

[Resources](#) > RAM Webtool

Rapid Assessment for Markets

Down below you'll find the available RAM's so you can consult them or participate (if not finished).

RAM Name	Year	Location	State
<i>Rapid Assessment for millet market</i>	2016	Maradi, Niger	<i>Step 1</i>
<i>Rapid Assessment for corn seeds market</i>	2016	Comayagua, Honduras	<i>Step 4</i>
<i>Rapid Assessment for labour market</i>	2015	Kathmandu, Nepal	<i>Finished</i>
<i>Assessment for wood market</i>	2014	Yurimaguas, Peru	<i>Finished</i>



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Step 1

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Step 1 of the RAM is dedicated to defining the scope and focus of the assessment and gathering initial information on the availability and accessibility of financial services. It provides RAM users with guidance and tools (Tools 1 – 6) that lead the user to answer a series of questions that include:


- What key commodities are needed by the shock-affected population?
- (i.e. What market systems should the RAM focus on?)
- What financial services are available to the shock-affected population?
- Does it make sense to continue the RAM?
- If so, what marketplaces should the RAM focus on?

This is an important part of the RAM as it enables an understanding of whether or not the traders in/near the affected area can provide the required commodities for the population that use/can use that market.

Complete Step guide explaining the sections

Step 1.2

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This tool requires the involvement of all RAM team members and key informants as it is important that everyone has a common understanding of the situation, the questions that need answering and decisions made.

Follow-up questions for community assessment teams and assumptions should be noted and followed up wherever possible. Tool 2 provides a summary table that can help focus the RAM team on the volumes required per market.



Fill in the tool based on the information you have collected, so the other RAM Team members will be able to show your answers



Consult the other users' answers



Review all the answers and make a compilation of the results

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Review all the answers and make a compilation of the results

If you prefer to fill in the tool with ODK Collect you can download the form [here](#). RAM Team leader should to configure the ODK server in the PROPERTIES button in order to consult the surveys.

A. Geographical area & population size

Q1: Describe the type(s) of shock(s)
(Give a brief description)

Q2: Name the area(s) affected by the shock(s)
(e.g. village, community, or area. Organize a map of the area)

Q3: What is the population size in the affected area(s)?
(Number of households and people)

Total population

Affected population

Q4: How has the size of the population in the affected area changed due to the shock?
(If the total size of the population has changed as a consequence of the shock (e.g. due to displaced people coming to the area or leaving it) potential total demand may have changed. Therefore, try to establish the size of the population size before and after the shock and explain the change).

Q5: List the communities affected by the shock, their population size, and the marketplaces they normally frequent and alternative/close markets:
(Try and cluster the communities according to the markets they use)

Community name	Population size	Name of the marketplace used normally	Alternative/closest marketplace
XXXXXX	500 HH	XXXXXXXXXX	XXXXXXXXXX
XXXXXX	230 HH	XXXXXXXXXX	XXXXXXXXXX

+ Add

Q6: In summary, what are the main marketplaces used by the majority of the affected population?
(Review data above in Q5 and consider the more popular markets)




Principal marketplaces	Population size they serve <small>(households)</small>

B. Key commodities for the shock-affected population listed in A (above)


C. Summary of potential marketplaces to visit and commodity types, volumes and frequencies per market to assess

SAVE


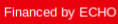
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Fill in the tool based on the information you have collected, so the other RAM Team members will be able to show your answers






Consult the other users' answers




Review all the answers and make a compilation of the results

Author	Date
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Consult the other users' answers



Review all the answers and make a compilation of the results

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Drafting market maps in this step enables team discussion by providing an initial visualization of the preliminary findings. Markets can be mapped in different ways. Common to all market maps is that they need to be simple and easy to interpret. Thus, RAM users should focus on aspects that are important for the market system and play a role with respect to the shock and a potential relief intervention.

Two types of market maps are introduced here:



A **Production and Market Flow Map** is a useful tool to represent commodity flows. It describes the geographic flows and points of exchange (marketplaces) for a commodity from the region in which it is produced to the region it is consumed – i.e. the target region.



Market System Maps represent markets graphically by three linear components: the market chain; the supporting infrastructure and services; and the external environment. In a second step it also accounts for the effects of the shock on the market system.

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Understanding financial services is an important part of identifying appropriate transfer mechanisms (i.e. in-kind or cash-based), if assistance is to be provided. The aim is to develop an understanding of:

- The financial institutions that are present in the area of interest.
- The extent to which the target population uses these financial institutions.
- Potential factors that can limit the target population's access to these financial institutions.

The questions should be discussed by RAM team members and representatives from the finance department. When and where it is feasible, key informants may be invited to join the discussion. Tool 3 can be used to guide the discussion and note the respective conclusions.



Fill in the tool based on the information you have collected, so the other RAM Team members can be able to show your answers



to see the other users' answers



to get all the answers and make a compilation of the results

Implements RAM's Tool 3 in a similar way to "KEY MARKETS" section

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RAM team needs to decide whether it is necessary and possible to continue the assessment. This decision is based on understanding the needs of the shock-affected people in an area and the accessibility of markets used to cover the needs.


Answer following questions based on last substeps results. It is recommended that the representatives of management and the logistics and finance departments answer the questions, too.


Do shock-affected households use local markets to buy or sell commodities?

☒ Yes ☐ No




Are shock-affected households physically able to access local markets?

☐ Yes ☐ No


 Consult related data


 Consult related data


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

The number of marketplaces to be visited is dependent on the size of the team, geographical and logistical constraints, 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.



Fill in the tool based on the information you have collected, so the other RAM Team members will be able to show your answers



Join in the other users' answers



Revisit all the answers and make a compilation of the results

Implements RAM's Tool 6 in a similar way to "KEY MARKETS" section

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SUMMARIZE FINDINGS

In Step 2 of the RAM, the RAM team will collect information necessary to obtain a quick and basic understanding of the market situation, with a focus on the key commodities. It provides the team with guidance and tools to answer the following questions:

- What was the physical damage to the selected marketplaces?
- What were the consequences of the physical damage for the selected marketplaces?
- What is the traders' capacity to supply key commodities since the shock?
- How has the people's demand for the selected key commodities changed since the shock?
- How have the prices for the selected key commodities changed since the shock?

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The objective of this initial interview is to get an overview of the marketplace. Ideally, market representatives would be interviewed, but in their absence, officials or representatives with a broad overview of the local marketplace can be involved, for example:

- Local government representatives (e.g. Ministry of Finance);
- Representatives of the chamber of commerce, trader associations, etc.;
- Community representatives (e.g. traditional authorities, elders).



Read some few aspects about the sections to better understand it in order to interview the key informants.




Edit survey to fit your necessities



Download the ODK survey or upload it to your server



Consult collected data



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Step 2: Collecting market information

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Read some few aspects about the sections to better understand it in order to interview the key informants



Edit survey to fit your necessities




Download the ODK survey or upload it to your server



Consult collected data

implements RAM's Tool 9 in a similar way to "INTERVIEW KEY INFORMANTS" section

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SUMMARIZE FINDINGS

In this step it could be necessary reviewing the market maps. Remember, RAM users should focus on aspects that are important for the market system and play a role with respect to the shock and a potential relief intervention.

The two types of market maps drafted in Step 1 are linked here:



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At the end of the data-collection process in each marketplace, the RAM team members should gather and discuss the general findings for that marketplace before leaving it, just in case there are any significant issues that require immediate clarification, and to ensure a common conclusion before presenting the finding to the wider team/team leader.



Consult team members answers



Review all the answers and make a compilation of the results for each marketplace

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Step 3: Analysing the market information

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MARKET CAPACITY

The aim of Step 3 is to determine whether each marketplace has the capacity to supply sufficient quantities of the key commodities for the population using it, and to identify response option recommendations (cash / in-kind / market-based interventions) for later consideration during the response analysis stage. Step 3 provides RAM users with a tool (Tool 11), guidance, and a conclusion tree to answer the following questions:

- Are traders in the market operating?
- Are the key commodities available in the marketplace?
- Are the traders able to supply sufficient quantities of the key commodities?
- How are the prices of the key commodities expected to change?

This is an important pre-requisite to Step 4, 'Reporting the findings'

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Step 4: Reporting the findings

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The aim of Step 4 is to assist the RAM team in writing a report. A report summarizing the assessment findings is required for response-analysis discussions and decision-making. Tool 12 provides the outline of a RAM report, and pulls together some of the analysis from completed tools, including the application of the conclusion tree (Tool 11). The report should also be shared at coordination meetings to support situation and response analysis within the humanitarian community.

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Step 5: Monitoring the evolution of the markets

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Step 5 of the RAM is dedicated to the monitoring of key markets. Markets are dynamic in nature and their evolution is difficult to predict, particularly following a disaster, as both traders and customers adapt to the altered situation. To maintain an up-to-date understanding of the market context it is necessary to monitor the key commodities and market places over time.

There are a lot of market-related aspects that can be monitored. The most common ones are prices, commodity availability, and quality. Specific aspects to monitor will depend on the context and the relief intervention implemented. This step provides RAM users with guidance and tools (Tool 13, 14 and 15) to answer the following questions:

- How do prices of the key commodities develop?
- Are people able to buy the key commodities they need in the marketplaces?

Complete Step guide



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Prices can be monitored using secondary or primary data. Using secondary data helps to save time and resources. Secondary data should be used whenever feasible.

Chambre Regionale d'Agriculture




Marketplace	Commodity	Frequency	Type
Guidan Roundji, Maradi Region	Millet	Monthly	Average
Guidan Roundji, Maradi Region	Sorgho	Monthly	Average
Madarounfa, Maradi Region	Millet	Weekly	One-time
Madarounfa, Maradi Region	Sorgho	Weekly	One-time

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This tool provides a simple form to collect prices. After an initial marketplace visit, RAM practitioners may collect prices by contacting the traders by telephone to save time. However, it is recommended to visit marketplaces occasionally to obtain a first-hand impression of the situation.



Fill in the tool based on the information you have collected.




Download the tool or upload it to your server.



Consult prices stats

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