRODUCTION 1](#_Toc195781735)

[PASSION FRUIT ORCHARD OPERATION 6](#_Toc195781736)

[PASSION FRUIT PROCESSING 12](#_Toc195781737)

[MARKETING PASSION FRUIT PRODUCTS AND SERVICES 17](#_Toc195781738)

ABBREVIATIONS AND ACRONYMS

|  |  |  |
| --- | --- | --- |
| 2D | : | Two Dimensional |
| AG | : | Agriculture |
| AIDS | : | Acquired Immuno-deficiency Syndrome |
| BC | : | Basic Competency |
| CBET | : | Competency Based Education and Training |
| CR | : | Core Competency |
| CU  | : | Curriculum |
| FYM | : | Farm Yard Manure |
| HIV | : | Human Immuno-deficiency Virus |
| ICT | : | Information Communication Technology |
| IT | : | Information Technology |
| KCSE | : | Kenya Certificate of Primary Education |
| KNQA | : | Kenya National Qualifications Authority |
| LCD | : | Liquid Crystalline Display |
| OSHS | : | Occupational Safety and Health Standards  |
| PF | : | Passion Fruit |
| PFPM | : | Passion Fruit Production Manual |
| PPE | : | Personal Protective Equipment |
| SSAC | : | Sector Skills Advisory Committee  |
| SWOT | : | Strengths, Weaknesses, Opportunities and Threats |
| TVET | : | Technical and Vocational Education and Training |
| TVET CDACC | : | TVET Curriculum Development, Assessment and Certification Council |

  ****

# COURSE OVERVIEW

Passion Fruit Production and Processing Level 3 qualification consists of competencies that an individual must have to produce passion fruit seedlings, operate a passion fruit orchard, process passion fruits and to market passion fruit products.

The units of learning comprising Passion Fruit Production and Processing Level 3 qualification include the following:

 **UNITS SUMMARY**

|  |  |  |  |
| --- | --- | --- | --- |
| **Unit Code** | **Unit Title** | **Duration in Hours** | **Credit factor**  |
| 0811 251 01A | Passion Fruit Seedling Production | 40 | 4 |
| 0811 251 02A | Passion Fruit Orchard Operation | 60 | 6 |
| 0811 251 03A | Passion Fruit Processing | 30 | 3 |
| 0811 251 04A | Passion Fruit Product Marketing | 40 | 4 |
|  | Industry Training  | 240 | 24 |
| **Grand Total** |  | **410** | **41** |

**Entry Requirements**

An individual entering this course should have any of the following minimum requirements:

1. Kenya Certificate of Primary Education KCPE

or

1. Equivalent qualifications as determined by relevant regulatory body

**Trainer Qualification**

Qualifications of a trainer for this course include:

1. Possession of a higher qualification than passion fruit production and processinglevel 4 or in related trade area; and
2. License by TVETA.

**Industry Training**

An individual enrolled in this course will be required to undergo Industrial attachment for a minimum period of 240 hours in a passion fruit production and processing sector. The industrial training may be taken after completion of all units for those pursuing full qualification or be distributed equally in each unit for those pursuing part qualification. In the case of dual training model, industrial training shall be as guided by the dual training policy.

**Assessment**

The course shall be assessed formatively and summatively:

1. During formative assessment all performance criteria shall be assessed based on performance criteria weighting.
2. Number of formative assessments shall minimally be equal to the number of elements in a unit of competency
3. Assessment of basic and common competencies shall be integrated in the core units
4. Theoretical assessment shall be integrated in practical assessment and conducted orally in both formative and summative assessments.
5. Theoretical and practical weight shall be 10:90 respectively for each unit of learning.
6. Formative and summative assessments shall be weighted at 60% and 40% respectively in the overall unit of learning score
7. Assessment performance rating for each unit of competency shall be as follows:

|  |  |
| --- | --- |
| **MARKS**  | **COMPETENCE RATING** |
| 80 -100 | Attained Mastery |
| 65 - 79 | Proficient |
| 50 - 64 | Competent |
| 49 and below | Not Yet Competent |
| Y | Assessment Malpractice/irregularities |

1. Assessment for Recognition of Prior Learning (RPL) may lead to award of part and/or full qualification.

**Certification**

A candidate will be issued with a Certificate of Competency upon demonstration of competence in a Unit of Competency. To be issued with the Kenya National TVET Certificate in Passion Fruit Production and ProcessingLevel 3, the candidate must demonstrate competence in all the Units of Competency as given in the qualification pack. Statement of Attainment Certificate may be awarded upon demonstration of competence in certifiable element within a unit.

These certificates will be issued by Qualification Awarding Institution

# PASSION FRUIT SEEDLING PRODUCTION

**Unit Code:** 0811 251 01A

**Relationship to Occupational Standards**

This unit addresses the unit of competency: Produce passion fruit seedlings.

**Duration of Unit:** 40 hours

**Unit Description**

This unit specifies the competencies required to produce passion fruit seedlings. It involves establishing a passion fruit nursery, maintaining nursery beds, preparing potted and grafted seedlings, and controlling pests and diseases.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **SNO** | **Learning Outcome** | **Duration (hours)** |
|  | Establish passion fruit nursery  | 5 |
|  | Maintain nursery beds | 5 |
|  | Prepare potted seedlings | 10 |
|  | Prepare grafted seedlings | 10 |
|  | Control pests and diseases | 10 |

**Learning Outcomes, Content and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Establish passion fruit nursery
 | 1. Definition of terms:
2. Nursery
3. Planting
4. Planting materials
5. Factors to consider when siting a nursery
6. Nursery certification requirements
7. Nursery structures
	* 1. Types of nursery structures
8. Preparation of nursery structures
9. Tools equipment, materials and supplies
10. Preparation procedure
11. Planting media
12. Types of planting media
13. Preparation of planting media
14. Mixing ratio
15. Treatment
16. Clean planting materials
17. Types of planting material
18. Sources and selection
19. Planting procedures
 | * Observation
* Practical test
* Portfolio of evidence
* Project
* Oral questioning
* Written tests
* Assignments
 |
| 1. Maintain nursery beds
 | 1. Nursery maintenance practices
2. Irrigation and mulching methods and procedures
3. Thinning
4. Weed control
5. Fertilizer application
 | * + Observation
	+ Practical test
	+ Portfolio of evidence
	+ Project
	+ Oral questioning
	+ Written tests
	+ Assignments
	+ Third party reports
 |
| 1. Prepare potted seedlings
 | 1. Definition of terms
2. Potting, pricking in and pricking out,
3. Tools, equipment, materials, and supplies
4. Identification
5. Use and maintenance
6. Potting materials
7. Potting media
8. Mixing ratios
9. Potting sleeves
10. Potting techniques
11. Post-pricking care
12. Watering
13. Provision of shade
14. Weed control
15. Fertilizer application
16. Record keeping and management
 | * Observation
* Practical test
* Portfolio of evidence
* Oral questioning
* Written tests
* Assignments
* Third party reports
 |
| 1. Prepare grafted seedlings
 | 1. Definition of terms; scions, rootstock, grafting
2. Tools, equipment, materials, and supplies
3. Identification
4. Use and maintenance
5. Grafting
6. Grafting materials stages
7. Methods and procedures
8. Maintenance of grafted seedlings
9. Healing
10. Watering
11. Hardening
12. Weed control
13. Routine pruning
14. Fertilizer application
15. Recording keeping and management
 | * Observation
* Practical test
* Portfolio of evidence
* Project
* Oral questioning
* Written tests
 |
| 1. Control pests and diseases
 | 1. Scouting procedure
2. Signs & symptoms of pests and diseases
3. Methods of controlling pests and diseases
4. Disease control records
 | 1. Observation
2. Practical test
3. Portfolio of evidence
4. Oral questioning
5. Written tests
 |

**Suggested Methods of Instruction**

* Demonstration by trainer
* Direct instruction by trainer
* Practice by the trainee
* Role play
* Simulation
* Field trips / site visits
* Group discussions
* Computer aided learning
* Viewing relevant videos
* Guest speakers
* Assignments

**Recommended Resources for 25 Trainees**

* 25 Buckets
* Assorted Chemicals
* 5 Computers
* Assorted Fertilizers
* I pickup Forest soil
* 5 Fork jembes
* 25 rolls of Grafting tape
* 2 Healing chambers
* 5 Hoes
* 5 Knapsack sprayers
* 5 LCD Projectors
* 25 Machetes
* Manure
* 2 Nursery structure
* Assorted Pesticides
* Assorted Polybags and polytubes
* 25 sets of PPEs
* 25 Pruning knives
* 5 Rakes
* 1 pickup of Sand
* 25 Secateurs
* Assorted Seedling tubes
* 2 Shade nets
* 10 Slashers
* 25 Sockets
* 5 Soil sterilisation equipment
* Viable passion fruit seeds (for root stock)
* Passion fruits cuttings for scion
* Water
* 10 Watering cans
* 5 Wheel barrows

# PASSION FRUIT ORCHARD OPERATION

**Unit Code:** 0811 251 02A

**Relationship to Occupational Standards**

This unit addresses the unit of competency: Operate passion fruit orchard

**Duration of Unit:** 60 hours

**Unit Description**

This unit specifies the competencies required to operate a passion fruit orchard. It involves planning the passion fruit orchard, preparing planting area, planting passion fruit seedlings maintaining soil fertility and moisture, and, controlling weeds, pests and diseases. It also involves pruning and training the passion fruit plants, harvesting mature passion fruits and carrying out post-harvesting practices.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **SNO** | **Learning Outcome** | **Duration (Hours)**  |
|  | Plan passion fruit orchard | 5 |
|  | Prepare passion fruit planting area | 10 |
|  | Plant passion fruit seedlings | 10 |
|  | Maintain soil fertility and moisture | 10 |
|  | Control weeds, pest and diseases | 10 |
|  | Prune and train passion fruit plants | 5 |
|  | Harvest passion fruits. | 5 |
|  | Carry out post-harvest practices | 5 |

**Learning Outcomes, Content and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Plan passion fruit orchard
 | 1. Definition of terms
	1. Market
	2. Demand
	3. Supply
	4. Budgets
2. Factors affecting supply and demand
3. Factors affecting scale of production
4. Factors to be considered in orchard site selection
5. Orchard layout
6. Budgeting
7. Importance of budgeting
8. Types of budgets
9. Budget preparation process
10. Record keeping
11. Types of records
12. Production records
13. Financial records
 | * Observation
* Practical test
* Portfolio of evidence
* Oral questioning
* Written tests
 |
| 1. Prepare passion fruit planting area
 | 1. Land Preparation Procedures
2. Land preparation tools equipment and machinery
3. Site clearance
4. Tilling methods
5. Spacing requirements
6. Hole preparation procedures
	* + Planting holes
		+ Trellising holes
7. Soil sampling procedures and techniques
 | * Observation
* Practical test
* Portfolio of evidence
* Third party report
* Oral questioning
* Written tests
 |
| 1. Plant passion fruit seedlings
 | 1. Planting procedures
2. Mixing top soil, manure & fertilizer
3. Refilling planting holes with the mixture
4. Planting seedlings
5. Setting up of trellising structures
 | * Observation
* Practical test
* Portfolio of evidence
* Third party report
* Oral questioning
* Written tests
 |
| 1. Maintain soil fertility and moisture
 | 1. Soil moisture testing techniques
2. Fertilizer application
3. Types of fertilizers
4. Methods of fertilizer application
	* + Top dressing (Granules/FYM)
		+ Fertigation (through irrigation system)
		+ Spraying (foliar)
5. Mulching
6. Importance
7. Types of mulch
8. Irrigation
9. Factors to consider in selecting irrigation method
10. Types of Iirrigation
	* + Drip / spot,
		+ Flooding,
		+ Sprinkler
 | * Observation
* Practical test
* Portfolio of evidence
* Oral questioning
* Written tests
 |
| 1. Control weeds, pest and diseases
 | 1. Pests & disease control
	1. Types of pests
	2. Signs and symptoms
	3. Effects of pests
	4. Pest control measures
	5. Types of diseases
	6. Signs and symptoms of diseases
	7. Effects of diseases
	8. Disease control measures
2. Weed control
	1. Types of weeds
	2. Effects of weeds
	3. Weed control practices
 | * Observation
* Practical test
* Portfolio of evidence
* Third party report
* Oral questioning
* Written tests
 |
| 1. Prune and train passion fruit plants
 | 1. Training of vines
	1. Importance
	2. Training procedure
2. Pruning
	1. Importance
	2. Tools and equipment
	3. Pruning procedures
	4. Pruning techniques
 | * Observation
* Practical test
* Portfolio of evidence
* Term project
* Third party report
* Oral questioning
* Written tests
 |
| 1. Harvest passion fruits.
 | 1. Harvesting procedures
2. Harvesting practices
	1. Harvesting tools and equipment
	2. Harvesting Techniques
 | * Observation
* Practical test
* Portfolio of evidence
* Term project
* Third party report
* Oral questioning
* Written tests
 |
| 1. Carry out post-harvest practices
 | 1. Sorting
2. Cleaning
3. Grading
4. Packing
5. Storage
 | * Observation
* Practical test
* Portfolio of evidence
* Term project
* Third party report
* Oral questioning
* Written tests
 |

**Suggested Methods of Instruction**

* Demonstration
* Direct instruction
* Practical
* Role play
* Simulation
* Field trips / site visits
* Group discussions
* Computer aided learning
* Viewing relevant videos
* Guest speakers

**Recommended Resources for 25 Trainees**

* Assorted Agro chemicals
* 5 Computers
* 25 Delivery note books
* 10 Digging hoes
* Assorted Disinfectants
* 2 rolls Fencing wire
* Assorted Fertilizers
* 10 Fork jembes
* 10 Irrigation facilities
* 5 Knapsack sprayers
* Assorted Labels
* 5 LCD projectors
* 10 Machetes
* Manure/ Compost/ Fertilizer
* 25 Measuring tapes
* Mulch
* Assorted Nails
* 200 Passion fruit seedlings
* 25 Pliers
* 2 Ploughs
* 50 Staking Posts
* 25 sets of PPE
* 25 Pruning knives
* 5 Rakes
* Sample Record keeping templates
* 25 Secateurs
* 5 Slasher
* 5 Spades
* Assorted Stationery
* 25 rolls of Strings or wires (6 meters each)
* Assorted Tree pegs
* Water
* 10 Watering cans
* 5 Wheel barrows

# PASSION FRUIT PROCESSING

**Unit Code:** 0811 251 03A

**Relationship to Occupational Standards**

This unit addresses the unit of competency: Process passion fruits.

**Duration of Unit:** 30 hours

**Unit Description**

This unit specifies the competencies required to process passion fruits. It involves preparing the passion fruit processing unit, sourcing passion fruits, preparing the fruits for processing, preparing passion fruit products, packaging the products, maintaining the quality of the passion fruit products, and, management of passion fruit processing wastes

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **SNO** | **Learning Outcome** | **Duration (hours)**  |
|  | Prepare passion fruit processing unit | 3 |
|  | Source passion fruits | 4 |
|  | Prepare passion fruits for processing | 4 |
|  | Prepare passion fruit products | 5 |
|  | Package passion fruit products | 5 |
|  | Maintain passion fruit product quality | 5 |
|  | Manage processing wastes | 4 |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| 1. Prepare passion fruit processing unit
 | 1. Processing unit
	1. Requirements
	2. Setting up
		* Cleaning
		* Arrangement
2. Processing tools and equipment
	1. Types
	2. Assembling
 | * Observation
* Practical test
* Portfolio of evidence
* Oral questioning
* Third party report
* Written tests
* Assignments
 |
| 1. Source passion fruits
 | 1. Qualities of passion fruit for processing
2. Bulking strategies for passion fruits
3. Supplier contracting
4. Cooperatives
5. Farmer groups
6. Receiving procedures
 | * Observation
* Practical test
* Portfolio of evidence
* Oral questioning
* Third party report
* Written tests
* Assignments
 |
| 1. Prepare passion fruits for processing
 | 1. Definition of terms:
2. OSHS
3. PPEs
4. Personnel safety requirement in passion processing facility
5. Grading and sorting
6. Sorting procedures
7. Cleaning options
8. Grading parameters
9. Brix testing
 | * Observation
* Practical test
* Portfolio of evidence
* Term project
* Oral questioning
* Third party report
* Written tests
* Assignments
 |
| 1. Prepare passion fruit products
 | 1. Processing of passion fruit products
2. Types of passion fruit products
3. Processing tools, equipment and materials
4. Processing procedures
5. Mixing ratios of passion fruit products
6. Preservation
7. Processing wastes management
 | * + Observation
	+ Practical test
	+ Portfolio of evidence
	+ Oral questioning
	+ Third party report
	+ Written tests
	+ Assignments
 |
| 1. Package passion fruit products
 | 1. Labelling and branding
2. Required information on labels
3. Traceability measures
4. Packaging
5. Types and quality requirements of packaging material
6. Importance of packaging
7. Packaging procedures
8. Storage options, facilities and techniques for various passion fruit products
 | * + Observation
	+ Practical test
	+ Portfolio of evidence
	+ Term project
	+ Oral questioning
	+ Third party report
	+ Written tests
	+ Assignments
 |
| 1. Maintain passion fruit product quality
 | 1. Cleaning, handling and safety standards for processing tools and equipment
2. Personal and general hygiene requirements
3. Sampling techniques for products and raw materials
4. Quality test results interpretation
5. Batching and coding
6. Importance
7. Techniques
8. Regulations and standards of fresh fruit and products packaging in Kenya
9. Hygiene standards
10. Safety standards
11. Standardization procedures
 | * + Observation
	+ Practical test
	+ Portfolio of evidence
	+ Oral questioning
	+ Written tests
	+ Assignments
 |
| 1. Manage processing wastes
 | 1. Definition of terms
2. Waste management regulations
3. Types of wastes
4. Peels/crust
5. Seed
6. Water
7. Waste pulp / juice
8. Packaging materials
9. Handling of wastes
10. Collection
11. Separation
12. Reducing
13. Recycling
14. Reusing
15. Safe disposal
 | * + Observation
	+ Practical test
	+ Portfolio of evidence
	+ Oral questioning
	+ Written tests
	+ Assignments
 |

**Suggested Methods of Instruction**

* Demonstration by trainer
* Direct instruction by trainer
* Practice by the trainee
* Role play
* Simulation
* Field trips / site visits
* Group discussions
* Computer aided learning
* Viewing relevant videos
* Guest speakers
* assignments

**Recommended Resources for 25 Trainees**

* 10 Boilers
* Assorted Bottles
* Sample Branding labels and certificates
* 10 Buckets
* Clean Water
* 5 Computers
* 10 Cooker or stove
* 10 Crates, cartons and pallets
* 25 Jugs/jars
* 5 Juice blending and packing machines
* 2 Ladders
* 5 LCD projectors
* 1 Pack-house
* 2 Pasteurizers
* 25 sets of PPEs
* 1 Processing unit
* 2 Pulping machines
* 25 Sieves
* 10 Sorting or grading tables
* 10 Weighing scales

# MARKETING PASSION FRUIT PRODUCTS AND SERVICES

**Unit Code:** 0811 251 04A

**Relationship to Occupational Standards**

This unit addresses the unit of competency: Market passion fruit products and services.

**Duration of Unit:** 40 hours

**Unit Description**

This unit specifies the competencies required to market passion fruit products and services. It involves selecting passion fruit products and services to market, selecting marketing options, selling the products, keeping marketing records and applying communication skills.

**Summary of Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **SNO** | **Learning Outcome** | **Duration (hours)** |
|  | Select passion fruit products and services | 10 |
|  | Select marketing options | 10 |
|  | Sell passion fruit products and services | 10 |
|  | Keep marketing records | 10 |

**Learning Outcomes, Content and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Select passion fruit products and services
 | 1. Definitions of terms:
2. Market
3. Demand
4. Supply
5. Market equilibrium
6. Market scan
7. Market scanning
8. Tools
	* Questionnaire
	* Interviews
	* Observation checklist
9. Market gap identification
 | * Observation
* Portfolio of evidence
* Oral questioning
* Written tests
 |
| 1. Select marketing options
 | 1. Business registration and legal requirements / licenses
2. Product and service promotion techniques
3. Types of markets
4. Methods of advertisement
5. Promotion techniques
6. Business plan development
7. Objective formulation
8. Business activities and budgets
 | * Observation
* Practical test
* Portfolio of evidence
* Oral questioning
* Written tests
 |
| 1. Sell passion fruit products and services
 | * 1. Marketing channels
	2. Means of transport for distribution
	3. Distribution channels
	4. Modes of payments
	5. Sale agreements
 | * Practical test
* Oral questioning
* Written tests
 |
| 1. Keep marketing records
 | 1. Types of records
	* 1. Production / operational
		2. Financial
2. Methods of record storage
	* 1. Physical
		2. Digital
3. Data analysis
	* 1. Measures of central tendency
		2. Percentages and proportions
4. Report writing
 | * Observation
* Practical test
* Oral questioning
* Written tests
 |

**Suggested Methods of Instruction**

* Demonstration
* Direct instruction
* Practical
* Role play
* Simulation
* Field trips / site visits
* Group discussions
* Computer aided learning
* Viewing relevant videos
* Guest speakers

**Recommended Resources for 25 Trainees**

* 10 Calculators
* 5 Computers
* Sample Financial document templates
* LCD projector
* 25 mobile Phone
* 1 Printer
* Sample Record keeping tools
* Assorted Stationery
* Sample Business plan templates