

ANNEXES

ANNEX I: MARKET ANALYSIS CHECKLIST

The following checklist supports the practical application of the MISMA's key actions and associated steps. Organisations may wish to use this checklist on a regular basis and compare assessments over time to assess the quality of their market analysis.

Table A1: MISMA key action checklist

Steps	Completed? (X or ✓)	Outline of challenges faced
Key action 1: Define the analytical and geographic scope of the assessment		
Identify how market analysis will support programme-related decisions and define your objectives accordingly.		
Determine the key questions or issues that could influence programme-related decisions and that you want to answer through market analysis.		
Choose the critical market system(s) or key commodity(ies) and service(s) you want to assess based on the ones that are central to meeting household's basic and/or recovery needs.		
Identify which critical market linkages and market actors have been affected by the emergency or will be affected by future emergencies.		
Focus on the key market actors, linkages and relationships that are directly and indirectly crucial to the target group's needs.		
Delineate the geographical scope of the assessment to include the area and market actors directly affected by the emergency as well as those that will be critical for market recovery.		
Ensure the scope of your market assessment is inclusive of all the different groups your agency would want to target.		

Key action 2: Build a competent and knowledgeable team for data collection and analysis		
Ensure that the market teams have sufficient local and technical knowledge to understand and contextualise the primary and secondary data collected.		
Ensure the field market teams have sufficient local and technical knowledge to contribute to the analysis of market functionality.		
Define clear terms of reference for the person coordinating the market analysis exercise.		
Allocate clear roles and responsibilities within the market teams.		
Key action 3: Use data collection methods and information sources of sufficient quality		
Identify existing reliable secondary data to map information gaps.		
Collect primary data to fill these gaps		
Ensure that fieldwork extends to all relevant geographical locations in the market system.		
Collect data from all groups in a culturally appropriate manner.		
Make sure that the data collected allows you to identify changes in trends that are/will be due to the emergency, the response and/or seasonality.		
Coordinate data collection to avoid duplication and leverage existing market expertise.		
Ensure that there is sufficient time for analysis and writing up.		
Key action 4: Use market analysis to adequately inform programme design and achieve programme objectives		
Adjust the level of analysis based on the quality of the existing information, time and resources available, and the risk that the intervention will harm the market.		
Prioritise understanding the overall market environment and the impact it has on your key markets.		
Triangulate data collected using different methods and from different sources in order to identify unreliable data and inconsistencies.		
Analyse trends rather than individual data points, taking into account seasonal effects.		
When drawing conclusions, clearly state the assumptions, the type of data on which they are based, and any risks that may be linked to the assumptions.		
Clearly show the link between the analysis, conclusions and the ultimate response recommendations. points		

Key action 5: Use market monitoring to review assessment findings and enable programme adaptations when needed

From the key market analysis findings and the response plan, identify which assumptions and outcomes are most uncertain or sensitive to change.

Define practical measurable indicators for tracking the assumptions and outcomes that are liable to change.

Determine the frequency with which monitoring should occur by considering the robustness of the initial market assessment, the expected volatility of the market and the relative scale of the programme compared to local markets.

If monitoring reveals market distortions as a result of the intervention, reconsider the design of the programme.

Regardless of the type of programme, regular monitoring of price and the volume of transactions should be carried out in order to identify market distortions at an early stage.



Photo: Aubrey Wade/Oxfam