



ULOT STAKEHOLDERS' FEDERATION

Market Analysis Tool

(Prepared by Yakap Kalikasan for the
Model Forest Program of DENR-R VIII)
2006

INTRODUCTION

This marketing tool was developed by Yakap Kalikasan for the DENR-Model Forest Program under the project called “*Market Systems Installation for Ulot Stakeholders’ Federation*” which was signed in January 2006 by the DENR-Forest Management Bureau OIC Director, For. Marcial Amaro and Yakap Kalikasan’s Executive Director, For. Nelson Martires. The project commenced in the same month.

The tool covers the following areas of concern: (a) biophysical condition, (b), socio-demographic and -economic, (c) socio-political, (d) organizational capability and readiness, (e) organizational or family-based marketing efforts, structures and processes, (f) transportation and communication system, (g) infrastructure condition, (h) presence of establishments and financial support institutions, (i) land tenure status, and (j) pressing issues and concerns in the area. The tool doesn’t intend to look into conflicting interests of various groups in the island, but instead it hopes to be able to provide recommendations to the federation that will help promote their products and capabilities, as well as sustain the effort even after the Model Forest program phases out from the area. The analysis will lead project implementers to the next steps which may include among others, organizational systems installation, capability building, product testing and market linking.

DATA GATHERING TECHNIQUES

This tool shall serve both as a data gathering guide and later on as a monitoring check list of the program. As a data gathering guide, the tool shall be used by encoders or data gatherers through interview, product and process observation, and product testing. The tool is very simple. It looks more like a checklist rather than an interview schedule or questionnaire. The tool in itself serves already as an interview form, focused group

discussion data gathering guide and as a collation board. Each concern that the tool tries to look at is interrelated and important in analyzing marketing potentials and limitations.

Yakap Kalikasan therefore endorses this marketing tool to DENR-Regional Office VIII Model Forest Program.

Set #1
BIOPHYSICAL DATA

	Data requirement	Source Material	Data source	Suggested methodology
1	<p>Watershed Location</p> <ul style="list-style-type: none"> a. geographical location b. size of the watershed c. boundaries of the site d. barangays and municipalities covered 	Thematic maps	DENR LGU	Observation Records review
<u>2</u>	<p>Resources in the site</p> <ul style="list-style-type: none"> a. Significant flora in the site b. Significant fauna in the site 	RBI	DENR SIBP	Records review Focused group discussion
<u>3</u>	<p>Climate</p> <ul style="list-style-type: none"> a. last 5 years' climatic trend b. typhoon occurrence (rate) 		Pag-asa	Records review FGD
<u>4</u>	<p>Area's topography</p> <ul style="list-style-type: none"> a. land uses <ul style="list-style-type: none"> >compare the 5-10 years ago land uses versus present's > presence of CBFMA > presence of Protected Areas > presence of sanctuaries b. protected area mgt. zones <ul style="list-style-type: none"> ➤ existence of PA declaration ➤ basis for the declaration ➤ declaration number ➤ date of declaration ➤ signatories to the declaration 		DENR PAMB	Records review

B. Usual Agricultural Crops

Agri products	Planting period	Harvesting Period	Vol. of harvest	% utility	If marketed, where	Usual price
<u>Root Crops</u> a. b. c.						
<u>Vegetables</u> a. b. c.						
<u>Fruits</u> a. b. c.						
<u>Cereals</u> a. b. c.						
<u>Others</u> a. b. c.						

C. Usual Forest and Minor forest Products

Product	Harvesting system	Frequency of harvest	volume	Source/ location	Mode of disposal	If marketed, where	Usual price
<u>Major forest products</u> a. b. c.							
<u>Minor forest Product</u> a. b. c.							

Set #2
TENURIAL DATA

		Answer
1	What is the average land size tilled by the farmers here?	
2	What is the existing tenurial arrangement of the individual farms? Of the community-managed area?	
3	Check on the existence of tenants? If there are any, who is being claimed as the landlord? Which area and where? How large is the area? Any particular arrangement with the tenants?	
4	Any ancestral domain in Ulot? Where? How large? What is the existing tenurial arrangement, i.e. CADC?	
5	Any	

Set #3
SOCIO-ECONOMIC DATA

1. Demographic Condition

		Answers
1	What is the present population of the watershed? How large or small is this as to the provincial population? (% to prov'l popn.)	
2	Any migrant population? What is the migration pattern? ➤ in-migration ➤ out-migration Where have most of them come from? What is the usual reason for the in-migration? What is the usual reason for the out-migration, according to those who are left in the community?	
3	What is the gender statistics?	
4	What is the age statistics?	
5	Describe the economic strata. What is the usual farming age in the area? What is the usual working age in the area?	
6	What is the community household pattern? (ex. Sporadic, clustered)	

2. Beliefs and practices

1	What are the beliefs and practices in farming?	
2	What are the beliefs and practices in marketing?	
3	What are the usual aspirations of the family?	

3. Socio-Economic

1	<p>What is the main source of income of the families?</p> <p>What are the secondary sources of income?</p>	
2	<p>What seems to be the highest earning source?</p> <p>Why is it the highest earning source?</p> <p>How much is the usual income?</p> <p>What period of the year does this occur?</p>	
3	<p>What seems to be the lowest earning source?</p> <p>Why is this the lowest earning source?</p> <p>How much is the usual income?</p> <p>What period of the year does this occur?</p>	
4	<p>What is the family expense with the highest budget or cost?</p> <p>Why does this seem to have the highest budget?</p>	
5	<p>What is the family expense with the lowest budget or cost?</p> <p>Why does this seem to have the lowest budget?</p>	
6	<p>What farm- or farming-related expenses do you incur?</p> <p>How much do you usually spend for them?</p>	
7	<p>What equipment or facilities do families have in their farm or farming activities?</p> <p>What equipment or facilities do families have in their livelihood or enterprise activities?</p>	

Set #4
MARKETING SYSTEM AND EFFORTS DATA

1. Fresh Products

- 1.a. What fresh (land- or resource-based) products does the community or do the families here have?
- 1.b. what is the usual volume of production?
- 1.c. What particular time of the year are they harvested?
- 1.d. To what use do you dispense them for?
- 1.e. If marketed, where do you market them? What prices do they usually fall on? What do you think is your economic profit?
- 1.f. Any standards you follow, i.e. freshness, packaging?

		Vol of prod	Period of harvest	Where used	Market	price	profit	Standards
1	fruit trees a. b. c.							
2	cash crops a. b. c.							
3	Forest trees a. b. c.							
4	Vines a. b. c.							
5	Forest wilds a. b. c.							
6	Others a. b.							

Buli a. b. c.								
Fruits & cash crops (ex. Candies) a. b. c.								

2.i How are these finished products processed? Who are involved in each process/step? Check on gender and age level participation in each step.

2.j How are they packaged?

2.k How are they stored?

2.l How are they brought to the market? What transportation system do you use for these products to be brought to the market?

2.m What equipment and facilities are used in the processing?

Products per resource	Processing (Include step-by-step process, involved genders/age level and facilities/equipment used)	packaging(Include facilities/equipment used)	storing(Include facilities/equipment used)	Transporting to market	Cost
Coconut a. b. c.					

Rattan a. b. c.					
Buri a. b. c.					
Uway a. b. c.					

3. Services/Special skills

- 3.a What special skills do community members have, i.e. *paghilot o masahe, pananahi, kumadrona*, parlor or barber work, include services like sowing-service, etc.
- 3.b Who have skills like these in the community?
- 3.c What or who are the usual customers for these services?
- 3.d Where are these customers?
- 3.e What are the terms of service? (ex. Home service, parlor, shop, etc)
- 3.f How much is the usual rate for each service?
- 3.g How have these skills been obtained or learned?
- 3.h Any equipment or facility used for these skills?
- 3.i Get stories of good and failed experiences in the use of these skills or service.

Skills/ services	who	Customers/ where	terms	rate	Skills from	Equipment used	Stories to tell
1							
2							
3							
4							

4. Unexplored Products

- 4.a What other products (fresh and finished) have the community not explored yet, but they think are marketable?
- 4.b What other services does the community have but haven't explored yet, but they think are marketable?

Set #5
ORGANIZATIONAL DATA

(interview schedule and FGD guide questions for individual POs)

1. PO personality

- A. Name of the organization (P0)
- B. Total number of members to date
- C. Type of membership
 - ___ single membership per HH
 - ___ single membership per family
 - ___ husband-wife membership
 - ___ no ruling
- D. What agency is the P0 registered with?
- E. What is the status of this registration?
 - i. Updated
 - ii. Not updated (since when)
- F. Check the existence of the following in the organization and describe status

Registrations with	Status (Updated, delayed, unregistered, no plans of registering)	Papers/documents that prove registration
BIR		
DTI		
Banks (name the bank)		
Barangay		
Municipal office		
others		

- G. Does the organization have any license or permit as it operates in business or enterprise?

Permit	Status (Updated, delayed, unlicensed, no plans of licensing)	Papers/documents that prove registration (check presence of permit)
Municipal permit		
Barangay permit		
DTI		
DOST		
Others		

h. What forms or records does the P0 have in operating an enterprise?

Records and forms	Who records	Who keeps	Status (operational, unused)	Concerns of users as to these records and forms
Orgl.Records a. books of accounts b. minutes of meetings c. production records d. sales records e.				
Forms a. official receipts b. CA form c. vouchers d. sales invoice e. purchase orders f. g. h.				

i. Reporting System

a. How are efforts and income from the org'l enterprise reported to the P0?

Check.

- i. Recorded and filed only
- ii. Reported in the bulletin board of the P0
- iii. Reported and dialogued during the officers' meetings
- iv. Reported and dialogued during the regular P0 meeting
- v. P0 members given a copy of the financial report
- vi. Others

j. Market identification and networking

- i. How are markets for the products identified by the P0?
- ii. What structure or who in the P0 takes of:

Marketing task	Structure or person assigned
Market nosing and identification	
Negotiating	
Contracting	
Product delivery	
Follow-up or sales calling	
collection	

- κ. Market flow
 - a. What activities in marketing or enterprise has the P0 undergone? Are these done in a pattern or flow?
 - b. Who are responsible for each process? Check on the gender participation per process. Check on age levels.

- λ. Benefit sharing
 - a. How are benefits from the marketing or enterprise shared among the P0 members?
 - b. What organizational policy is this sharing schemed based on?

- μ. Problems or limitations in marketing and enterprise management

Set #6
COMMUNICATIONS SYSTEM DATA

1. Telecommunications

Telephone service	Areas covered	areas not covered	Problems/Limitations
a. Globe telecom			
b. smart			
c. PLDT			
d. bayantel			
e. digitel			
f. PT & T			
g. samartel			

2. Delivery Services

Delivery service	Areas covered	areas not covered	Problems/Limitations
a. LBC			
b. Fedex			
c. JRS			
d. others			

3. Newsprints, radio, television, etc.

Sources of info	Areas covered	areas not covered	Problems/Limitations
a. tabloids			
b. newspapers			
c. TV			
d. radio			

4. Marketing information

Sources of info	Frequency of information	Problems/Limitations

Set #7
TRANSPORTATION DATA

1. What transportation modes exist in the area?
2. What routes do they ply? How frequent do they ply Ulot area?
3. What modes are used more frequently in transporting good/products?

Available transport/Lines	Schedule	Cost	Peak months	Lean months
A. Buses				
B. Jeepney				
C.. Vans				
D. Trucks				
C. Sea/cruise lines				
D. Airtransport				

Set #8
INFRASTRUCTURE SYSTEMS DATA

		Description
road network	> highway route from airport and	
(GET OR MAKE ROAD NETWORK MAP)	fish port in Tacloban to the area	
	> condition	
	> highway route from airport and	
	sea port in Northern Samar to the area	
	> condition	
	> highway route from airport and	
	sea port in Catbalogan to the area	
	> condition	
	> other options/ routes (road)	
	> condition	
minor road routes	> location	
	> condition	
port routes	> cite port-to port routes	

Set #9
POLITICAL DATA

1. current Protected Area Mgt structures	CENRO offices covering the area
	PENRO offices covering the area
	PAMB created
	Date of creation
	bases of creation of the PAMBs
	schedule and regularity of meetings
	description of participation of members of the PAMBs, include POs
PAM plans and activities	activities of PAMB
	activities not spearheaded by PAMB
	plans for the next year/s
2. Municipal structure	Provincial governor
	Vice Governor
	Sanggu. Members (Envi Comm head)
	Mayor
	Vice Mayor
	Sanggunian members (indicate Envi Comm chairperson)

FROM LGU	
	Budget allocation for the Environment (Ulot)
	for the last 3 yrs vs municipal total budget
	for each year
	Municipal Budget Allocation for Ulot Devt.
3. peace and order situation	existence of political elements outside of
	the govt structure
	what are their interests in rel to Ulot devt
4. incidences of political problems	cite situations/areas that are considered red

Set #10
INDUSTRIES/ESTABLISHMENTS DATA

A. Hotels, Inns & Resorts	Name	Owner/proprietor	Location	Contact #	status (5 star or so)	other services	capacity
	a.						
	b.						
B. Restaurants/ food chains	Name	Owner/proprietor	Location	Contact #	specialties (if there are any)	schedule	capacity
	A. Restaurants						
	B. Food chains						

	C. Carinderias						
C. Banks, coops, credit grps, pawnshops	Name	Owner/proprietor	Location	Contact #	condtions or reqts for credit	schedule	% interest rate
	A. banks						
	B. Coops						
	C. Credit Coops						
	D. Pawnshops						

D. Industries	Name	Owner/proprietor	Location	Contact #	products	staffing reqts	basic Skills required
	A. metal, mineral industries						
	B. Wood Industry						
	C. Food, Bottling, canning						
	d. tourism						
	e.transpo						

	f. resorts						
	h. handicrafts						
	> processing						
	> display						

Set #11

PRESSING ISSUES & CONCERNS DATA

	Description
1. conservation values	
2. biodiversity concerns	
3. habitat rehabilitation needs	
4. management constraints	
5. local interests, rights & concerns	
6. devt potentials	
7. Socio-political	