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| Action | Activity |  |  |  |  |
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| Needs assessment | **Identify needed commodities and services by beneficiary** | Program | Program | Technical sectors | Management |
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| Community Assessment | **Identify critical markets** | Program | Program | Logistics, Procurement | Management |
| **Assess availability of beneficiary’s needs in the local market** | Program | Program | Logistics, Procurement | Management |
| **Assess beneficiary access to market actors with needed items** | Program | Program | Logistics, Procurement | Management |
| **Assess potential impact to the local economy of using local markets to meet beneficiary needs** | Program | Program | Logistics, Procurement | Management |
| **Risk Identification: People’s purchasing power; economic/physical access; security and poor commodity quality;** | Program | Program | Logistics, Procurement | Management |
|  |  |  |  |  |  |
| Market Assessment  Assess nation and international (where applicable) market, infrastructure, players | **Identification of market actors within the critical markets: including importers; producers; production suppliers; wholesalers; traders; retailers etc.** | Program  Logistics  Procurement | Program | Technical sectors | Management |
| **Set analytical and geographical scope including: the purpose; objective; number & types of market actors; geographical locations** | Program  Logistics  Procurement | Program | Finance,  Security | Management |
| **Develop the questionnaire containing relevant, key supply and demand questions** | Program  Logistics  Procurement | Program | Technical sectors | Management |
| **Planning: select tools and/or guidance[[1]](#footnote-1); assessment schedule; budget; equipment; resources; build and train assessment teams** | Program Logistics, Procurement | Program | Finance, Security | Management |
| **Data collection** | Program  Logistics, Procurement | Program | Finance, Security | Management |
| **Data analysis and map markets (including triangulation)** | Program  Logistics, Procurement | Program | Finance, Security | Management |
| **Risk Management: market distortion[[2]](#footnote-2); lack of market integration[[3]](#footnote-3); lack of market capacity; breaks in infrastructure & services, hindered supply routes; market volatility [[4]](#footnote-4)** | Program  Logistics, Procurement | Program | Finance, Security | Management |
| **Market Analysis Report** | Program  Logistics  Procurement | Program | Finance,  Security  Technical sectors | Management |
| **Market monitoring (commodity/services prices and supply and stability of supply chain to deliver)** | Logistics, Procurement | Program | Program, Finance, Security | Management |
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| Finance & FSP Market Assessment  Assess national and/or international Financial market, infrastructure, players. | **Financial environment understanding (Rules, regulations, restrictions and controls)** | Finance | Program | Program, Logistics, Procurement | Management |
| **Initial identification of potential service providers, including retailers, financial institutes (formal and informal), payment providers and technology solutions.** | Program,  Finance,  Logistics, Procurement | Program | Security  IT | Management |
| **Planning: key questions, build team, select tools and/or guidance** | Program,  Finance,  Logistics, Procurement | Program | Security  IT  Data Protection | Management |
| **Data collection** | Program,  Logistics, Procurement | Program | Finance,  Security | Management |
| **Data analysis and map markets (including triangulation)** | Program,  Logistics, Procurement | Program | Finance,  Security | Management |
| **Risk identification; non-compliance with regulations/laws; restrictive national and international policies[[5]](#footnote-5); personal data protection for recipients;** | Program,  Finance,  Logistics, Procurement | Program | Security | Management |
| **Input into the Market Analysis Report[[6]](#footnote-6)** | Program,  Logistics, Procurement | Program | Finance,  Security | Management |
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1. To ensure consistency and cohesion with the macro retail / macro level market assessment the same responsible should undertake this task [↑](#footnote-ref-1)
2. E.g. inflation /deflation and non-competitive behaviors: collusion, price-fixing, prices not displayed, lack of scales or measuring equipment [↑](#footnote-ref-2)
3. An indicator of the extent to which markets can meet demand [↑](#footnote-ref-3)
4. E.g. prices and/or availability [↑](#footnote-ref-4)
5. E.g. restrictions on transferring/repatriating funds; caps on distribution values [↑](#footnote-ref-5)
6. This may be a separate Financial and FSP market report or it could be combined with the overall Market Assessment report. [↑](#footnote-ref-6)