

Question Guide for Interviews with Input Supply Companies (Lead Firms or SME intermediaries of LFs)

Introduction:

- Presentation of program and target areas
- Looking at potential collaboration with private sector agribusinesses such as yours
- Would like to ask you some questions about your operations and your investment plans - especially in these target areas – so that we can explore how we could support you to carry out initiatives that would be beneficial both to your company, your intermediaries and the local farmers in our targeted areas
- Our staff have extensive experience working with the agribusiness companies worldwide
- Our market development methodology supports the initiatives of private sector agribusiness companies – we are therefore interested in learning more about initiatives that you would like to undertake (esp. in our targeted areas) that will benefit both your company and farmers

General company information

No	
1	Description of products or services they sell
2	Description of market trends and demand for the products/services the company sells
3	Geographic coverage where they sell products or services to retailers and/or farmers
4	Company size, number of staff and years in business
5	What differentiates your firm from your competition? What is your unique point or strength?
6	Are you participating in any professional associations? What services do they provide?
7	Have you made any recent investments to develop or expand your company?
8	Description of how and where the company sources its products.
9	Map of distribution network (showing how products or services are sold, including who they sell to)
10	What types of investments have you made (or are you planning to make) to “upgrade” or strengthen the farmers/producers and/or intermediaries that you sell to?
11	Description of major challenges affecting your overall business.
12	Please list other companies similar to yours. Which ones have the largest market share? Which are most innovative?
13	Are you currently receiving support from any donor or government programs?

Specific information on commercially viable products, services, and/or support that the company provides to farmers and/or intermediaries.

	Questions
General Information	<p>1. How many retailers (<i>including mobile vendors</i>) do you sell to? (<i>estimate how many farmers each of these retailers sell to in a year</i>).</p> <p>2. How many farmers do you sell to directly (per year) through your own retail outlets?</p> <p>3. What is the estimated amount of your sales with each?</p>

	Questions
Incentives/ Risks/ Constraints	<p>4. Why are you interested in improving or expanding the sale of your products/services to retailers and/or farmers in our targeted districts?</p> <p>5. What challenges or risks do you face in <u>selling inputs in our targeted districts</u>?</p> <p>6. What support do you need to reduce risks or develop capacity to address these challenges?</p>
Users / Trends	<p>7. How many retailers (including mobile vendors) and/or farmers in our targeted districts do you think can sell to?</p> <p>8. Do you see the opportunity for <u>selling inputs to</u> retailers and/or farmers in our targeted districts growing in the future?</p> <p>9. How do/will you obtain information on what retailers and/or farmers <u>in our targeted districts</u> want?</p> <p>10. How do/will you let retailers and/or farmers in our targeted districts know that you are interested in selling to them?</p>

Part III: Describe any initiatives you would like to carry out to improve or expand your capacity to sell inputs or services to retailers (including mobile vendors) and/or farmers in our targeted districts.

*** Value Chain Prioritization Questions (for key informants)**

We are also trying to identify agricultural and livestock products that have high growth potential and that involve large numbers of small-scale farmers in *[project target area]*.

	Questions
1	Which agricultural / animal products in our targeted districts have the most unmet demand and growth potential?
2.	Which products have the greatest involvement of Small Scale Producers?