External environment
Land and property rights
Natural environment and resources
Trade laws and enforcement
Social norms & informal networks
Consumption trends and preferences
Small farmers N 10,000
Local mills N 25
Rural Retailers N ≈ hundreds
Rural Population N 25,,000
Bigger farmers N 200
Large flour millers N 4
District traders N 12
Urban retailers N≈ hundreds
Urban population N 60,000
Importers/ Exporters N 3
Infrastructure & services
Formal bank credit
Transport facilities
Storage facilities
Informal credit