



MARKET CENTER SURVEY QUESTIONNAIRE

Farmer Market System Engagement Study *Feed the Future Uganda Market System Monitoring*

INTRODUCTION TO THE SURVEY

Explain project, why we would appreciate their help

1. BASIC BUSINESS INFORMATION

1. Name of business:	2. Name of interviewee:	
3. Type of business:	4. Gender (1=Female, 2=Male):	5. Age:
6. Number of employees:	7. Education completed:	
8. Year business started:	9. District:	10. Village:
11. Website/email/number:	12. Coordinates:	
13. Is your business registered? 0=No, 1=Yes		
If yes, do you have the following?	0=No, 1=Yes	What year first done?
13.1. Trading License		
13.2. Certificate of Registration from URSB		
13.3. URA TIN No. for business		

2. BUSINESS MODEL

1. Primary Business Activities: Which business activities do you engage in? (Check all that apply)

- Sell agricultural inputs
- Buy produce
- Sell produce
- Rent out equipment
- Spray services
- Production services
 - Tilling
 - Weeding
 - Pruning
 - Plowing
- Processing
 - Drying
 - Milling
 - Shelling
 - Hulling
 - Packaging
- Transportation
- Storage
- Provide trainings for a fee
- Anything else from bundle of services?
- Other

2. Why did you decide to engage in those activities?

3. Did you get any training on how to run your business? Or did anyone else help you?	0=No, 1=Yes Who?	
4. Is this a family business?	0=No, 1=Yes	
4.1. Which family member makes most of the business decisions?	1=Husband, 2=Wife, 3=Children (Note all that apply)	
4.2. Which family member owns most of the business assets?	1=Husband, 2=Wife, 3=Children (Note all that apply)	
4.3. Which family member decides on how the money earned is to be spent?	1=Husband, 2=Wife, 3=Children (Note all that apply)	
4.4. Which family member is more likely to attend training events or receive other kinds of advice and support related to running your business?	1=Husband, 2=Wife, 3=Children (Note all that apply)	
4.5. Which family member is more likely to be a member of a farmer organization, cooperative or other organization?	1=Husband, 2=Wife, 3=Children (Note all that apply)	

Management Practices

5. Do you keep records?	0=No, 1=Yes	
6. How do you manage inventory?	1=stock cards, 2=first in-first out, 3=re-order levels, 4=other (specify)	
7. How do you decide the price to buy and/or sell your products and/or services? How do you know the price is fair?		
8. How do you access information about competitors' prices and the market price?	1=Phone SMS, 2=Mobile phone calls, 3=Computer, 4=Radio, 5=Television, 6=Word of mouth, 7=other (specify)	

How much extra would you pay for....

Employees

9. How many permanent employees do you have?	
10. Do you hire additional employees during certain seasons? 0=No, 1=Yes	
10.1. If so, what time of year?	
10.2. How many?	
11. Where do employees come from? 1=Family or personal connections, 2=business partners, 3=customers	

Finance

12. Is your business profitable? 0= no, losing money, 1= yes, profitable, 2=break even	
13. Does your business keep money in a bank? 0=No, 1=Yes	

14. Does your business use mobile money or mobile banking? 0=No, 1=Yes	
15. Have you purchased assets to improve your business? 0=No, 1=Yes 15.1. If so, what?	
16. Has your business received any type of credit, financing, or loan in the past year? 0=No, 1=Yes 16.1. If so, What for? 16.2. From whom?	
17. <u>Would you pay for financial management services?</u> 0=No, 1=Yes, 2=Already do	

3. BUSINESS RELATIONSHIPS:

- Who are your main business partners (suppliers, traders, wholesale distributors, instructors, government agencies, NGOs, and other organizations that provide information, goods, services, and finance you use to run your business)

2. For your 3-5 main business partners, we will ask a few questions about your relationship:

Partner Name	2.1. What year did you begin working together? 2.2. Have you worked together continuously since then?		2.3. How did you meet? 1=Connection through a friend or relative; 2=Personal connection through a church; 3=Personal connection through a clan; 4=Recommended by peers/word of mouth; 5=Responded to an advertisement; 6=They approached me; 7=Other	2.4. Why did you decide to work with them and not competitors? 1=Only provider locally; 2=Best prices; 3=Provides additional services or information 4=Family or personal connection; 5=Had a bad experience with other business partners/suppliers; 6=Other	2.5. Do you have/ have you had any of the following: 1=a contract or formal agreement 2=MOU 3=exclusive sales/buying agreement 0=none	2.6. What services do they provide for you? 1=Trainings, 2=Credit or financing 3=Information about products or services; 4=Marketing assistance, 5=Discounts; 6=After sales follow up; 7=Product delivery 8=Give promotional materials, samples, gifts, etc.; 9=Demonstrations, 10=Introduce new products or technologies, 11= Connect to service providers/ other businesses, 9=Other	2.7. Do you trust them? 1=Not at all 2=Not really 3= Not sure 4=somewhat or sometimes 5=Yes, definitely
	Year	0=No 1=Yes					

3. Are there types of business partners or suppliers you wish you had that you don't?

3.1. What kind?	3.2. Why?	3.3. How do you plan to get new partners?	3.4. Are you looking for any new partners at the moment? 0=No 1=Yes

4. BUSINESS DEVELOPMENT STRATEGY:

<p>1. Who are your customers?</p>	<p>2. How do new customers find you?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Connection through a friend or relative <input type="checkbox"/> Personal connection through a church <input type="checkbox"/> Personal connection through a clan <input type="checkbox"/> Recommended by peers/word of mouth <input type="checkbox"/> Respond to an advertisement <input type="checkbox"/> We approach them <input type="checkbox"/> Other
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3. Now we will ask a few questions about your relationship with each type of customer (3-5 main customer segments):

Customer Title	3.1. Is this type of customer usually a repeat customer? 0=No 1=Yes	3.2. Why did you think your customers decide to do business with you instead of competitors? 1=Only provider locally; 2=Best prices; 3=Provides additional services or information; 4=Family or personal connection; 5=Had a bad experience with other business partners/suppliers; 6=Other	3.3. Do you have/have you had any of the following with customers: 1=Contract or formal agreement 2=MOU 3=Exclusive sales/buying agreement 0=none	3.4. What services do you provide for customers? 1=Trainings, 2=Credit or financing 3=Information about products or services 4=Marketing assistance, 5=Discounts 6=After sales follow up, 7=Product delivery 8=Give promotional materials, samples, gifts, etc. 9=Demonstrations, 10=Introduce new products or technologies, 11= Connect to service providers/ other businesses, 9=Other	3.5. Do you trust them? 1=Not at all 2=Not really 3= Not sure 4=somewhat or sometimes 5=Yes, definitely

4. What are the challenges with delivering services to your customers?

5. Are you looking to grow your customer base? 0=No, 1=Yes	
5.1. If so, why? 1= More income, 2=Social impact 3= Increased demand	
5.2. How do you plan to go about doing that? 1= Grow customer base, 2= Advertise, marketing, promotions, 3= Develop new business partners/suppliers, 4= Open a new branch or spread to a new location, 5= Take out a loan, 6= Personal reinvestment, 7=Other (specify)	
5.3. What individuals or business partners will assist?	
6. What advertising or marketing practices do you use? 1=Demonstrations/ field days (demo visits), 2=Advertising on radio, 3=Advertising in print, 4=SMS advertising, 5=Phone calls, 6=Other (Specify)	
7. What are the challenges to growing your customer base and, in particular, working with farmers?	
8. Do you help farmers develop relationships with other farmers? 0=No, 1=Yes 8.1. How? 1=Trainings, 2=Bulk sales/purchases, 3=VSLA/collective finance, 4=phone/email/address	
9. Do you help farmers develop relationships with other market actors/businesses/service providers? 0=No, 1=Yes 9.1. How? 1=Referrals, 2=phone/email/address	

10. Are there groups of people you do not currently engage with who you would like to engage with? Who and why?

11. Are there groups of people you choose not to engage with? Who and why?

5. ENABLING ENVIRONMENT (INFORMATION, REGULATION):

1. Do you know your LC5? 0=No, 1=Yes	
2. What does the GoU or DLG do to help you access information?	
3. How do you receive agricultural related information from government? 1=Radio, 2=Television, 3=Newspaper or magazine, 4=Meetings or workshops, 5=From business partners, 6=Popular written versions of Government documents, 7=SMS on mobile phone, 8=Internet, 9=Others (specify)	
4. Is there a certification program for your type of business? 0=No, 1=Yes	
5. Are you certified? 0=No, 1=Yes	

6. When was the last time someone came to inspect?	
7. What local ordinances are in place?	

6. GOALS

1. What are your goals for the future?	2. What are the challenges to achieving those goals?
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1. ABOUT MSM

The Feed the Future Uganda Market System Monitoring (MSM) Activity is developing new approaches that assess the impact of market facilitation activities on systemic change in the Uganda agriculture sector. It is a joint implementation by the Massachusetts Institute of Technology and The George Washington University. Contact us at msm.uganda@mit.edu