

## Methodology for Market-driven Research: Principles and Practices

- Concept of value chain
  - Definition
  - Problems that can be resolved
  - Success stories
- Концепция цепочки по наращиванию стоимости
  - Определение
  - Проблемы, которые могут быть решены
  - Успешные примеры

- a. Basic definition of market—primary products & co-products (meat, wool, milk, etc.), scope of marketing chain (domestic vs. international), geographic scope, general trends (increasing, etc.)
- a. Основное определение рынка — первичные продукты и сопутствующие продукты (мясо, шерсть, молоко, и т.д.), масштаб цепочки маркетинга (местный или международный), географический масштаб, общие тенденции (роста, и т.д.)

## Market structure

### *Структура Рынка*

- International context and trends (if relevant)
- Domestic status in international context (as relevant)
- Domestic market structure
- *Международный контекст и тенденции (если они имеют отношение)*
- *Местный статус в международном контексте (если имеет отношение)*
- *Местная структура рынка*

## Domestic market structure Структура местного рынка

- Production
  - Geographic distribution of producers and production
  - Number of producers
  - Forms of horizontal organization (e.g. collective herding, horizontal integration, etc.)
- *Производство*
  - Географическое распределение производителей и производств
  - Количество производителей
  - Формы горизонтальной организации (т.е. collective herding, horizontal integration, etc.)

## Domestic market structure Структура местного рынка

- Characterization of household livelihood strategies (and farm systems)
- Characterization of product-specific systems
- Value-added activities
- Input, capital markets and sources (feeding, finance, etc.)
- Opportunities & Constraints

- Marketing chain
  - Types, number, geographic distribution of buyers
  - Forms of vertical organization (e.g. joint ventures, vertical integration, contracting, etc.)
  - Value-added processes
  - Aggregation
  - Classification
  - Cleaning
  - Packaging
  - Coordination
  - Risk reduction

- Market coordination
  - Relationships between buyers and sellers (e.g. contracts, trust, informal but continuous relationships, etc.)
  - Sources of market information
  - Prices determination and price movements

- Business practices
  - Payment methods
  - Marketing methods
  - Quality parameters and verification
  - Reliance on networks
  - Price search behavior
  - Property rights enforcement
  - Joint investment
  - Specialization