



From the work in Guide 3 you will have:

1. Undertaken a rapid market opportunities identification survey to identify a long list of options that are or could be produced in your area.
2. Used selection criteria to reduce many product options to develop a short list.
3. Undertaken a production, financial, and market evaluation of short listed products.
4. Discussed feasible options with farmer groups.
5. Selected possible options to develop into agroenterprise projects.

Based on this previous work, the reader will have selected at least one product option for participatory market chain analysis. For service providers with considerable marketing experience more product options maybe considered, but it is recommended that first time users of this methodology test the process with one option.

This guide is divided into 11 sections. Each section is designed to explain the reasons behind the methodology and steps that are useful in the field. The sections in this guide include:

1. An Area-based Approach to Rural Enterprise Development.
2. Market Chains and Service Providers: Basic Concepts.
3. Basic Steps in Developing a Competitive Market Chain Strategy.

4. Guidelines for Adapting the Process to Local Needs.
5. Selecting a Market Chain.
6. Planning and Executing a Rapid Market Survey.
7. Identification of Key “Actors” in Market Chains and Steps for Business Planning.
8. Participatory Market Chain Analysis.
9. Analysis of Critical Points in the Market Chain.
10. Negotiating a Strategy to Increase Competitiveness.
11. Monitoring of Strategies to Increase Competitiveness: General Guidelines.

To facilitate better understanding, each section is structured in the following way:

- **Guiding questions** that introduce the themes and ask the reader to reflect on their experience.
- **Conceptual support** relating to the themes introduced.
- **Appropriate tools** to facilitate participative processes of planning, analysis, and design of strategies to increase competitiveness with smallholders and the other enterprise actors in the market chain.
- **Practical examples** of experiences with this methodology in Latin America related with the theme of the section.
- **A review** at the end of the section that restates the main ideas.