## Tool 6: Key Informant Interviews / Focus Group Discussions: Market Actors

##### **Key informant details**

* Name (including title if necessary)
* Type of trader/ wholesaler, approximate size of business i.e.: large/ medium/ small
* Contact details (email, mobile and landline numbers)
* Possibility to contact again if further questions arise? And if so what is their availability
* Knowledge of affected area (personal or professional knowledge)

### Section A: Questions for traders (use in FGD or in individual interviews)[[1]](#footnote-1)

**1. Information related to the trader(s) interviewed:**

1. What types of traders are in the focus group discussion?
2. Where do the traders sell goods – in the reference market place, supplier markets?
3. What are the commodities/services they trade?
4. Who are their customers? Where do their customers come from? Do customers change depending on the season? (*Try and find out what percentage of customers are displaced people (refugees, IDPs) compared to the local population).*
5. Do different types of customers visit specific traders? *(Try and find out if refugees populations prefer specific traders and why).*
6. Do the different types of customers behave differently? For example, the items and services they buy, the frequency they buy things and how they pay for things? Does this cause any problems?
7. Do the traders have any business links with the refugee camps? For example: selling in the camp market, supplying refugee’s traders etc.?

**2. Supplies**

1. Where do the traders get their supplies? From who? How frequently? Do they go alone or in a group?
2. How long does it take to get the supplies here after you have ordered them?
3. Where do these commodities come from, originally?
4. How are these supplies transported?

**3. Borrowing and moving money**

1. Do all the traders have a bank account?
2. How do they transfer payments for supplies?
3. Do traders borrow money to purchase the commodities they sell? If yes, from who (bank, larger wholesaler)? Under which conditions (how much, who from, when, interest rate, payoff time)?
4. What affects traders’ access to credit and loans? Can all traders get credit or loans when they need it?

**4. Purchasing prices (prices items are bought at from a wholesaler/ producer)**

1. What are the months when the purchasing prices are higher? And lower?
2. What has happened to the prices over the last 2 – 3 years?
3. What will happen to the prices over the next 6 months?
4. What influences changes in prices?

**5. Competition**

1. How many traders sell the same commodities in the area?
2. Are all the traders the same size? How many are bigger? How many are smaller?
3. Who sets the prices for the commodities they sell?
4. Can consumers negotiate prices?
5. How do traders set the prices for the commodities they sell?

**6. Transport**

1. How do traders normally transport the commodities to the warehouse and/or to the market? Who owns the transport used?
2. Have there been any recent changes to transport options and costs (perhaps in response to a shock or refugee influx)?

**7. Storage capacity**

1. What is traders’ storage capacity?
2. Do they use a warehouse? If so, who owns the warehouse? Is the warehouse shared? Who do they share the warehouse with?
3. When and for how long do traders store commodities?
4. Where do they store them and at what cost? Is it easy to find new warehousing if it is needed?
5. Have there been any changes to storage capacity and costs (perhaps in response to a shock or refugee influx)?

**8. Volume of items sold**

1. Does the volume of commodities they get change from month to month? If so, what is the month(s) in which they bring in the highest volume of supplies and the month(s) with the lowest volume?
2. What is the volume of sales during the different months of the year? *(Ask for approximate quantities)*
3. Why is there a change in volume?
4. What do you expect to happen in terms of sales in the coming months? *(Ask for approximate percentage)*

**9. Ability to increase supply[[2]](#footnote-2)**

1. Would traders be in a position to increase the volume of these items *(list items target population likely to purchase)*? By how much? 30%
2. How long would it take to increase supply by this amount?
3. Have they ever had supply problems for any of the core items? How often has it happened? What did they do to solve the problem?
4. Would the increase in supply result in any price increases? If so, why and for how long? *(Ask for an approximate price that is likely to be reached)*
5. Would some traders require support (such as warehousing, transportation) to help them bring in additional supplies? If so, what kind of assistance would they need?
6. What are the likely impacts of price increases on the local and displaced population?
7. Could anything be done to mitigate this? If so, what?

**10. Selling prices (prices the goods are sold to the consumer for)**

1. What has happened to the prices over the last 2 – 3 years?
2. What will happen to the prices over the next 6 months?
3. What influences changes in prices?

**11. Credit to customers**

1. Which customers do traders give credit to? If it is not all of their customers, try and find out which ones and why. If not, why? If yes, when, to whom, under which conditions?
2. Do they give credit to refugees (traders or households)? If so, what type, how frequently, up to how much?
3. Can refugees access credit easily, from most people that provide credit?
4. What do the refugees use the credit for?
5. Do they repay the credit? If not, why not. If yes, what enables them to do so?

**12. Traders’ judgment of the general situation and the future**

1. If there was to be an increased demand for some goods/ services;
   * Could the traders in the market manage and bring in enough supplies? If no, what is stopping this increase in volume? What can be done to support traders increase the volume?
   * Is it likely that new traders will enter the reference market place? If so, who are these traders and where are they located? Can we have the contact details of some of these traders?

*(Take the contact details of these potentially new reference market place traders)*

1. If refugees were to be provided with cash so that they could buy the items they need, rather than receiving distributions, what items do you think the refugees would buy?
2. What do you think of the idea of providing refugees with cash instead of items? How do you think it will affect your business? The security in the area?

### Section B: Questions for traders interested in expanding their business to the reference market

1. **Reason for expanding to reference market place**
2. Why are you thinking of opening a shop in the reference market place? What is motivating you? Is it new customers? Closing of other shops? New opportunities?
3. Have you had a business in the reference market place in the past? When? Why did you leave the reference market place?
4. How much additional demand for the items/ services you sell would you need to see before you open a shop in the reference market place?
5. Do you know other traders also considering opening a business there? Who? Why? What do they sell? Can we have their contact details? *(Take the contact details of these potentially new reference market place traders)*
6. What influences your decisions to open and close shops?

**2. Number of shops owned**

1. How many shops do you own at the moment? How has this number changed over the last 5 – 10 years?

**3. Opening the new shop and potential size of new shop**

1. How big a shop would you open?
2. What goods/ services would you provide? Which of the core goods would you provide?
3. What kind of turnover would you expect – what volumes of sale would you need to have?
4. Where would you warehouse your goods and items?
5. Do you know where your shop would be? Do you have premises there already – or someone who has a shop to rent?

1. Adapted from RCRC (2014a) Market Assessment Guidelines, Tool 1.6 [↑](#footnote-ref-1)
2. Note to assessment team – if you want to know if the trader(s) can increase their supply by a certain amount, include it here in this section [↑](#footnote-ref-2)