RAM Tool 9: Discussion with traders template (wholesalers/retailers)

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| **A. Assessment details** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Name of interviewer | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Date of interview | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Name of market | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Type of marketplace  *(e.g. local/district/regional/urban centre)* | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Frequency of market days  *(e.g. daily/weekly/monthly)* | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key commodities of interest  *(Note the key commodities to be assessed)* | | | | | | | | | | | | | | | Quantity and frequency of commodity needed  *(Note the respective quantities you determined in Step1)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 3. | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4. | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Observations from travel to the market­place  *(Time needed, obstructions, trade flows observed etc.)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| **Name and position of interviewee**  ***(Note role in the business if this is not clear from position)*** | | | **Name of business** | | | | | | | | | | | **Type of trader**  ***(Wholesaler/retailer)*** | | | | | | | | | | **Type of commodity or commodities traded** | | | | | | | | | | **Telephone** | | | | | | | **Registered**  **(YES or NO)** | | |
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| Where and how do traders register? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| **B. Stocks (Refer to market system maps, update/ renew if necessary)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q1: Where do you normally buy the key commodities?  *(For each key commodity selected in Section A note the location, suppliers, and contact details. Note that the trader may not supply all of the key commodities being assessed)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | **Location of supplier(s)** | | | | | | | | | | | | | | | | | | | | **Supplier name(s)** | | | | | | | | | | | | | | | **Contact details** | | | | | | | |
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| Q2: Where do you typically store your stock?  *(Note the type(s) and location(s) of the storage)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q3: Has your storage been affected by the recent shock, and if so, how?  *(Note the answer, ask how it has been affected and note the explanation)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q4: What quantities of the key commodities do you presently have in stock and how does this com­pare to the quantity you would stock normally at this time of the year?  *(Note the answer for each key commodity; make sure you note the units, and note the reason for different stocks. Note that trader may not stock all 4 key commodities)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | **Quantity in stock now** | | | | | | | | | | | | | | | **Quantity in stock normally** | | | | | | | | | | | | | **Reason for difference (if any)** | | | | | | | | | | | | | | |
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| Q5: Are you still able to get the key commodities from your usual sources after the recent shock?  *(Note Yes or No for each of the commodities and if the answer is NO, ask WHY and note the explanation)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | **YES/NO** | | | | | | | | | **Explanation (if no)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q6: How often did you re-stock the key commodities before the shock, and has this now changed? What quantities of the key commodities did you buy each time before the shock, and has this now changed?  *(Note the answers for every key commodity for the situation before and after the shock. For frequency note whether it is/was daily, weekly, monthly, etc; for quantity note unit – e.g. kilos, sacks, crates, etc.)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | | | | | | **Frequency of restocking** | | | | | | | | | | | | | | | | | | | | | | **Quantity restocked each time** | | | | | | | | | | | | | | | |
| **Before Shock** | | | | | | | | | | | | | **Now** | | | | | | | | | **Before shock** | | | | | | | | | | | | **Now** | | | |
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| Q7: Are there other reliable suppliers you can buy the key commodities from?  *(Note for each key commodity YES or NO, if the answer is YES, ask WHO and WHERE they are and note the answer)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | | | | | | **Yes/No** | | | | | | | **If yes, who *(note contact if available)*** | | | | | | | | | | | | | | | | | | | **Where *(location)*** | | | | | | | | | | | |
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| Q8: How many traders of your ‘size’ are supplying this marketplace?  *(Note the number of traders. If the trader seems knowledgeable ask him about the number of smaller/bigger traders)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| **C. Expandability of Stock (Refer to market system maps, update/ renew if necessary)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q9: If demand for the key commodities were to increase, how long would it take you to get additional stocks to meet this demand?  *(Note the number of days, weeks, or months. Make sure you note the unit of measurement)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity names** | | | | | | **Time taken to respond** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **If demand increases by 50%** | | | | | | | | | | | | | | | | | | | | | | **If demand increases by 100%** | | | | | | | | | | | | | | | |
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| Q10: Could you use your existing suppliers to get the additional supplies of key commodities?  *(For each key commodity note the answer and if answer is no, ask why)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity names** | **Yes/No** | | | | | | | | | | | **Explanation** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q11: Could you use other suppliers to get the additional supplies of key commodities?  *(For each key commodity note the answer)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity names** | | **Yes/No** | | | | | | | | | | **Details of alternative supplier (if known)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q12: What are the 3 main factors that may make it difficult for you to increase your supply of key commodities?  *(Note the 3 factors for each of the key commodity in order of importance)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | **Factors making it difficult to increase supply** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q13: How could these factors (mentioned in question 12, above) be addressed?  *(Note the answers for each factor which makes it difficult to increase supply)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | | | | | | | | | | | | | | | | | | | | | | **Factors making it difficult to increase supply** | | | | | | | | | | | | | | | | | | | | | |
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| Q14: How do you think the price you have to pay would change if you were to increase the quantity of the key commodities you order from your suppliers, and why?  *(For each of the key commodities note the answer (INCREASE, DECREASE, NO CHANGE) if possible specifying how big the change would be,and note the explanation)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | | | | | **Increase** | | | | | | | | | | | | | **Decrease** | | | | | | | | | **No change** | | | | | | | | | | | | **Explanation** | | | | |
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| **D. Access to and provision of credit (Refer to market system maps, update/ renew if necessary)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q15: Before the shock, did you give your customers credit? How many and with what conditions?  *(Note the percentage of customers receiving credit, how long credit is given for, and the criteria they have to fulfil)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **% of customers receiving credit** | **How long before credit must be repaid** | | | | | | | | | | | | | | **Criteria for customers to obtain credit** | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q16: Do you still give your customers credit now, after the shock? How many and with what conditions?  *(Note the percentage of customers who received credit, how long credit was given for, and the criteria they had to fulfil)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **% of customers receiving credit** | **How long before credit must be repaid** | | | | | | | | | | | | | | **Criteria for customers to obtain credit** | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q17: How much money do you estimate customers owe you today?  *(Note the answer and specify the currency)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | | | |
| Q18: Did your suppliers give you credit before the shock, and how much?  *(Note the amount and currency, for how long the credit is usually given, and what the criteria are to obtain a credit)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Number or percentage of suppliers giving credit** | **How long before credit must be repaid** | | | | | | | | | | | | | | **Criteria for traders to obtain credit** | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q19: Do your suppliers still give you credit now, after the shock?  *(Note the amount and currency, for how long the credit was usually given, and what the criteria were to obtain a credit)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Number or percentage of suppliers giving credit** | **How long before credit must be repaid** | | | | | | | | | | | | | | **Criteria for traders to obtain credit** | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q20: How much money do you owe your suppliers today?  *(Note the answer and specify the currency)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | | | | | |
| **E. Customer behaviour** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q21: Are customers buying more or less of the key commodities since the shock? How much more or less?  *(For each key commodity, note how much more or less of the commodity is being purchased – include the unit, e.g. cups, kilos, etc.)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | **Same** | | | | | | | | | **More** | | | | | | | | | | | | | | | | | | | | | | | **Less** | | | | | | | | | | |
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| Q22: Why do think the demand of your customers has changed as described above?  *(For each key commodity, note the explanation)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q23: Have your customers asked for other commodities since the shock? What are they?  *(Note the answer and if it is YES, ask for what commodities demand has increased)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q24: Why are they now asking for these commodities?  *(For each new commodity demanded, note the explanation)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q25: Has demand for credit changed since the shock?  *(Find out whether more customers want credit now, and whether the value of the credit demanded by customers has changed; if possible, quantify the change as a number or percentage; cross-check with the answers in credit section)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Demand for credit** | | | | | | | | **Increased / decreased /  stayed the same**  ***(if applicable, specify by how much it has changed)*** | | | | | | | | | | | | | | | | | | | | | | | **Why?** | | | | | | | | | | | | |
| Has the number of customers asking for credit changed? | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | |  | | | | | | | | | | | | |
| Has the amount of credit that customers demand changed? | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | |  | | | | | | | | | | | | |
| **F. Price changes** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q26: How have the prices you pay to purchase the key commodities from your suppliers changed since the shock?  *(For each commodity note the current buying price, the price before the shock, and the price this time last year)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | **Unit** | | | | | | | | **Current price** | | | | | | | | | | | | | | | | **Price before shock** | | | | | | | | | | | | **Price last year** | | | | | | |
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| Q27: If the prices you pay to purchase the key commodities from your suppliers has changed since the shock (Q26), why is this?  *(Note explanation for each key commodity that changed in price)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | | **Explanation for purchase price change** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q28: Have you changed the prices you charge for the key commodities since the shock?  *(For each commodity note the current selling price, the price before the shock, and the price this time last year)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | **Unit** | | | | | | | | **Current price** | | | | | | | | | | | | | | | | **Price before shock** | | | | | | | | | | | | **Price last year** | | | | | | |
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| Q29: If you changed the prices you charge for the key commodities since the shock (Q28), why is this?  *(Note explanation for each key commodity that changed in price)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q30: How does the selling price for each key commodity develop during a year (seasonality)?  *(Note for each commodity and month whether prices are typically high, normal or low)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Commodity name** | | | | **Jan** | | | **Feb** | | | | **Mar** | | | | | | **Apr** | | | **Mai** | | | **Jun** | | | **Jul** | | | | **Aug** | | | | | **Sep** | | | **Oct** | | | | **Nov** | **Dec** |
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| **G. Was this a good informant/focus group?**  **(Note any observations after the interview)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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