P1.S2.d.T4. Market observation (rural)

## 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.

## Tips

## Visit the local market and / or the city center where most of the shops are located. Observe the activities that occur in the market. Take note of the buying and selling of goods and services, the most and least successful types of stores by answering all the questions below.

## Go to central markets, bus or taxi station or main intersection to observe what types of goods are being brought into or taken out of the locality.

## Identify the best times to visit the market, keep in mind that most of the vendors arrive early in the morning. Repeat if possible the observations at different times of the day (morning, noon, and night).

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

## Take pictures of the market. *Make sure the photos reflect the size and diversity of the market. Always ask for permission.*

Local Market

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

|  |  |  |
| --- | --- | --- |
| Frequency: □ Daily market; □ Weekly market; □ Other (explain, list): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| Market size. Number of merchants. *Note products have to be adapted to the context*  *Mark, for each type of product, the number of traders present in the market.* | | |
| Type of product / service | Number of merchants (estimate) | |
| * Food products | ¨ none; ¨ Less than 5; ¨ between 5 and 20; ¨ more than 20 | |
| * Non-food products | ¨ none; ¨ Less than 5; ¨ between 5 and 20; ¨ more than 20 | |
| * Livestock, poultry…) | ¨ none; ¨ Less than 5; ¨ between 5 and 20; ¨ more than 20 | |
| * Animal feed | ¨ none; ¨ Less than 5; ¨ between 5 and 20; ¨ more than 20 | |
| * Agricultural supplies | ¨ none; ¨ Less than 5; ¨ between 5 and 20; ¨ more than 20 | |
| * Restaurants, catering | ¨ none; ¨ Less than 5; ¨ between 5 and 20; ¨ more than 20 | |
| * Other (explain, list) \_\_\_\_\_\_\_\_\_ | ¨ none; ¨ Less than 5; ¨ between 5 and 20; ¨ more than 20 | |
| * Other (explain, list) \_\_\_\_\_\_\_\_\_ | ¨ none; ¨ Less than 5; ¨ between 5 and 20; ¨ more than 20 | |
| What are the most common food products on the market? *Write down five products (specify)* | | What are the “less offered” type of food products on the market? *Write down five type of products* |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What are the most popular non-food products on the market? *Write down five products (specify)* | | What are the “less offered” type of non-food products on the market? *Write down five products (specify)* |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What is the most common type of livestock/poultry on the market (specify)?  *indicate the five types of livestock (specify)* | | What type of livestock/poultry is the less offered in the market (specify)?  *indicate the five types of livestock (specify)* |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What is the type of animal feed found in the market (specify)? | | |
|  | | |
| What are the most common agricultural inputs on the market (specify)?  *List the four most common types of inputs (for example, seeds, shovels, hoes, seedlings, etc.)* | | | |

|  |  |
| --- | --- |
| What types of restaurant/catering or other services most widely offered? (specify)?  *indicate the five types (specify)* | What types of restaurant/catering and other services less offered? (specify)?  *indicate the five types (specify)* |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| What types of merchants have the largest number of customers?  *Please indicate the type of products / services they provide Briefly describe the special characteristics about these stores that contribute to them having many customers (Location, Local supply, Quality of goods/service(s), Store appearance, Staff, Time of day Prices, Other…).* | What types of merchants have the fewest customers?  *Please indicate the type of products / services they provide What goods or services are they selling or providing? Briefly describe the special characteristics about these stores that contribute to them having many customers (Location, Local supply, Quality of goods/service(s), Store appearence, Staff, Time of day Prices, Other…).* |
|  |  |
| What products or services do target group/s mainly offer?  *List separately if there are different groups* | |
| What products or services do women mainly offer? | |
| Are there wholesalers in the market? □ YES; □ NO | |
| What products are they buying? specify | What products are they selling? Specify |
| Other observations | |

|  |
| --- |
| Return to these sites at various moments in the day and different days of the week (If it possible) to observe differences in consumer activity in the morning, afternoon and evening, or different days of the week.  If this is not possible, ask to traders/consumers about differences in products/services trade during the day (In the morning, at midday, in the evening), or different days of the week. |
| Which stalls have more items remaining at the end of the day? |
| Are there differences between prices in the early morning and the end of the day? If yes, briefly describe. |
| Are there products/services that are only offered at certain moments of the day (*restaurant, transport*, …)? |
| Are there products/services that are only offered certain days of the week? |
| Other |