Tool. Market observation template (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 groups, 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 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, services are.

Local Market

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| **Locality:** |  | | |
| **District / Province :** |  | | |
| **Region:** |  | | |
| **Interviewer:** |  | | |
| **Date :** |  | **Time:** |  |

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

Shops and small business

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| **Shops, trade** Note products / shops should be adapted to the context  *Mark, type of shops that are presents in the area.* | | | |
| * Grocery | * Fruit & vegetables shop | | * Butchery |
| * Bakery | * Fish shop | | * Kiosk |
| * Clothes shop | * School supplies / bookshop | | * Shoes shop |
| * Beauty products | * Homeware shops | | * Mobile phones and electronics |
| * Craft shop | * Hardware store | | * Network shop |
| * Building material shop | * Furniture shop | | * Spare parts car shop |
| * Electrical appliances shops | * Other (explain, list) | |  |
| If relevant, what are the most popular/busy food shops in the area? | | If relevant, what are the most popular/busy non-food shops in the area? | |
| Which kind of shop is run by IDPs or PWD (disaggregated by gender)? | | | |
| Which kind of shop has IDPs or PWD (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 IDPs or PWD? (disaggregated by gender) | | | |

Wholesalers

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| **Wholesalers** Note products / shops should be adapted to the context  *Mark, type of wholesalers that are presents in the area.* | | |
| * Fresh fruit & vegetables * Souvenir and crafts shops | * Non-perishable food | * Hygiene products * Clothes and fabrics |
| * 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 IDPs or PWD(disaggregated by gender)? | | |
| Which kind of wholesaler has IDPS or PWD (disaggregated by gender) as employee? | | |

Workshops

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| 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 electronic devices repair workshop | * 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 IDPs or PWD (disaggregated by gender)? | | |
| Which kind of workshop has IDPs or PWD (disaggregated by gender) as employee? | | |

Services

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| **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 salon | * Beauty salon | * Barber shop |
| * Tutoring centres or nurseries * Security agencies | * Travel agencies * Hotel | * Gyms * Clinics |
| * 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 IDPs or PWD (disaggregated by gender)? | | |
| Which kind of service has IDPs or PWD (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 IDPs or PWD (disaggregated by gender) | | |

Industry & factories

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

Other observation aspects

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| Type of transport service available for people |
| Type of transport service available for goods |
| Electricity availability: |
| Clean water 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): |