**Exercise 7c. Analyzing market information**

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| *OBJECTIVE***After this exercise the participants will be able to:*** Organize and analyze information gathered through the market survey and present it to other group members
* Identify ways to improve the marketing of their priority products.
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| *EQUIPMENT NEEDED** Large sheets of paper, colored marker pens
* Information gathered during the market survey
 | *EXPECTED OUTPUTS** Summary of market situation for the short-listed products
* Understanding of market functions and opportunities
 |
| *TIME** 3-5 hours depending on amount and complexity of information.
 | *PREPARATION** Complete Exercise 7B (Market Survey)
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*This activity is based on and follows immediately after the market survey (Exercise 7B). it enables farmers to present and analyze the information gathered during the survey, and feed this into the agroenterprise planning.*

*SUGGESTED PROCEDURE:*

1. **Assemble the team** that conducted the market survey, and possibly a few other group members to help with the analysis.
2. **Discuss the market survey experience** with the team. Find out what was new for them. What did they learn? What did they find most interesting? Most uncomfortable or difficult?
3. **Ask each interviewer to report** the information from the interviews they conducted. Write the results on large sheets of paper as tables or diagrams.
4. **Discuss the findings and analyze** their implications for the farmers.
5. **Summarize the information** using a form like Table 20, adapted to the product(s) being analyzed.
6. **Decide who will present the information** to the larger group of farmers. it may be best to divide up the task of presentation among several members of the survey team.
7. **Call a meeting** with all the members of the group.
8. **Invite the team members to present** their findings to the whole group.
9. **Facilitate a discussion** of the findings to interpret the findings and explore their implications for the whole group.

*QUESTIONS TO STIMULATE DISCUSSION:*

* What did the survey team members learn from conducting the survey? What surprised them most? For each person, what was the single most useful piece of new information they learned?
* Of the various products and markets surveyed, which is the most promising? Which should the group explore further? Which are least promising?
* What would the group have to do to take advantage of the market opportunities they have identified?
* What other information does the group need?

TABLE 20. FORM FOR SUMMARIZING FINDINGS OF MARKET SURVEY

|  |  |
| --- | --- |
| **Product** |  |
| **Market name** |  |
| **Date** |  |
| **Survey team members** |  |
| **Is this a new product?** | Existing(farmers produce this product) | New(farmers do not produce this product) |
| **Is this a new market?** | Existing(the farmers already sell here) | New(the farmers do not yet sell here) |
| **WHAT FARMERS DO NOW** |
| **Where do the farmers sell? (Tick all that apply)** | Farm gate | Local market | District market | Processor | National market | Super- market | Export market | Other |
| **What is the current marketing chain? (Tick all that apply)** | Farmer | Collector | Local trader | Traveling trader | Processor | Whole- saler | Retailer | Consumer |
| **What is the price of product?** | Main season | Off season | Now |
| **How much product does the group sell?** | Amount per farmer per season | Total amount for group per season |
| **WHAT FARMERS HOPE TO DO IN THE FUTURE** |
| **What is the target market?** | Farm gate | Local market | District market | Processor | National market | Super- market | Export market | Other |
| **How much product does the group plan to sell?** | Amount per farmer per season | Total amount for group per season | Price per unit |
| **What is the demand for this product?** | **Current demand** | **Future demand** |
| High | Medium | Low | Rising | Stable | Falling |
| **How much will the buyer buy?** | Smallest amount the buyer will buy | Amount for which the buyer will give a premium\* |
| **How often does the buyer need supplies?** | Per day? Per week? Per month? No schedule? |
| **What are the quality requirements?** |  |
| **What are the packaging requirements?** |  |
| **What are the business relationships?** | None | Handshake | Agreement | Contract |
| **Who are the farmers’ main competitors?** |  |
| **What are the main risks?** |  |

\*This is usually the amount required to fill a vehicle, such as 1–3 tonnes for a pickup, 5–10 tonnes for a truck, etc. Traders often offer best prices for specific volumes. During the market visit, find out if traders are interested in collective sales. See also **Step 5** on collective marketing.