

Tool 9: Discussions with traders (wholesalers/retailers)

A. Assessment details					
Name of interviewer					
Date of interview					
Name of market					
Type of marketplace (e.g. local/district/regional/urban centre)					
Frequency of market days (e.g. daily/weekly/monthly)					
Key commodities of interest <i>(Note the key commodities to be assessed)</i>		Quantity and frequency of commodity needed <i>(Note the respective quantities you determined in Step 1)</i>			
1.					
2.					
3.					
4.					
Observations from travel to the marketplace <i>(Time needed, obstructions, trade flows observed, etc.)</i>					
Name and position of interviewee <i>(Note role in the business if this is not clear from position)</i>	Name of business	Type of trader <i>(wholesaler/retailer)</i>	Type of commodity or commodities traded	Telephone	Registered (YES or NO)
Where and how do traders register?					

Annexes

B. Stocks (refer to market system maps, update/renew if necessary)**Q1: Where do you normally buy the key commodities?**

(For each key commodity selected in Section A note the location, suppliers, and contact details. Note that the trader may not supply all of the key commodities being assessed.)

Commodity name	Location of supplier(s)	Supplier name(s)	Contact details

Q2: Where do you typically store your stock?

(Note the type(s) and location(s) of the storage)

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Q3: Has your storage been affected by the recent shock, and if so, how?

(Note the answer, ask how it has been affected and note the explanation)

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Q4: What quantities of the key commodities do you presently have in stock and how does this compare to the quantity you would normally stock at this time of the year?

(Note the answer for each key commodity; make sure you note the units, and note the reason for different stocks. Note that trader may not stock all 4 key commodities.)

Commodity name	Quantity in stock now	Quantity in stock normally	Reason for difference (if any)

Q5: Are you still able to get the key commodities from your usual sources after the recent shock?

(Note Yes or No for each of the commodities and if the answer is NO, ask WHY not and note the explanation)

Commodity name	YES/NO	Explanation (if no)

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Q6: How often did you re-stock the key commodities before the shock, and has this now changed? What quantities of the key commodities did you buy each time before the shock, and has this now changed?

(Note the answers for every key commodity for the situation before and after the shock. For frequency note whether it is/was daily, weekly, monthly, etc. For quantity note unit – e.g. kg, sacks, crates, etc.)

Commodity name	Frequency of restocking		Quantity restocked each time	
	Before Shock	Now	Before shock	Now

Q7: Are there other reliable suppliers you can buy the key commodities from?

(Note for each key commodity YES or NO, if the answer is YES, ask WHO and WHERE they are and note the answer)

Commodity name	Yes/No	If yes, who <i>(note contact if available)</i>	Where <i>(location)</i>

Q8: How many traders of your 'size' are supplying this marketplace?

(Note the number of traders. If the trader seems knowledgeable ask him about the number of smaller/bigger traders.)

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C. Expandability of Stock (refer to market system maps, update/renew if necessary)

Q9: If demand for the key commodities were to increase, how long would it take you to get additional stocks to meet this demand?

(Note the number of days, weeks, or months. Make sure you note the unit of measurement.)

Commodity names	Time taken to respond	
	If demand increases by 50%	If demand increases by 100%

Annexes

Q10: Could you use your existing suppliers to get the additional supplies of key commodities? <i>(For each key commodity note the answer and if answer is no, ask why not)</i>				
Commodity names	Yes/No	Explanation		
Q11: Could you use other suppliers to get the additional supplies of key commodities? <i>(For each key commodity note the answer)</i>				
Commodity names	Yes/No	Details of alternative supplier <i>(if known)</i>		
Q12: What are the 3 main factors that may make it difficult for you to increase your supply of key commodities? <i>(Note the 3 factors for each of the key commodities in order of importance)</i>				
Commodity name	Factors making it difficult to increase supply			
Q13: How could these factors (mentioned in question 12, above) be addressed? <i>(Note the answers for each factor which makes it difficult to increase supply)</i>				
Commodity name	Factors making it difficult to increase supply			
Q14: How do you think the price you have to pay would change if you were to increase the quantity of the key commodities you order from your suppliers, and why? <i>(For each of the key commodities note the answer (INCREASE, DECREASE, NO CHANGE) if possible specifying how big the change would be, and note the explanation)</i>				
Commodity name	Increase	Decrease	No change	Explanation

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D. Access to and provision of credit (refer to market system maps, update/renew if necessary)		
Q15: Before the shock, did you give your customers credit? How many and with what conditions? <i>(Note the percentage of customers who received credit, how long credit was given for, and the criteria they had to fulfil)</i>		
% of customers receiving credit	How long before credit must be repaid	Criteria for customers to obtain credit
Q16: Do you still give your customers credit now, after the shock? How many and with what conditions? <i>(Note the percentage of customers receiving credit, how long credit is given for, and the criteria they have to fulfil)</i>		
% of customers receiving credit	How long before credit must be repaid	Criteria for customers to obtain credit
Q17: How much money do you estimate customers owe you today? <i>(Note the answer and specify the currency)</i>		
Q18: Did your suppliers give you credit before the shock, and how much? <i>(Note the amount and currency, for how long the credit was usually given, and what the criteria were to obtain credit)</i>		
Number or percentage of suppliers giving credit	How long before credit must be repaid	Criteria for traders to obtain credit
Q19: Do your suppliers still give you credit now, after the shock? <i>Note the amount and currency, for how long the credit is usually given, and what the criteria are to obtain credit)</i>		
Number or percentage of suppliers giving credit	How long before credit must be repaid	Criteria for traders to obtain credit
Q20: How much money do you owe your suppliers today? <i>(Note the answer and specify the currency)</i>		

Annexes

E. Customer behaviour

Q21: Are customers buying more or less of the key commodities since the shock? How much more or less?

(For each key commodity, note how much more or less of the commodity is being purchased – include the unit, e.g. cups, kg, etc.)

Commodity name	Same	More	Less

Q22: Why do think the demand of your customers has changed as described above?

(For each key commodity, note the explanation)

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Q23: Have your customers asked for other commodities since the shock? What are they?

(Note the answer and if it is YES, ask for what commodities demand has increased)

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Q24: Why are they now asking for these commodities? *(For each new commodity demanded, note the explanation)*

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Q25: Has demand for credit changed since the shock?

(Find out whether more customers want credit now, and whether the value of the credit demanded by customers has changed; if possible, quantify the change as a number or percentage; cross-check with the answers in the credit section)

Demand for credit	Increased / decreased / stayed the same <i>(if applicable, specify by how much it has changed)</i>	Why?
Has the number of customers asking for credit changed?		
Has the amount of credit that customers demand changed?		

Guidelines for an initial emergency market assessment

F. Price changes

Q26: How have the prices you pay to purchase the key commodities from your suppliers changed since the shock?

(For each commodity note the current buying price, the price before the shock, and the price this time last year)

Commodity name	Unit	Current price	Price before shock	Price last year

Q27: If the prices you pay to purchase the key commodities from your suppliers have changed since the shock (Q26), why is this?

(Note explanation for each key commodity that changed in price)

Commodity name	Explanation for purchase price change

Q28: Have you changed the prices you charge for the key commodities since the shock?

(For each commodity note the current selling price, the price before the shock, and the price this time last year)

Commodity name	Unit	Current price	Price before shock	Price last year

Q29: If you changed the prices you charge for the key commodities since the shock (Q28), why is this?

(Note explanation for each key commodity that changed in price)

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Q30: How does the selling price for each key commodity develop during a year (seasonality)?

(Note for each commodity and month whether prices are typically high, normal or low)

Commodity name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

G. Was this a good informant/focus group? (Note any observations after the interview)

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