



**ACTION FOR ENTERPRISE**

## **Interview Guide for Clients of Supporting Market Products or Services**

Respondent:  
Contact information:  
Type of company:  
Position/title in business:  
Location:  
Number of employees:  
How long in business:  
Interviewed by:  
Date / Time:

### **Introduction**

We represent the \_\_\_\_\_ project. We have conducted research into the \_\_\_\_\_ industry and have found that the lack of [product/service] is a constraint facing many [targeted value chain clients]. We are here to follow up with this issue and try to understand what the problems are and what can be done to address them. We are hoping you can help us to do this.

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### **Incentives / Risks / Satisfaction**

1. What incentives do you have for purchasing [product/service]?
2. What are the risks/constraints you face in acquiring [product/service]?
3. Are you satisfied (do you have problems) with the [product/service] that you are currently using? Explain.
4. What could be done to solve these problems?
5. What could the providers of [product/service] do to improve the [product/service] they provide?

### **Usage / Transaction / Relationship**

1. Have you acquired [product/service]? If yes, from whom?
2. How often? Has your purchase/acquisition of [product/service] been increasing?
3. What are the features and qualities of good [product/service] that are important to you?
4. Describe how you acquire / pay for [product/service] ? Explain the nature of the business relation.
5. If for fee, what price was paid? How much have you spent for [product/service] over the past twelve months? Do you feel that this is a fair price given what you received?
6. Have you moved to better quality [product/service]? Explain. If you haven't acquired *[name of market solution]* explain why.

### **Awareness**

1. How did you learn about the provider you receive [product/service] from and why did you choose this provider?
2. Who else do you know who provides [product/service]? (ask them to describe these providers and provide us with their contact information)
3. Describe the type of [product/service] they provide.
4. What percentage of businesses like yours are aware of [product/service]?

### **Questions Specific To [name of market solution]**

1. (Example) How do you determine whether improved [product/service] is worth the price?



ACTION FOR ENTERPRISE

## Interview Guide for Providers of Supporting Market Products and Services

Respondent:  
Contact information:  
Type of company:  
Position/title in business:  
Location:  
Number of employees:  
How long in business:  
Interviewed by:  
Date / Time:

### **Introduction:**

We represent the \_\_\_\_\_ project. We have conducted research into the \_\_\_\_\_ industry and have found that *[product/service]* is a constraint facing many *[targeted value chain clients]*. We are here to follow up with this issue and try to understand what the problems are and what can be done to address them. We are hoping you can help us to do this.

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### **Incentives/ Risks/Constraints**

1. What challenges or risks do you face in providing *[product/service]* to *[targeted value chain clients]*?
2. What support do you need to mitigate risks or develop your capacity to address these challenges?

### **Description (diversity of production, features/benefits, cost recovery, etc.)**

1. Describe how you provide *[product/service]* to *[targeted value chain clients]*.
2. How do you cover your costs of providing *[product/service]* to *[targeted value chain clients]*?
3. Do you provide different *[product/service]* to different *[targeted value chain clients]*?
4. What are the features and benefits (transport, after sale market solutions, warranties, etc.) that you provide to make *[product/service]* more appealing to *[targeted value chain clients]*?
5. How many firms provide *[product/service]* to *[targeted market solution users]*? (get contact info) Specify if these are high/quality [name of market solution]

### **Users / Trends**

1. Which *[targeted value chain clients]* (type and location) do you provide *[product/service]* to?
2. How many of these do you provide *[product/service]* to? How much *[product/service]* do you typically provide per year and what is the average price you charge (if it is a fee-based market solution)?
3. How many people do you think can use (and acquire/pay for) *[product/service]* in the area you operate in? Do you see the need for *[product/service]* growing in the future?
4. How do you obtain information on what *[targeted value chain clients]* want?
5. How do you let *[targeted value chain clients]* know that you offer *[product/service]*?