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الصندوق الاستئماني الأوروبي 'مدد'



## Vendor Survey - LMA Nov 18 V3

### Interview details

Which governorate?

☐ **Ninewa**

Which district?

☐ **Mosul**

Which sub-district?

☐ **Mosul District Center**

Which Neighbourhood?

☐ **Al Intisar**

☐ **Nabi Younis**

☐ **Al Qudus**

☐ **Al Karamah**

☐ **Mosul Al Jadida**

☐ **Al Amal**

☐ **Al Amal 2**

☐ **Tal Al Ruman**

☐ **Al Shuhada**

☐ **Al Shuhada 2**

☐ **Al Mamoun**

☐ **Rajim Hadid**

☐ **Al Rislal**

☐ **Al Nablus**

☐ **Al Dawasa**

☐ **Mosul Al Qadima**

☐ **Al Akidat**

☐ **Other**

If other, specify

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CZECH REPUBLIC  
DEVELOPMENT COOPERATION



Date

yyyy-mm-dd

hh:mm

GPS

latitude (x.y °)

longitude (x.y °)

altitude (m)

accuracy (m)



Market name

Name of enumerator



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What are  
goods / services sold in this market?

the main

- ☐ Food Items
- ☐ Non-Food Items
- ☐ Womens Hairdressing/Beauty Services
- ☐ Mens Hairdressing Services
- ☐ Construction Materials / Services
- ☐ Mechanics Materials / Services
- ☐ Telecommunications Materials / Services
- ☐ Tailoring Services
- ☐ Plumbing Materials / Services
- ☐ Carpentry Materials / Services
- ☐ Electrics Materials / Services
- ☐ Other

If other, specify

Introductory Text: My name is----- and I work for People in Need organisation. We are currently carrying out a Market Labour Survey to assess market functionality in Mosul, and to identify opportunities to support market recovery. We would like to interview you as part of this process, to hear your insights on market functionality, challenges and opportunities. This is an entirely voluntary process. Participating in this survey will not result in financial remuneration or support from PIN, and is for information gathering purposes only. I anticipate that the survey will take 30-45 minutes to complete. Participation in this survey is confidential, and your personal details and identity will not be shared with any third parties without your prior consent. Are you willing to participate in this survey?

- ☐ Yes
- ☐ No

Vendor Survey

» Section A: Trader / Vendor Personal Info

Name of Trader

type of Trader



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Gender of

Trader

☐ Male

☐ Female

Phone Number of Trader

Size of shop/workshop

☐ Mobile Cart

☐ Static Stall

☐ Small shop/workshop

☐ Large shop/workshop

☐ Other

If other, specify

Does your business sell goods?

☐ Yes

☐ No

What GOODS does your shop sell?

☐ Food Items (dairy, baked products, veg, fruit, etc.)

☐ Non-Food Items (household items, clothes toiletries etc.)

☐ Carpentry materials

☐ Masonry & Construction Materials

☐ Blacksmiths Materials

☐ Stationary Items

☐ Beauty Products

☐ Other

if other, Please specify further

Does your business provide services?

☐ Yes

☐ No



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What type  
does your business provide?

of service

- ☐ **Mechanical Services**
- ☐ **Construction Services**
- ☐ **Blacksmiths services**
- ☐ **Carpentry Services**
- ☐ **Mechanics Services**
- ☐ **Telecommunications services**
- ☐ **Printing services**
- ☐ **Male Barbers services**
- ☐ **Female hairdressing servicesr**
- ☐ **Female beauty salon services**
- ☐ **Other**

IF other, Please specify further details

---

Where do you source your goods / materials?

- ☐ **Locally**
- ☐ **Imported from other regions of Iraq**
- ☐ **Internationally imported**

Approximately how many suppliers do you source from?

---

Do you face challenges in sourcing supplies?

- ☐ **Yes**
- ☐ **No**

What are the main challenges that you face in sourcing supplies?

---

» » **Group**

How many full time employees do you engage?

---



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How many  
employees / daily workers do you engage?

part time

---

Has this changed before / after the conflict?

- ☐ Increased
- ☐ Decreased
- ☐ Stayed the same

What is the daily wage for employees? (USD)

---

Do you experience challenges in finding employees for your business?

- ☐ Yes
- ☐ No

If yes, what are the reasons for this?

- ☐ Lack of skilled / trained labour
- ☐ Inability to pay labour wage rates
- ☐ Other

If other, please specify

---

Do you hire skilled or unskilled labour?

- ☐ Skilled
- ☐ Unskilled
- ☐ Both
- ☐ other

other

---

What are the skill sets that are most important for you when hiring new employees?

- ☐ Technical Skills
- ☐ Customer Service Skills
- ☐ Basic Business / Finance Skills
- ☐ Other



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If other, please specify

---

Would you consider hiring vocational training graduates?

☐ Yes

☐ No

If No, Please explain

---

Do you ever / would you be willing to engage interns for work placements?

☐ Yes

☐ No

If yes, please explain

---

Do you / would you be willing to engage both men and women as staff / interns?

☐ Yes

☐ No

If no, explain

---

Would you be willing to engage people with disabilities (either physical or intellectual) as staff / interns?

☐ Yes

☐ No

If No, Please explain

---

When did you open this business?

yyyy-mm-dd

---

Did you operate this business during the conflict?

☐ Yes

☐ No



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What are the greatest differences operating a business in this market / sector before and after the conflict? Please explain.

---

What is the approximate weekly turnover (value of sales) for the business? (in USD)

---

» » Group

Has your weekly turnover changed before / after the conflict

- ☐ Yes, decreased
- ☐ No
- ☐ No

By what percentage has your weekly turnover decreased?

---

By what percentage has your weekly turnover increased?

---

What do you think the reasons for this are?

---

» » Group

Has your weekly turnover changed in the last 3-6 months?

- ☐ Yes, decreased
- ☐ Yes, increased
- ☐ No

By what percentage has your turnover decreased in the last 3-6 months?

---

By what percentage has your turnover increased in the last 3-6 months?

---

What do you think the reasons for this are?

---





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Are you making enough profit to comfortably live on the proceeds of this business?

currently

☐ Yes

☐ No

If not, why do you think like that? How are you managing to make ends meet?

Who are your main customers?

Are your main customers men, women, or both?

☐ Men

☐ Women

☐ Both

Approximately how many businesses like yours (providing the same products or services) are active in this market?

Why do you think your customers choose your business over others?

What is your plan for your business in the next few years?

☐ Expansion

☐ Remain the same

☐ Reduce in size

☐ Sell

☐ Close

☐ Other

other

Please explain your response



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Do you feel  
market to expand your business?

there is a

☐ Yes

☐ No

If yes, do you plan on expanding?

☐ Yes

☐ No

If not, why not?

---

What is required to expand your business?

☐ Additional Staff

☐ Additional Financial Resources

☐ Other

If other, please specify

---

If financial resources, how much investment (in USD) would be required to expand your business?

---

» » Market Opportunities

» » » Group

Are men working in this market?

☐ Yes

☐ No

If yes, what percentage of business owners do you estimate to be men?

---

If yes, what percentage of employees do you estimate to be men

---



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» » » Group

Are men fulfilling other roles in this market?

☐ Yes

☐ No

If yes, please explain

---

Has men's participation in this market changed before / after the conflict?

☐ Yes

☐ No

If yes, please explain

---

» » » Group

Do you think there are income generating / employment opportunities for men in this market currently?

☐ Yes

☐ No

Please further explain your response

---

Do you think there are barriers / obstacles to men's income generating / employment opportunities in this market?

☐ Yes

☐ No

If yes, please explain

---

What steps do you think could be taken to enhance men's income generating/employment opportunities in this market?

---



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» » » **Group**

Are women working in this market?

- ☐ Yes  
☐ No

If yes, what percentage of shop OWNERS in the market do you estimate to be women?

---

If yes, what percentage of shop EMPLOYEES in the market do you estimate to be women?

---

Are women fulfilling other duties in the market?

- ☐ Yes  
☐ No

If yes, what other duties are they fulfilling?

---

Has women's positions working in the market changed before and after the conflict?

- ☐ Yes  
☐ No

If yes, please explain in further detail

---

» » » **Group**

Do you think there are income generating / employment opportunities for women in this market currently?

- ☐ Yes  
☐ No

Please explain in your response in further detail

---



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» » » Group

Do you think there are barriers / obstacles to women's income generating / employment opportunities in this market?

☐ Yes

☐ No

If yes, please explain in further detail

---

What steps do you think could be taken to enhance women's income generating / employment opportunities in this market?

» » » Group

Are people with disabilities working in this market currently?

☐ Yes

☐ No

If yes, what percentage of shop owners in the market do you estimate to be people living with disabilities?

---

If yes, what percentage of shop employees do you estimate to be people living with disabilities?

» » » Group

Are people with disabilities fulfilling other roles in this market?

☐ Yes

☐ No

If yes, which roles are they fulfilling?

---

Has this changed before / after the conflict?

☐ Yes

☐ No

If yes, please explain



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Do you think there are income generating/employment opportunities for people living with disabilities in this market currently?

☐ Yes

☐ No

Please explain your response in further detail

Do you think there are barriers/obstacles to people living with disabilities' income generating/employment opportunities in this market?

☐ Yes

☐ No

If yes, please explain in further detail

What steps do you think could be taken to enhance people living with disabilities income generating / employment opportunities in this market?

## » » Section C: Consumer Info

What percentage of consumers in the market do you estimate to be women?

Has this changed before/after the conflict?

☐ Yes

☐ No

If yes, please explain

Do women face obstacles / risks travelling to / shopping in / returning from this market?

☐ Yes

☐ No

If yes, please explain



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What steps  
taken to address these obstacles / risks?

could be

Are there any specific groups in the community that face obstacles or risks coming to / shopping in /  
returning from this market?

☐ Yes

☐ No

If yes, please explain

What steps could be taken to address these obstacles / risks?

## » » Section F: Market Dynamics

Of the goods which are available in the market, are there shortages of any items?

☐ Yes

☐ No

If yes, which goods are in short supply?

Of the good which are available in the market, are there surpluses of any items?

☐ Yes

☐ No

If yes, which goods are in surplus?

Are there shops which seem to have MORE CUSTOMERS than others in the market?

☐ Yes

☐ No

If yes, what types of goods / services are they selling?



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If yes, who are the vendors (male/female, ethnic/religious/community grouping, etc.)?

---

If yes, what is the approximate size of these businesses (cart, stall, shop front, larger shop)?

---

Do you observe anything to explain why these stores are more popular than others (quality of goods, location, range of goods offered, prices, staff, etc.)

---

Are there shops which seem to have **LESS CUSTOMERS** than others in the market?

- ☐ Yes
- ☐ No

If yes, what types of goods / services are they selling?

---

If yes, what is the approximate size of these businesses (cart, stall, shop front, larger shop)?

---

If yes, who are the vendors (male/female, ethnic/religious/community grouping, etc.)?

---

Do you observe anything to explain why these stores are less popular than others (quality of goods, location, range of goods offered, prices, staff, etc.)

---

Are there shops which appear to be more **PROFITABLE** than others?

- ☐ Yes
- ☐ No

If yes, what types of goods / services are they selling?

---

If yes, what is the approximate size of these businesses (cart, stall, shop front, larger shop)?

---





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If yes, what indicates this profitability (biggest stall, biggest choice of products, goods selling out, high profit margins, etc.)?

---

Do you observe anything to explain why these stores are more profitable than others (quality of goods, location, range of goods offered, prices, staff, etc.)

---

Are there any goods that are customised or have added value through additional local labour or local processing (i.e food processing: baking, cooked foods, fruit juices, etc., tailoring, carpentry)?

- ☐ Yes
- ☐ No
- ☐ Dont know

If yes, what are these goods?

---

If yes, are businesses selling these making more profit than others?

- ☐ Yes
- ☐ No
- ☐ Dont know

Are there shops which appear to be LESS PROFITABLE than others?

- ☐ Yes
- ☐ No

If yes, what is the approximate size of these businesses (cart, stall, shop front, larger shop)?

---

If yes, what types of goods / services are they selling?

---

If yes, what indicates this LACK OF PROFITS (biggest stall, biggest choice of products, goods selling out, high profit margins, etc.)?

---

Do you observe anything to explain why these stores are LESS profitable than others (quality of goods, location, range of goods offered, prices, staff, etc.)

---



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**Final**

**comments**

Any additional comments and observations

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**Picture of the market**

[Click here to upload file. \(< 5MB\)](#)

**Picture of the market**

[Click here to upload file. \(< 5MB\)](#)

**Picture of the market**

[Click here to upload file. \(< 5MB\)](#)