

Achievement Standard

Subject Reference	Integrated Studies 3.3		
Title	Analyse how a product meets market needs through innovation in the value chain		
Level	3	Credits	4
		Assessment	Internal
Subfield	Agribusiness		
Domain	Technology, Social Science, Science		
Status	XX	Status date	XX
Planned review date	XX	Date version published	XX

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:
 - selecting a product
 - explaining the value chain for a product
 - explaining the 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:

- selecting a part of the value chain, identifying the innovation and examining how it meets the market
- identifying an opportunity in the value chain
- examining how the identified opportunity can add greater value

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 suggested opportunity on the whole value chain and the ability to meet future needs.

3. *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>.

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