### Tool 7: Trader Questionnaire

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| My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I am a UNHCR Staff Member. UNHCR is conducting a survey on markets in \_\_\_\_\_\_\_\_\_\_\_\_. UNHCR will use the information you share to inform UNHCR assistance. I would like to ask you a few questions, which will take about 45 minutes to 1 hour. Your name will not be recorded and any private information that you provide will be confidential and will not be disclosed to other people. Your participation is voluntary and you can choose not to answer any or all of the questions, if you wish to do so, however we hope that you will participate since your views are important to us.  We have particular interest in 2 time frames: now **[mm - mm/yr]** and when the CBI programme will start **[mm - mm/yr].** |

**SECTION 1. General Information**

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| **1. Market Name** |  | |
| **2. LGA Name** |  | |
| **3. Name of Shop keeper** |  | |
| **4. Gender** | 0: Male 1: Female | |
| **5. Contact Information:** | Landline | Mobile |
| **6. GPS Coordinates** | (X-Coordinate) N  \_\_ \_\_. \_\_ \_\_ \_\_ \_\_ \_\_ | (Y-Coordinate) E  \_\_ \_\_. \_\_ \_\_ \_\_ \_\_ \_\_ \_\_ |
| **7. License** | A) Yes | B) No |
| **8. Shop Measurement** | W \_\_\_\_ x D\_\_\_\_\_ x H \_\_\_\_\_ in meters (approx.) | |
| **9. Storage Measurement** | W \_\_\_\_ x D\_\_\_\_\_ x H \_\_\_\_\_ in meters (approx.) | |
| **10. Type of market** | ***(Select one option)***   1. Camp market (daily) b) Local market (daily) c) Local market (weekly)   d) Regional market (weekly) e) Regional market (monthly) | |

**SECTION 2. Trader characteristics**

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| **11. Type of trader** | ***(Select one option)***   1. **Wholesaler:** Purchasing from producers and traders at their store or at farm gate, selling to processors/ traders, using wholesale units 2. **Medium vendor:** Purchasing from producers and traders, selling to other traders and/or consumers, using both retail and wholesale units 3. **Retailer:** Purchasing from traders/producers, selling to ultimate consumers 4. **Collector:** Purchasing from farmers and selling to traders 5. **Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **12. Is this business registered or licensed with the relevant authorities?** | Yes No |
| **13. Your relationship to the business owner?** | ***(Select all that apply)***   1. Owner 2. Family Business 3. Spouse 4. Relative 5. Employee 6. Group |
| **13. How many years of trading experience does the business** | ***(Select one option)***   1. Less than one 2. Between 1 and 3 3. More than 3 years |
| **14. How many other shops does the business have and where are they located?** | ***(Select one option)***   1. 1 – 2 2. 3 – 5 3. 5 – 8 4. More than 8   Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **15. How many traders in the market have similar businesses as you – in terms of size and items sold?** | ***(Select one option)***   1. 1 – 3 2. 3 – 5 3. 5 – 10 4. 10 – 15 5. 15 – 20 6. More than 8 7. More than 20 |
| **16. In which months of the year are you busiest and sell the most stock? (Circle)** | ***(Select all that apply)***  Jan, Feb, March, April, May, June, July, Aug, Sept, Oct, Nov, Dec |

**SECTION 3. Core goods and services of interest to UNHCR: Quantity sold and prices**

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| **CORE GOODS + SPECIFICATION**  *[Insert good, indicating technical specification level of quality level]* | **Available?**  Yes  No | **Now [mm – mm/yr]** | | **Programme start [mm – mm/yr]** | | **Is there a difference in sales volume and price between Now and when the programme will start?**  **If yes, WHY?**  ***(Select all that apply)***  A- More customers from other markets/ areas  B- Improved road infrastructure/ seasonal  C- More traders selling the same goods  D- Reduced demand from customers  E- Road infrastructure worse/ seasonal impact  F- More humanitarian aid provided  G- Increased number of refugees/ displaced  H- Increased demand from customers |
| **Quantity SOLD/ month** | **Price** | **Quantity / SOLD /Month** | **Price** |
| *E.g.: Blankets ‘Medium’, Polyester cotton mix, 1.5 \* 2 metres, weight = 350 – 670 g/ sqm, thickness 3mm, L/M2S, fire resistance, no ignition, multiple colours but not black* | *Yes* | *40 blankets/ month*  *High season - rains* | *15,000* | *1 – 2 / month*  *Low season* | *15,000* | *E: Seasonal rains can affect supply chain – but price remains the same* |
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**SECTION 4. Scaling up demand for core goods: re-stocking time, sources and price control**

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| **CORE GOODS + SPECIFICATION**  *[Insert good, indicating technical specification level of quality level]* | **Where do you source these goods?**  If more than one source is used in different time frames please add. Indicate more important sources. | **Are there any problems sourcing these goods?** Indicate Yes/ No and if a solution is used. | **If there was a 30% increase in demand for these items, how long would it take to stock?**  ***(choose one option)***  1 = Can not do  2 = < 1 weeks  3 = 2 – 3 weeks  4 = Do not know | | **If there was a 30% increase in demand for these items, would the sales price of these goods change?**  ***(choose one option)***  A- Stay the same  B- Prolonged increase (> 3months)  C- Temp increase (< 3months)  D- Not sure | | **How are the retail selling prices of the listed goods determined in this market?**  ***(Select all that apply)***  1. Prices are fixed by the Government  2. Prices are fixed by big vendors on the market  3. All traders set prices at the start of the market day  4. Prices are fixed by wholesalers outside the market  5. Prices are fixed by the traders association before the market begins  6. Each trader determines his/her own price  7. Prices are fixed between buyer and seller  8. I don’t know |
| **Now**  **[mm – mm/yr]** | **Program start**  **[mm – mm/yr]** | **Now**  **[mm – mm/yr]** | **Program start**  **[mm – mm/yr]** |
| *E.g.: Blankets ‘Medium’, Polyester cotton mix, 1.5 \* 2 metres, weight = 350 – 670 g/ sqm, thickness 3mm, L/M2S, fire resistance, no ignition, multiple colours but not black* | *Mainly Mwanza and sometimes Dar es Salaam (if larger quantities or specific types of blanket are needed).* | *Yes – But not often. Get from Dar – but this does not take too much longer and is easily found.* | *2 (3 -4 days)* | *2 ( 5 – 6 days)* | *15,000 TSH* | *15,000 TSH* | *6* |
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**SECTION 5. Own opinion**

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| **17. In your opinion, if refugees were provided with cash, do you think that the traders in this market would be able to provide them with what they need?** | Yes No  Why? | | |
| **18. In your opinion, what would be the main items/ services that the refugees would buy?** | ***(Select all that apply)***  Food items  Hygiene/ sanitation items  Building materials  Education materials  School fees  Medical/ health clinic costs  Mobile credit  Household items (kitchen sets, batteries, blankets, mats)  Furniture  Clothing  Fuel (charcoal/ kerosene etc.)  Other (please specify) | | |
| **19. Do you think new traders will enter the market place if demand for items increases?** | Yes *(if Yes, please list names of traders in section 7)*  No  Why? | | |
| **20. In your opinion would there be any security issues if cash is provided to beneficiaries in this district to buy food and/or non-food items on the market?** | Yes No  If Yes, specify why.  ***(Select all that apply)***  Thieves are in the area  Market area is insecure  High number of thefts in the area  Lack of police / armed guards in the area  No banks/ financial institutions in the area  Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| **21. What limits your ability to do more business?**  ***(Select all that apply)*** | 1. Lack of own capital | 2. Lack of credit | 3. High collateral requirements |
| 4. High interest rates on credit | 5. High transport cost | 6. Lack of means of transport |
| 7. Poor road infrastructure | 8. High tax payment | 9. Too much humanitarian assistance |
| 10. Low demand | 11. Shortage of supply | 12. Few people control the market |
| 13. Shortage of storage | 14. Insecurity | 15. Cost of selling license |
| 16. Seasonal business | 17. Theft | 18. Customers have no money/ means to buy |
| 19. Competition from within other wards/villages | 19. I don’t know | Other (specify) |
| **22. Would your ability to increase supply by 30% be improved with some support?**  [Refer to the answer provided] | Yes No  If Yes, specify what kind of support.  ***(Select all that apply)***  Warehousing  Capital/ financial  Identifying suppliers  Security / safety concerns  Equipment for digital payments (such as POS etc.)  Transportation  Improvement of roads  Store improvement  Market place improvements  Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | |

**SECTION**

**6. Finances**

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| **23. Do you have a bank account:** | Yes No |
| **24. Have you had a loan from the bank in the past?** | Yes No |
| **25. Do you have access to credit from the business that supply you?** | Yes No |
| **26. Do you provide credit to other smaller traders?** | Yes No |
| **27. Do you use mobile money?** | Yes No |
| **28. If so, please provide the name of your provider:** | SPECIFY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **29. What are the most common transaction modalities you accept against purchases?**  ***(Select all that apply)*** | 1. Cash 2. Credit/Debit Card 3. Mobile Money 4. Cheque 5. In-kind exchange (one good vs another) 6. Other(specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**SECTION 7. Contact details of other traders and suppliers for further interviews.**

**- Traders like you that we could speak to (refer to Question 14)?**

**- Traders who may enter reference market place if demand increases (refer to Question 18)?**

**- Contact details of your suppliers/ wholesalers?**

**- Anyone else you think we should speak to?**

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**THANK YOU VERY MUCH FOR YOUR TIME!**

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| **To be completed by the market assessment team member**  1. Observations relevant to the assessment  2. Would the trader be in a position to meet the demand from a planned CBI?   * Yes * Yes with support * No |