

APPENDIX 1

Marketing Checklist to Evaluate Key Points in the Market Chain for a Commodity

Topic	Sub-topics	Questions/Comments
Personal information	Name Physical address Telephone	For established firms try to get a business card, or mobile phone number for purposes of future reference
Type of business	Value addition Physical functions Experience	How does the respondent add value along the market chain? Does he change the form of product (processor) or just move the product (transporter) or just store the product (wholesaler) or is he a retailer or consumer . Is there any vertical integration ?
Demand	Quantity Type of buyer Seasonality Variety Consumer Preferences Price data	Quantity sold normally, e.g., per day, week. To whom do you sell? Are there changes in volume of sale over time? Are there different varieties? If so, what is their respective demand/preference? What is the price variation as per variety differences? Are there changes in prices over time? If so, what are the reasons? Do you find problems selling your products? If so, which ones?
Supply	Source by area Source by type of person Price Quality	Which are your supply areas (geographically)? From whom do you buy? From where do you buy? (Meeting pt.) At what price do you buy the variety? Does the price change over time? If so, why? and how? Do you have problems getting products? If so, which are they?
Quality	Perishability Post-harvest issues	What is the quality of products along the chain? What is the shelf-life of the products?
Storage	Quantity Time Storage problems	How much do you usually store? For how long? Do you have any storage problems? Do you experience storage losses?
Transaction costs	Forms Proportions	What are your transaction costs? What is their proportion?
Grading and sorting	Grading incentive	Do you grade or sort? Do better grades fetch higher prices?
Market information	Sources Spatial arbitrage	Do you get market info? (e.g., on prices?) If so from whom and how? Is there a relationship between prices in different areas at a given time?
Price formation	Market power	Who determines the price? How is the price determined? If firm/individual is a price taker, find out why?
Institutional and legal framework	Associations	Do you belong to an association? Are there any market regulations? If so, which are they and how do they affect your business?
Market structure	Competition	No. of sellers Is there price competition? Is there non-price competition? If so, how (interlocking markets)?
Credit availability	Sources and type	Are there any credit institutions? Do you use them? What are their rates of interest?