

MARKET ASSESSMENT AND ANALYSIS

Introduction:

A Market Assessment and Analysis principles paper was written jointly by Logistics and Programme to better define the terminology linked to Markets as well as roles and responsibilities.

1 WHAT?

MARKET ASSESSMENT

Refers to the exercise of collecting primary and secondary market data.

MARKET ANALYSIS

Process where we use the data to understand how markets function, or how it has been impacted by an event or crisis and the results can be used for evidence-based decision making in terms of programme design and implementation.

MARKET ASSESSMENT AND ANALYSIS FOCUSES ON MARKET SYSTEM

Market Systems are complex networks made up of 1)Market Chain (i.e. core elements and actors making up demand and supply), 2)Supporting infrastructure and services and 3) external environment; rules and norms that govern the way that system works

2 How

... IS IT USED?

Market Assessment is a part of **response option analysis**, which means it doesn't exclude any potential intervention type (in-kind, services, cash, market-based intervention etc.).

It can focus on: specific good and/or service available in the marketplace; on understanding complex supply chains or to identify where market support activities may be required.

3 Who

...PARTICIPATES?

Market assessment is a **joint responsibility** of Programme and Logistics to ensure that programmatic risks and implications are properly analyzed and considered in program design.

Logistics contributes to the insight into supply chains and providers which provides perspective on **supply** to complement the Programmes' **demand** perspective

4 Why

... DO WE CONDUCT MARKET ASSESSMENTS JOINTLY?

REACH A COMMON COMPREHENSIVE UNDERSTANDING OF THE MARKET SYSTEM

VISION

In time, we aim (both within Logistics and Programmes) to ensure that we have the appropriate resources; trained, deployed and able to conduct all activities within the Market Analysis in a quality and timely manner.

Along with the Logistics Cash and Market strategy, with a time line of five to ten years, initially we will start to expedite the capacity building of a targeted group with the ultimate aim of all staff having the same know how to support and conduct these activities.