RAM Tool 6: Key markets template

**RAM Tool 6** can be used to assist in the selection of the marketplaces to be visited and in summarising the commodities of interest (commodity type and quantity). It should be used to guide a discussion among assessment team members and, when and where pos­sible, key informants with knowledge about the marketplaces shock-affected households use.

## **How to use tool 6?**

The assessment team leader should guide the discussion in a participatory manner. They should make sure that the participants account for factors such as size, ease of access, operating frequency, shock affectedness etc. It is important to note that there are no rules on how to select the marketplaces. Different factors may be of different importance in different contexts. The market maps developed earlier on are a good basis to facilitate the discussion.

## **Additional guidance:**

### How many markets should be visited and, how many interviews per market?

The number of marketplaces to be visited is dependent on the size of the team, geographical and logistical constraints (i.e. distances and ease of access), the size/ importance of the markets, the number of interviews to be conducted, and the time available. The team should be realistic when esti­mating the number of marketplaces it can assess and the number of interviews per marketplace. The team should try and agree on a method of identifying interview numbers before starting to avoid confusion or problems in RAM Step 2, in the field.

### **PLEASE REFER TO THE RAM TOOL FOR MORE GUIDANCE AND INFORMATION**

## RAM Tool 6: Key markets the assessment should focus on

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| 1. Decide on the number of markets that can feasibly be assessed*(Take into consideration logistics, time available, distances, RAM team numbers)* |  |
| 2. List the all marketplaces that are of importance for the shock-affected population.*(Use information from Tool 2 and Tool 4)* |
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| 3. Select a number of representative marketplaces from the list above.*(Account for factors such as size, ease of access, operating frequency, shock affectedness etc. and explain each choice)* |
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| 4. List all marketplaces that are important suppliers of the marketplaces listed above.*(Conduct a brainstorming)* |
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| 5. Select a number of representative marketplaces from the list above.*(Account for factors such as size, ease of access, operating frequency, shock affectedness etc. and explain each choice)* |
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| 6. List the selected markets and the reason for their selection.*(Have a final discussion and make sure everybody agrees on the importance of the selected marketplaces)* |
| **Marketplace** | **Reason for selection** |
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| 7. If the team has the capacity to assess additional markets, it can look at some reference markets. That is marketplaces that that are similar to the marketplaces used by the shock-affected households or to those that supply the latter but that have not been affected by the shock.*(Note potential reference markets below and explain for which markets they can be a reference)* |
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