RAM Tool 12: Market assessment report template

## RAPID ASSESSMENT FOR MARKET REPORT

### *(Insert district, country, shock type and year)*

### Report Author: \_\_\_\_\_\_\_\_\_\_

### Position/ Job Title: \_\_\_\_\_\_\_\_\_\_

### RAM team members and positions: \_\_\_\_\_\_\_\_\_\_

### \_\_\_\_\_\_\_\_\_\_

### \_\_\_\_\_\_\_\_\_\_

### \_\_\_\_\_\_\_\_\_\_

### Report date: \_\_\_\_\_\_\_\_\_\_

## Section 1: Shock and needs analysis summary

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| --- | --- |
| Type(s) of shock: |  |
| Date(s) of shock(s): |  |
| Date of RAM assessment: |  |
| Affected areas assessed: |  |
| Total population in affected area: *(Number of households and people)* |  |
| Affected population within affected area: *(Number of households and people)* |  |
| Average Household size: *(Source of information)* |  |
| Location of affected population: *(IDP/ stationary in homes etc…)* |  |
| Markets assessed: |  |
| Number of traders (wholesalers and retail­ers) and market representatives included  in assessment: |  |
| Commodity type(s), volume(s) and duration requested by shock-affected population  *(quantity, frequency and duration and any quality specifications if necessary)* |  |

## Section 2: Market Mapping

### 2.1 Market maps, geographical location of markets to shock-affected population

The diagram below illustrates the location of local and influential markets within, and close to the affected area, and their geographic proximity to the shock-affected population**.**

* *Insert a basic map that illustrates the GEOGRAPHICAL location of the markets. See Tool 4 for guidance on mapping.*
* *Highlight the locations of the shock-affected population and markets visited and include a key so that the user can easily identify the key markets, roads, location of the affected populations etc… Make sure to include information on the impact of the shock on the markets using the symbols suggested in Tool 4.*

### 2.2 Commodity market maps

The commodity market maps below illustrate the movements of key commodities to the markets near the affected populations – from wholesaler to trader and finally to consumer.

* *Insert the maps that illustrate the market chain. Advice on how to do this is available in the Tool 4. If you have one map that represents all the commodities, make sure this is clearly stated.*
* *If you can illustrate data on prices, volumes and number of traders, please illustrate this on the market maps or in a table.*
* *Include a key so that the user can easily identify the types of traders/ actors in the supply chain. Make sure to include information on the impact of the shock on the markets using the symbols suggested in Tool 4.*

## Section 3: Market maps and trader analysis

After reviewing the maps (above) and information collected using the RAM tools, the following conclusions can be made:

1. The impact of the shock on physical access of the affected population to their markets.   
*(Outline the impact of the* shock *on market access – what has changed in consumer and trader behaviour? Are such changes long term?)*

2. Affected household purchasing power/ demand and changes in consumer behaviour.   
*(Does the shock-affected population have the financial means to purchase the food and non-food commodities they need? If so, what percentage/ proportion of their needs can they meet themselves? Relate to information collected in Step 1 of the RAM)*

3. The impact of the shock on the supply chain of food and non-food commodities required by the affected population.   
*(Using data from Steps 1 and 2 of the RAM, outline in what way the supply chain has been affected by the shock. Outline any changes in consumer or trader behaviour as a consequence?)*

4. The capacity of retailers and wholesalers to increase their supply to meet increased demand for food and non-food commodities and related price implications (if any).  
*(Reflecting on Step 2 of the RAM and the key commodities requested by the shock-affected population, reflect on whether or not traders in markets will be in a position to respond to a demand. If there are any implications for price changes, please outline what they are and what the consequences would be of such changes. Be mindful of wholesaler capacity, transport, warehousing and credit issues that may need addressing to enable this)*

5. Changes in the types (quality) and quantities of commodities demanded by traders and households   
(if any).  
*(If the shock has affected household and trader preference for certain commodities – in terms of quality, volume and frequency, outline this here)*

6. The impact of the shock on prices of the food and non-food commodities.  
*(Reviewing price data (secondary and primary), outline the impact of the shock on prices and the consequences of such changes)*

7. Opportunities for market based interventions to support market rehabilitation.  
*(Reflecting on the market mapping exercises and interviews with traders, what interventions could support trader capacity to increase supply, when they would be required and for how long?)*

8. Market related considerations that urgently require attention or further analysis (using the MAG or the RAM Monitoring Tool 13, 14 and 15) should any programming / advocacy take place.   
*(This can include concerns regarding issues of trader or beneficiary security, diversion, government policy, high levels of beneficiary or trader debt, wholesaler monopoly etc…)*

9. Assumptions, difficulties and challenges faced in the assessment that users of RAM Report must be aware of.   
*(This can include assumptions made in the data collection and analysis and reflections of data reliability)*

10. Implementation experience in the area and related lessons learned, and activities planned or being implemented by other agencies.  
*(Applying lessons learned from past emergency programmes can benefit future interventions and influence decisions. If any information is available from secondary data reviews etc., then this should be included here. Knowing what other agencies are planning on doing can also influence decision makers, especially when there cash programmes or market support interventions are planned)*

## Section 4: Conclusions

Table 1 (below) summarizes the markets analysed and the potential response options for consideration during response analysis.

### Table 1: Summarises all the markets analysed (by the RAM team and wider community of practice) and provides comments for use during response analysis

* *Additional markets can be added if more than 4 were assessed. In such an instance, transferring this table to excel may be useful if a large number of markets were assessed.*
* *Additional information can be added to the table; such as implementation timeframes, lag times, seasonal considerations etc. In such an instance, the transference of the table to excel may be more appropriate to facilitate use.*
* *Where possible, data from other agencies undertaking market analysis should be included; to reduce duplication of data collection and support coordination efforts.*
* *Reviewing the results of the application of Tool 11, the Conclusion Tree, state what potential response options are recommended.*

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| --- | --- | --- | --- | --- | --- | --- |
| Commodity required by the shock-affected population | **Markets with potential for an increase in supply for each commodity including where additional trader support is required** | | | | **Market capacity to respond to increased demand** | **Potential response options for further discussion and analysis** |
| *Insert market name* | *Insert market name* | *Insert market name* | *Insert market name* | * *Market supply unlikely to respond* * *Supply chain may not respond* * *Supply chain may respond with support* * *Supply chain may respond* | * + *No/Very limited immediate potential for cash based responses*   + *Very Limited CTP potential*   + *Potential for market based support interventions and CTP*   + *CTP Potential + monitor* * *CTP potential BUT with more analysis* |
|  |  |  |  |  |  |  |