**Internal Assessment Resource**

Achievement standard: 91871

Standard title: Analyse how a product meets market needs through innovation in the value chain

Credits: 4

Resource title: What an opportunity!

Resource reference: Agribusiness 3.10A Version 1

Student instructions

**Introduction**

This assessment activity requires you to analyse how a product meets market needs through innovation in the value chain.

You are going to be assessed on how comprehensively you analyse how the product meets market needs through innovation in the value chain.

Teacher note: Insert due dates and timeframes

**Task**

Select a business and a product that the business produces. This business ideally will be a New Zealand business so you can easily find information. Confirm your choice with your teacher. Suitable businesses could include but are not limited to:

* Ice Breaker <http://nz.icebreaker.com/en/home>
* Invivo <http://www.invivowines.com/>
* Gallagher <https://am.gallagher.com/nz>
* Sanford Ltd <http://www.sanford.co.nz/>
* Air New Zealand <https://www.airnewzealand.co.nz/>
* ZESPRI <https://www.zespri.com/>

Your presentation should:

* explain the value chain for the product selected
* explain an innovation that may occur at a stage of the value chain
* examine how the innovation adds greater value to the selected product
* evaluate how the innovation meets market needs for the product
* evaluate the impact and consequences of the innovation on the whole value chain
* evaluate the ability for the selected product to meet future needs.

Present your evidence in a format agreed to with your teacher. Your presentation could take the form of written paragraphs, posters, video, annotated timeline, audiovisual presentation, website, blog etc. This should be no longer than 2000 words.

Throughout your presentation, refer to information you have gathered and include supporting evidence, accurately recording the details of the source(s).