

Service: Easy availability of good quality fertilizer, insecticide, micronutrients and pesticide in the market

Sub-sector: vegetables

Date:

QUESTIONNAIRE FOR SUPPLY SIDE ASSESSMENT

Name of interviewee:

Address:

Telephone No:

Type of business:

Years in business:

No of employees: skilled unskilled

Name of interviewer:

Introduction: We at IDE and Katalyst are jointly conducting a study. After carrying out extensive research in large areas of Rangpur, people have informed us about the shortage of quality fertilizer, insecticide, micronutrients and pesticide in the market. We would like to explore this issue in greater depth by understanding the specifics of the problem and investigate possible solutions. We trust you will participate in our discussion.

Constraints:

1) What kind of obstacles are you facing with regards to supplying good quality fertilizer, insecticide, micronutrients and pesticide to farmers and dealers (supply source, promotion, investment, storage, credit facilities, quality, communication network, pricing, time, etc)?

2) What are you doing to solve this problem at present? What else should be done?

3) How do you procure your supply of fertilizer, insecticide, micronutrients and pesticide from farmers/dealers (distribution network, initiatives, credit facilities, dealers come and deliver, how transport costs are borne, middleman)?

4)

(a) How do you procure/purchase your fertilizer, insecticide, micronutrients and pesticide (cash, cash + credit, credit, embedded charges, through traders)?

(b) How do you sell your fertilizer, insecticide, micronutrients and pesticide (cash, cash + credit, credit, embedded charges, others)?

5)

(a) What types of fertilizer, insecticide, micronutrients and pesticide do you buy/procure (farmer/trader, others)? In what amounts?

Fertilizer	Quantity	Price

Micronutrient	Quantity	Price

Insecticide	Quantity	Price

Pesticide	Quantity	Price

(b) Does the bottle, packet carry useful information, e.g., on ingredients, expiry-date, date of manufacture, user guidelines, dosage, storage guidelines, etc?

(i) Fertilizer:

(ii) Micronutrient

(iii) Insecticide

(iv) Pesticide

6) What kind of support services do you provide your customers (information, transport, credit facilities, after-sales services, guarantee and others)?

(i) Fertilizer:

(ii) Micronutrient

(iii) Insecticide

(iv) Pesticide

7) How many fertilizer, insecticide, micronutrients and pesticide dealers are there apart from you? Provide detailed addresses. Of these, who are the sellers of good quality fertilizer, insecticide, micronutrients and pesticide? Has the total number of dealers increased or decreased in the past three years? Why?

User Trends:

8)

a) To which areas do you sell/supply fertilizer, insecticide, micronutrients and pesticide?

b) How many customers (farmers/dealers) do you have in total?

	Fertilizer	Micronutrient	Insecticide	Pesticide
Farmer				
Dealer				

c) What is the quantity of fertilizer, insecticide, micronutrients and pesticide you sell in a year and what is their total value (according to variety and total selling price in Taka over a three-year period)?

Fertilizer	2002		2001		2000	
	Quantity	Price	Quantity	Price	Quantity	Price
Total						

Micronutrient	2002		2001		2000	
	Quantity	Price	Quantity	Price	Quantity	Price
Total						

Pesticide	2002		2001		2000	
	Quantity	Price	Quantity	Price	Quantity	Price
Total						

Insecticide	2002		2001		2000	
	Quantity	Price	Quantity	Price	Quantity	Price
Total						

d) Which is the most popular and wide selling brand of fertilizer, insecticide, micronutrients and pesticide record the highest demand in the market?

(i) Fertilizer:

(ii) Micronutrient

(iii) Insecticide

(iv) Pesticide

9) How many farmers in your working area are able to procure good quality seeds (according to variety)? In what quantity?

(i) Fertilizer:

(ii) Micronutrient

(iii) Insecticide

(iv) Pesticide

10) How do you know about the nature of customer (farmer/dealer) demand?

(i) Farmer

(ii) Dealer

11) How did buyers learn that you sell/supply fertilizer, insecticide, micronutrients and pesticide ?

12) Generally, what types of complaint do you receive about fertilizer, insecticide, micronutrients and pesticide from farmers?

(i) Fertilizer:

(ii) Micronutrient

(iii) Insecticide

(iv) Pesticide

13) What are your business plans for the future?