P1.S2.d.T4. Market observation (urban and peri-urban areas)

## Aim

## Identify the type of products and services most widely offered and scarcer in the market, the type of products/services offered by the target group/s, the presence of wholesalers and the type of goods they buy/sell.

## At the urban and peri-urban level and as an opportunity for employment and self-employment, it is necessary to identify the types of businesses and workshops (small and medium) that exist, the busiest, etc., as well as the presence (and type) of factories/industries.

## The information collected through this tool helps in the definition of the primary data collection plan, through the identification of the sectors and market actors to interview.

## Tips

## Visit the area of intervention, the city center and neighbourhoods where most of the shops are located and were markets are functioning. Observe the types of shops, workshops and services offered. Take note of the different types they are and if the same products are offered in the same area or scattered.

## Visit the intervention area, the city centre and the neighbourhoods where most of the shops are located and were markets are functioning. Observe the types of shops, workshops and services offered. Take note of the different types, whether the products/services are clustered or dispersed.

## Visit the industrial area and identify the types of industry, transport services available, and access. Check also where the big companies are located and the types.

## Draw on a map where they are and/or geolocate where the markets, factories, shops, and services are.

Take pictures of the market! *Make sure the photos reflect the size and diversity of the markets, commercial areas, business, etc. Always ask for permission.*

Local Market

|  |  |
| --- | --- |
| Locality: |  |
| District/Province/Governorate: |  |
| Interviewer: |  |
| Date: |  | Time: |  |

Shops and small business

|  |
| --- |
| Shops, trade *Note products/shops should be adapted to the context**Mark, type of shops that are present in the area.* |
| * Grocery
 | * Fruit & vegetables shop
 | * Butchery
 |
| * Bakery
 | * Fish shop
 | * Shoes shop
 |
| * Cloths shop
 | * School supplies/bookshop
 | * Beauty products and accessories
 |
| * Electrical appliances shop
 | * Homeware shops
 | * Mobile phones and electronics
 |
| * Craft shop
 | * Hardware store
 | * Spare parts car shops
 |
| * Building material shop
 | * Furniture shop
 | * Other (explain, list)
 |
| If relevant, what are the most popular/busy food shops in the area? *Note at least three* | If relevant, what are the most popular/busy non-food shops in the area?*Note at least three* |
| Which kind of shop/small business is run by (*target group disaggregated by gender*)? |
| Which kind of shop/small business has (*target group disaggregated by gender)* as employee? |
| What kind of marketing do they use?  |
| Are there street sellers? □ YES ; □ NO If yes:What kind of products? If relevant, what are the most popular/busy street sellers?Where are they located (if relevant)?Which ones are run by (*target group disaggregated by gender)*  |

Wholesalers

|  |
| --- |
| Wholesalers *Note products/shops should be adapted to the context**Mark, type of wholesalers that are presents in the area.* |
| * Fresh fruit & vegetables
 | * Non-perishable food
 | * Hygiene products
 |
| * Hardware
 | * Building material
 | * Other (list)
 |
| Where are they located? □ same/specific area; □ scattered; |
| Is there any type of wholesalers that is busier than others?  |
| What kind of marketing do they use?  |
| Which kind of wholesaler is run by (*target group disaggregated by gender)?* |
| Which kind of wholesaler has (*target group disaggregated by gender)* as employee? |

Workshops

|  |
| --- |
| Workshops *Note products/shops should be adapted to the context**Mark, type of workshops presents in the area.* |
| * Carpentry
 | * Taylor/sewing
 | * Cobbler/shoe maker
 |
| * Blacksmith
 | * Car, motorbike workshop
 | * Electrical appliances workshops
 |
| * Mobile and electronics
 | * Handcraft workshop
 | * Other (explain, list)
 |
| If relevant, what are the most popular/busy workshops?  |
| What kind of marketing do they use?  |
| Which kind of workshop is running by (*target group disaggregated by gender)?* |
| Which kind of workshop has *(target group disaggregated by gender)* as an employee? |

Services

|  |
| --- |
| Services *Note products/shops should be adapted to the context**Mark, type of services that are presents in the area.* |
| * Restaurant
 | * Fast food restaurant
 | * Coffee/tea
 |
| * Hair dress saloon
 | * Beauty saloon
 | * Barber shop
 |
| * Hotel
 | * Other (explain, list)
 |  |
| If relevant, what are the most popular/busy services?  |
| What kind of marketing do they use?  |
| Which kind of service business is run by (target group disaggregated by gender)? |
| Which kind of service has (target group disaggregated by gender) as employee? |
| Are there street restaurants? □ YES ; □ NO if yes:What kind of food do they offer? If relevant, what are the most popular/busy street restaurants?Where are they located (if relevant)?Which ones are run by (target group disaggregated by gender)  |

Industry & factories

|  |
| --- |
| Type of factories:  |
| Where are they located? □ same/specific area; □ scattered; |
| Distance to the target population |
| Transportation/accessibility:  |

Other observation aspects

|  |
| --- |
| Type of transport service available for people |
| Type of transport service available for goods |
| Electricity availability: |
| Accessibility (access roads, in town roads, etc.):  |
| Are there food markets? □ YES; □ NO, if yes, how many? what is the frequency ? □ daily market; □ weekly market; □ other (explain, list): |
| Other |