



Women In Trade

Information Needs Consultative Workshop

4 September 2019



Acronyms

CBT	Cross Border Trader
EAC	East African Community
ICT	Information and Communication Technology
MoA	Ministry of Agriculture
MoH	Ministry of Health
Q&A	Questions and Answers
SIDO	Small Industries Development Organisation
SMS	Short Message Service
TAHA	Tanzania Horticulture Association
TanTrade	Tanzania Trade Development Authority
TCCIA	Tanzania Chamber of Commerce Industry and Agriculture
TIP	Trade Information Portal
TMDA	Tanzania Medicines and Medical Devices Authority
TMEA	TradeMark East Africa
TRA	Tanzania Revenue Authority
TV	Television
TWCC	Tanzania Women's Chamber of Commerce
TZS	Tanzanian Shillings
UDSM	University of Dar es Salaam
UNIDO	United Nations Industrial Development Organization
USD	United States Dollars
USSD	Unstructured Supplementary Service Data
WIT	Women in Trade
ZAA	ZA Advisory Limited

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Executive Summary

Executive Summary

Overview

- TradeMark East Africa commissioned a consultative workshop to assess information needs for women in trade.
- The workshop was carried out through semi-structured questionnaires for women in trade and targeted institutional stakeholders, as well as guided interactive group discussions over a 3 day period. Participants included women involved in urban trade, small scale processing, export and cross-border trade. Institutional stakeholders included representatives from SIDO, TWCC, UDSM, Ministry of Agriculture, TAHA, TRA etc.

Information Requirements

- Results from the two surveys and workshop indicate women in trade require information on market opportunities, availability of raw materials, training opportunities, availability of packaging materials and access to finance.
- The traders require this information as frequently as possible – either on a daily or weekly basis.
- Most women in trade currently receive this information through their associations, fellow peers as well as the media (radio and TV). All women in trade had access to and actively used smartphones in their business and close to 60% used laptops / computers.
- Over 50% of women in trade preferred to receive the above information in multiple formats; i.e. on social media, internet, printed media, text messages etc.

Costs of obtaining information

- For women in trade, costs of searching and obtaining information are synonymous with expenditure on airtime and mobile data. On average, women in trade spend around USD 20 per month on searching for information to trade effectively.

Challenges with existing sources

- While institutional stakeholders had official websites, information desks and sometimes portals, these posed challenges for women in trade. Many of these sources of information were not known to the women traders. The information presented was general and for all audiences, making it difficult for less sophisticated women traders to extract information relevant to them.

Potential Solutions

The participants supported a one-stop information portal (either physical or online) that:

- Consolidates and simplifies essential information from various sources;
- Is frequently updated with changes in markets, new regulations, new opportunities to access finance etc.
- Contains information relevant to the specific requirements of the different categories of women in trade.

Introduction and Background

TMEA operations cover around ten countries in the East Africa Community ("EAC") and the Democratic Republic of Congo ("DRC").

The workshop brought together a total of 34 participants. Of this, 23 were women in trade and 11 represented targeted institutional stakeholders.

The participating women in trade operated businesses within a wide range of income.

About 16% generated incomes over USD 1,000 per month. Around 55% generated incomes between USD 150 – 1,000. The remaining 29% generated incomes less than USD 150.

Introduction

- TradeMark East Africa (TMEA) is a multi-donor funded, not-for-profit organisation, established in 2010 to promote regional trade and prosperity in East Africa. TMEA combines a regional approach with national-level interventions and works closely with East Africa institutions, national governments, and private sector and civil society organisations.
- TMEA has recently revised its strategic focus and developed a Theory of Change ("TOC") anchored on two strategic objectives: (i) Reduced Barriers to Trade; and (ii) Improved Business Competitiveness.

Women in Trade ("WiT")

- The Women in Trade ("WiT") programme was launched in 2015 under the "improved business competitiveness" objective. The programme's expected outcome is "Greater Inclusion of Women in Trade".
- According to the programme, it is expected that greater inclusion for women in trade in the EAC and DRC will be achieved through two key objectives:
 1. Increase trade value and incomes of women traders by addressing the constraints faced by women as they gradually transition to formal trade and ensure that they trade gainfully; and;
 2. Increase in the number of women participating in trade through the elimination of the barriers of entry to trade for women across the EAC.
- The above objectives will be achieved through interventions targeting the enabling environment, capacity of women traders, SMEs and associations, access to information and business services and reducing the incidence of violence and exploitation of women.

Consultative Workshop

- TMEA engaged ZA Advisory Limited ("ZAA") to facilitate a national consultative workshop in Dar es Salaam, Tanzania targeting women traders and select institutional stakeholders to determine information needs of women in trade and how they can be addressed through a range of options, including ICT.
- The workshop took place from 24 to 26 July 2019 at the Dar es Salaam Serena Hotel.
- The objective of this report is to present the main findings from the workshop, namely:
 - The information requirements, frequency, relevance and current channels used by women in trade, highlighting any information gaps;
 - The type of technologies that women in trade are currently familiar with;
 - Potential solutions, preferably through tech-driven channels that could be used to address the information gaps.

Report Structure

The rest of this report is structured as follows:

- Data collection and facilitation methodology
- Detailed findings from women traders and from institutional stakeholders
- Solutions assessment
- Annexures for the scope of work and data collection instruments.



Workshop Structure & Methodology

Workshop Structure

The workshop took place over a three day period.

Day I – Women Traders

- The workshop was officially opened at 9am with a brief introduction from TMEA's team on the overall objectives of the WiT program and the workshop. This was followed by introduction facilitators. All participants had the opportunity to introduce themselves and their business.
- After the introductions; participants were requested to complete the questionnaires (see overleaf).
- This was followed by the focused group discussions that involved all participating women traders to establish informational needs as per the scope of work.

Day II – Women Traders and Institutional Stakeholders

- Day II kicked off with a recap of the previous day discussions. Preliminary findings on informational needs from the previous day completed questionnaires and group discussion were presented by the facilitators.
- It was followed by the administration of stakeholders questionnaires to the representatives of the organizations who were in attendance.
- Individuals from the organizations made brief presentations about their organizations and the type of information they provide, frequency and channels used.
- The presentations were followed by the focused group discussion involving both the traders and the institutional stakeholders.

Day III - Validation

- The day started with the recap of the previous two days discussions.
- A presentation of findings from the first two days sessions was conducted by the facilitators. This aimed at informing the participants on the information gap that was identified from the findings.
- After the presentation, the floor was opened for a focused group discussion involving both the traders and institutional stakeholders to propose solutions to fill the existing informational gap and overcome the challenges for women in trade.
- The collected information from the focus group discussions was summarized and presented to the participants for validation.

List of Institutional Stakeholders Present

- Tanzania Revenue Authority
- Tanzania Medicines and Medical Devices Authority
- Tanzania Women Chamber of Commerce
- University of Dar es Salaam
- TanTrade
- Tanzania Chamber of Commerce Industry & Agriculture
- Tanzania Horticulture Association
- United Nations Industrial Development Organization
- Small Industries Development Organization
- Ministry of Agriculture
- Ministry of Health

Methodology

The workshop used a combination of methods to gather insights from the participants.

Overview

- Information was collected through questionnaires, focus group discussions as well as question and answer sessions.
- In one of the focus group discussions session, traders were asked to stick the notes on the flip charts displaying the type of information they need the most.
- In another session, they were asked to stand beside photos that represented best presented the type of technology and channel they preferred to receive information.
- This aimed to make the workshop engaging while at the same time collecting the needed information.

Survey Administration

- Two questionnaires (women traders questionnaire & institutions questionnaire) were prepared and administered individually to traders and representatives of the organizations.
- The traders questionnaires were administered on day one while the organizations questionnaires were administered on day two before the focus group discussions.
- Starting with the questionnaires before focus group discussions avoided potential bias from participants filling in information from the focus group discussions.
- The questionnaires were completed using Google Forms loaded on tablets. They were available in both Swahili and English version to help traders who did not speak either language.
- Some participants who had smart phones were able to complete questionnaires using their phones.

Focus Group Discussions

- The purpose of the focus group discussions was to capture additional information that could not be obtained through questionnaires.
- The discussions on day one involved women traders only and aimed to establish the informational needs of the traders, the preferred channels, formats and frequency of information.
- The discussions on day two involved both the women traders and the representatives of the stakeholder institutions; they aimed to establish the information gap that existed by looking at the informational needs of traders versus the information provided by the stakeholder institutions.
- The discussions on day three also involved women traders and representatives of stakeholder institutions to come up with solutions towards the identified informational gap. It was also meant to validate the findings from the workshop.

Questions and Answers (Q&As)

- Representatives of the stakeholder institutions were provided an opportunity day two to make presentations covering the type of information they provided, the format, channel frequency of information.
- This was followed by question and answer sessions where by women traders wrote down questions anonymously. This were read aloud by the facilitators and responded to by the representatives.
- This also helped to gather much more information on the information services the stakeholder institutions provide to traders. It also helped to gather information on the challenges encountered by traders when seeking information.



Findings

Informational Requirements

The workshop utilised a series of focused group discussions and surveys to obtain information from the women traders.

Over 80% of the participants selected the following as key informational requirements; -

1. Market opportunities
2. Availability of raw materials
3. Training opportunities
4. Availability of packaging materials

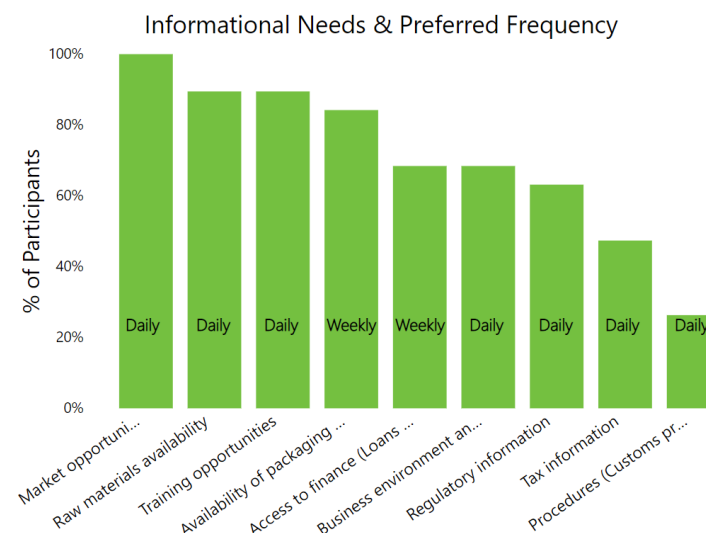
In regards to frequency of receiving information, the traders preferred to receive the majority of their informational needs on a daily basis.

Requirements

- The traders' survey indicated that the following information was required by over 80% of workshop participants; -
 1. Market opportunities
 2. Availability of raw materials
 3. Training opportunities
 4. Availability of packaging materials
- Market opportunities was selected by 100% of traders as a key informational requirement. The term "market opportunities" covers a broad array of variables. Given the significance of this requirement to traders, participants were asked to specify; precisely what was meant by market opportunities.
- Workshop participants highlighted the following regarding market opportunities; -
 1. Location where the demand is present
 2. What product is being demanded
 3. Who to contact
- The traders explained that when informed of demand for a product in a region, there is usually no information on exactly which individual or company to contact or where to deliver the product.
- It was concluded that, in addition to being alerted of products being demanded in certain regions; information on market opportunities should be enhanced with contact information for parties that demand the products to facilitate negotiations and arrangements.

Frequency

- The traders were also queried on their preferred frequency for receiving information. As depicted on graph 1; traders preferred to receive most of the information as frequently as possible.
- During the workshop, traders cited examples of import tax rate changes that they discovered when attempting to move import their products across borders. It was concluded that such informational updates should be transmitted as soon as possible or updated as frequently as possible on an information portal.



Source: Traders' Survey

Graph 1

Information Accessibility

Women traders prefer to receive information through all available formats.

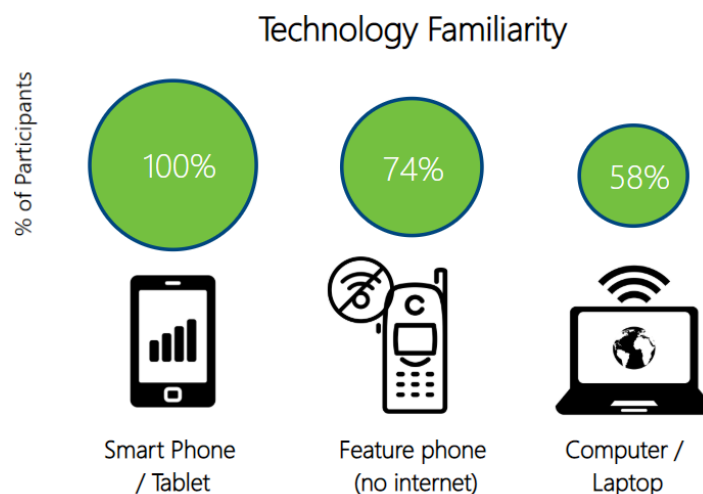
The focused group discussions affirmed this result and concluded that the solution developed should disseminate information across multiple formats.

All workshop participants reported being familiar with smart phones and 74% with feature phones.

The group's consensus was that a solution that incorporates both internet and non internet devices would be preferred.

Technology

- With appropriate technologies, the scale at which solutions are deployed can be magnified. However; technological solutions need to be tailored to ensure the intended recipients have access to the solution.
- Findings from the survey show that 100% of the participants are familiar with smart phones. Approximately are familiar with 74% with feature phones and 58% with laptops.
- It should be noted that 74% of the workshop's participants were from Dar es Salaam (the commercial capital), which may potentially explain the familiarity with smart phones.
- During discussions, participants indicated the tech platform providing information should be accessible through both internet and non internet devices, allowing it to reach a larger share of women traders across Tanzania.

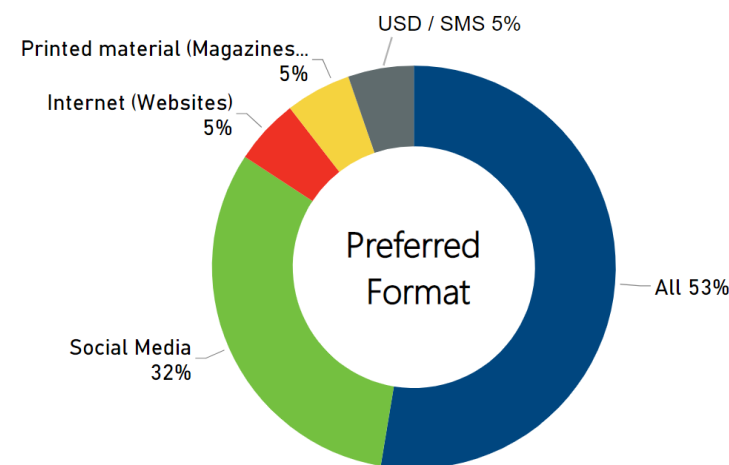


Source: Traders' Survey

Graph 2

Format of information

- When asked about the preferred format of receiving information, most of the women traders opted for all formats available.
- The sentiment was echoed during the focused group discussions. It was brought up that the preferred format of information is dependent on the type of information being consumed and that a combination of all formats is preferred.
- For instance, one participant noted that despite the convenience of receiving information via SMS, it may not be helpful for record keeping purposes when compared to printed material.
- As such, it was concluded that the solution developed should disseminate information and be accessible across multiple formats.



Source: Traders' Survey

Graph 3

Information Channels

Women traders are currently receiving information primarily through their associations and their peers.

The majority of the traders would prefer to receive their information via their associations.

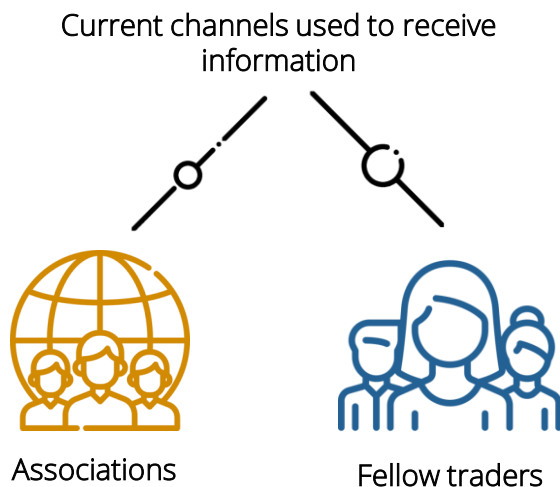
Workshop discussions revealed that much of the information is scattered across multiple sources.

The traders championed the idea of having a central platform that gathers and disseminates information.

The majority of participants are members of TWCC. Channelling the platform developed through TWCC would leverage the association's wide network and reach a large number of women traders across Tanzania.

Channels

- To leverage on currently existing infrastructures and avoid duplication of efforts, TMEA wished to establish current channels being utilised by women traders to retrieve information.
- Results from the survey show that; for the 4 types of information required by the majority of traders, the 2 main sources were fellow traders and associations.
- During the focus group discussions, Tanzania Women's Chamber of Commerce ("TWCC") emerged as being the traders' primary association; from which news on market and training opportunities was obtained.
- It was also noted during the discussions that there are many different sources providing different information; thus increasing the amount of time spent searching and filtering through content.



Source: Traders' Survey

Graph 4

Channels (cont..)

- The solution developed by TMEA and/or its partners would thus be required to gather all information and disseminate it from one central source.
- Given the majority of participants were members of TWCC, it would be beneficial for a central platform to be channeled through the association to leverage on its network and reach the majority of traders stationed across Tanzania.
- The women traders were also queried on their preferred channel for receiving information. Once more, most of the traders indicated that they prefer their information channeled through their associations.

Preferred channel of receiving information



Associations

Source: Traders' Survey

Graph 5

Approximately 57% of cross border traders earn more than USD 2,174 per month, validating the economic benefits for the facilitation of cross border trade.

Preferences

Informational preferences by scale of trader

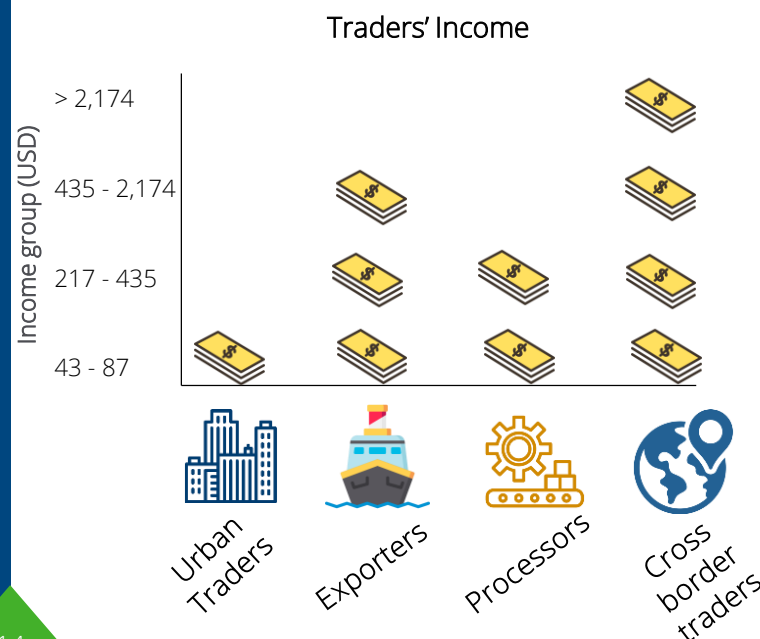
- To assess the relationship between the information women traders consume and the scale of their trading activities, the traders' informational requirements were analysed by income group.
- All traders earning lower than USD 435 per month (37% of traders in the workshop) checked information on training opportunities as a requirement; indicating the desire for development and growth amongst low-income traders.
- Traders earning over USD 2,174 per month reported requiring the least amount of information. Their performance may indicate already having access to various types of information.

Informational preferences by scale of trader (cont.)

- However, the traders earning more than USD 2,174 per month still indicated market opportunities as a key informational requirement.
- According to the survey; information on training opportunities was the second most popular type of information required, consistently amongst all income groups.

Informational preferences by trader type

- Different categories of traders have different priorities in relation to their informational requirements. As echoed during the workshop, the solution/platform developed should ideally meet the specific requirements of each category of trader.
- Further analysis of the data obtained from the traders' survey reveals some insight into the varying preferences for the different types of traders.
- In the sample used, all cross-border traders ("CBTs") preferred information pertaining to market opportunities. The workshop discussions validated this result; with one trader suggesting the information source have direct contact information for foreign parties/individuals demanding products offered by CBTs.
- Similarly, processors; who made up approximately 47% of the traders, prioritised information on market and training opportunities as well as information on raw materials and tax.



Cost of Information

The bottom 35% of traders have an average monthly income of USD 119 and spend approximately USD 15 of that, searching for information.

The women traders reported spending an average of USD 20 per month searching for information.

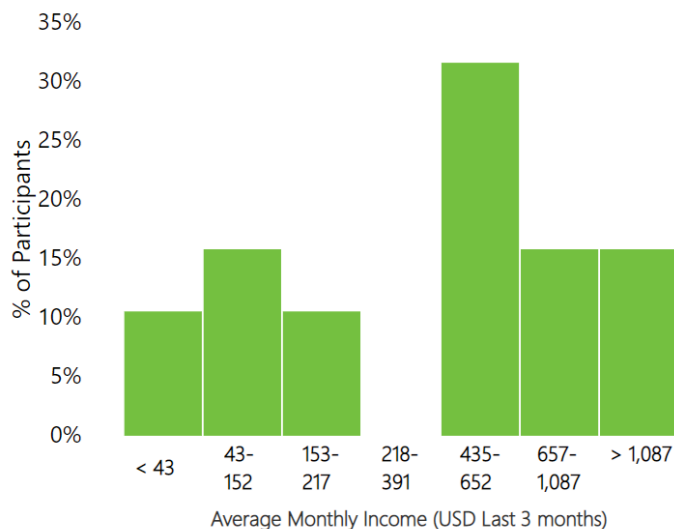
Income distribution

- According to the traders' survey, the bottom 35% of traders have an average income of USD 119.
- High earning traders (those earning more than USD 1,000 per month) constituted 16% of the participants.

Information search costs

- The average cost all traders incurred searching for information was USD 20 per month (last 3-months average).
- The bottom 35% of traders incurred an average of USD 14.91 per month searching for information.
- This finding could indicate how much traders would be willing to pay in user fees for an information portal/platform.

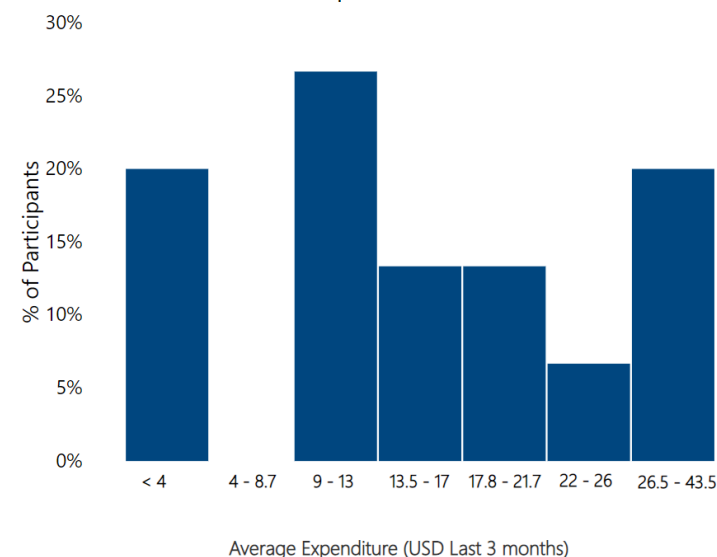
Income Distribution



Source: Traders' Survey

Graph 7

Information Expenditure Distribution



Source: Traders' Survey

Graph 8

Information providers

Findings from discussions with institutional stakeholders; -

- 1. Many institutions provide information through websites; a medium which is seldom used by traders to access information.**
- 2. A few institutions have developed information systems that women traders are not aware of.**

There's been two approaches to developing information portals from the institutions; -

- 1. TAHA's system collects, vets and disseminates market information via USSD/SMS by utilising trained enumerator traders.**
- 2. SIDO's system attempts to get traders to input their trade information, which is then collated and published on their online information portal.**

TAHA's system appears to be more effective in reaching a larger number of women traders.

Overview

- During day 2 of the workshop, institutional stakeholders were invited to join the discussions and provide insights that would drive discussions towards solutions to the informational challenges faced by women traders.
- The stakeholders' session involved brief presentations from the representatives of the institutions, followed by Q&A sessions where traders queried the representatives.
- The stakeholders were also asked to fill out a brief survey that collected data on the type of information they currently provide to traders.

Findings

- Most of the stakeholders had websites from which information was accessible. The type of information available through the institution's websites often pertained to procedures and regulations.
- However; as discovered during the previous day's workshop, many of the traders do not access information through websites. This presents an informational gap in which information is available but not conveniently accessible.
- During the discussions with stakeholders, it was also revealed that there are institutions that provided accessible information that traders were not aware of. For instance, Tanzania Horticulture Association ("TAHA") provide information on prices, procedures for certification, markets (contact information for buyers) and tips on growing and selling crops.

Findings (cont.)

- TAHA's representative explained that the institution picks a market participant and trains them to become an enumerator. The enumerator then collects market information while engaging in their usual trade activities. TAHA finally vets the information and publishes it for traders to access.
- This process is done daily, and the information generated is accessible through USSD/SMS via a dedicated phone number/code. TAHA's information infrastructure appears to be a low-cost solution from which TMEA's solution can emulate and build on.
- The Small Industries Development Organisation ("SIDO") also proved a useful but under-utilized resource for women traders. Unlike TAHA's collection, vetting and dissemination approach, SIDO's information portal attempts to leverage user-generated content by allowing traders to enter prices and other market information for their recent trades.
- SIDO also provides training opportunities and procedural information from its branches located across Tanzania. The representative further elaborated that the association is working towards combining the production of its individual members to allow large institutional orders to be filled; effectively creating markets for its members.
- TWCC was another association that works closely with women traders. The institution holds periodic meetings with members and leverages social platforms (WhatsApp) to disseminate information and training opportunities with its network of women traders.

Information Gaps

Institutions reported providing various types of information. However; the gap appears to arise in the channel used to disseminate the information.

The majority of institutions disseminate information using websites; however, the majority of traders do not use laptops.

Information	Provided	Institution(s)
Market opportunities	✓	*TAHA, TanTrade, TCCIA
Raw material availability	✓	TAHA, TanTrade, TCCIA
Training opportunities	✓	TAHA, TanTrade, MoA, UNIDO, TCCIA, MoH
Packaging material availability	✗	
Access to finance	✓	TAHA, TanTrade, MoHCDGEC
Business environment & trends	✓	TAHA, TanTrade, TCCIA
Regulatory information	✓	TAHA, TanTrade, MoA, TMDA
Tax information	✓	TAHA, TRA, TCCIA
Procedures	✓	TAHA, TanTrade, TCCIA

*The majority of institutions provide content relative to their sector. For instance, TAHA only provides content relating to horticulture.

- Information providers often use websites to disseminate information. In contrast, the majority of traders do not have laptops and thus are not familiar with the websites. In addition; the websites are seldom easy to navigate and the information is usually scattered across multiple websites, making it time consuming to gather information.
- During the workshop, traders agreed that any solution should aggregate all information in a central platform/location to reduce the amount of time searching across various sources.



Solutions Assessment

Solutions Assessment

The group consensus was that the solution developed should be in the form of an information portal, whether physical or online.

The online portal should be accessible through multiple channels. However; to include a larger portion of women traders, the platform should at the very least be accessible through USSD/SMS.

Criteria

- Based on data collected from day one of the workshop; the solution developed should meet the following criteria; -
 1. The information platform should be accessible using multiple formats. However, to reach the largest portion of women traders; the system should at least be accessible via USSD/SMS.
 2. The portal should deliver necessary information related to trade e.g. market prices, regulatory and policy changes as well as data that allows traders to analyze trends in business environments.
 3. All information required by traders should be housed on a central platform. The portal should be properly indexed and categorised to ensure traders aren't barraged with irrelevant content.
 4. To avoid duplication of efforts, the platform developed can link to currently working systems (E.g. TAHA's info portal), in a manner similar to the way EAC's Regional Trade Information Portal ("TIP") links data from various sources.
 5. Due to a constantly changing business landscape, traders prefer receiving information as frequently as possible. Hence, trade data on the platform should be updated as often as possible to truly be of use to traders.
 6. Awareness of the platform should be raised through TWCC and SIDO to leverage on the associations' extensive network of women traders across the country. This will ensure utility of the solution is maximised for women traders.

Analysis

- Between the women traders and the information providers, there was consensus that the solution should be in the form of an information portal.
- The information portal could be a physical one stop location from which relevant information is collated and distributed via publications or information desks. The one stop information post should ideally have branches across the country to ensure traders across regions have access.
- To leverage on technology, the information portal could also be an online solution. We evaluated two forms such a portal could take. The first is a 'trader content driven' portal in which information is provided by traders as they trade on the portal. The second; 'institution content driven portal' in which data is collated by institutions and uploaded onto the portal for traders to access.
- The trader content driven portal (similar to SIDO's) has the advantage of not requiring paid enumerators and thus, from a sustainability viewpoint; may be cheaper to implement than an institution content driven portal.
- However, the trader driven portal suffers from dependency on accuracy and consistency in reporting by traders. SIDO's attempt at implementing such a portal has proved unpopular with the women traders. None of the participants in the workshop reported using SIDO's platform.
- The institution content driven portal has proved more effective and viable as evidenced by TAHA's venture. Institutions have the ability to vet information to ensure accuracy before publication. Additionally, a wider array of information can be offered; e.g. changes in regulation, updates on customs processes etc.



Conclusion

Conclusion

- The 3-day consultative workshop was designed to capture and assess the informational needs of women trading in the EAC. The workshop employed a series of guided interactive discussions and questionnaires for both the women traders and institutional stakeholders.
- Findings from the workshop indicate women trading in the EAC, require information on market opportunities, availability of raw materials, training opportunities, availability of packaging materials and access to finance – all as frequently as possible. Currently, many of the traders receive this information through both informal channels (peers, fellow traders etc) and semi-formal channels (associations). The information provided by stakeholders is usually scattered across multiple websites, information desks and online portals in a few instances.
- Costs of obtaining information are relatively high in proportion to incomes generated by women in trade, especially for the low-income earners. The bottom 35% with incomes averaging USD 119 per month spend around USD 15 (12.6% their incomes) on searching for information. High income earners spend far less on searching for information as a proportion of their incomes (5% or lower).
- All workshop participants indicated they were familiar with smart phones. This opens a unique opportunity to provide an effective ICT solution. However; there was near unanimous concurrence that mass deployment of the solution would require the platform be at least accessible via feature phones (USSD/SMS).
- There was consensus among participants on the type of solution to be developed. A one stop information portal (online and/or physical) that collates all relevant trade information, is frequently updated and is compartmentalised for relevance to the various categories of women in trade.

Limitations

The findings of this workshop should be considered in conjunction with the limitations listed below:

- This consultative workshop was an early stage, explorative exercise. The completed questionnaires consisting of 19 traders and 9 stakeholder organizations may limit the representativeness of the results.
- Efforts were made to obtain input from private sector stakeholders, however; none participated in the workshop and thus potential implementation partners were not identified.
- As most participants were members of various trade associations (TWCC, TCCIA etc), the results may not be representative of other women in trade as these associations actively provide information and support their members with various services.



Annexures

Annexure I: Scope of work

ZAA's scope of work

Our scope of work

Literature Review

- Conduct desktop review on but not limited to surveys and reports done by TMEA and its partners on Women in Trade activities. A literature review on the information needs of women in trade and on various interventions that have been implemented to address this across the region.

Workshop Facilitation

- Facilitate a consultative workshop to establish and /or validate the information needs and challenges faced by women traders. The focus of the workshop will be on:
 - Obtaining key attributes about the women traders participating in the workshop in terms of level of education, size of business, location, nature/items of trade, source and market for the goods, annual income.
 - In the different categories of women traders present in the workshop (including exporters, processors, urban traders, cross border traders and producers), establish how the women currently trade, what kind of information do they need? How do they currently get the information and new clients? What technology devices are they familiar with? How do they currently use the information?

Our scope of work

Workshop Report

- Compile a workshop report that encompasses the following:
 - An analysis of the findings to understand the dynamic information needs of women in trade participating in the consultative workshop; what content is relevant, in what format, the channels currently used to relay the content, how often is the content relayed and how often does the women need it, the number of users of specific content.
 - An analysis on the type of technology/technologies that could be used to address the information challenges of the different kinds of women traders. Including an assessment of the available technologies suitable for hosting and transmitting content – radio, mobile devices, digital signage among others. Affordable and easily accessible solutions that can be used by both formal and informal traders with varying literacy levels will be a key requirement.
 - An analysis of the relationship between the information women traders consume and their trading activities in terms of scale and commodity.
 - An assessment on the viability and utility of alternative ICTs and other channels of communicating information, that will be aligned to women traders' needs.

Annexure II

Informational Needs of Women Trading in the EAC - Traders' Survey

BACKGROUND: TradeMark East Africa (TMEA) is a not for profit organisation funded by governmental development agencies from Belgium, Canada, Denmark, European Union, Ireland, Finland, the Netherlands, Norway, the United Kingdom, and the United States. TMEA has supported the East African Community (EAC) and National governments in reducing barriers to trade and improving business environment in the region since 2010. We are conducting this targeted survey with women trading in the EAC region and stakeholders for input on the informational challenges faced by traders and possible solutions offered by the stakeholders' entities.

WHAT TO EXPECT: You have been selected to take part in this survey because you are a representative of one of TMEA's targeted groups of women trading in the EAC. The survey should take no longer than 20-25 minutes to complete.

Use of information gathered: The information we gather will help us understand the informational challenges faced by women trading in the Eastern Africa region, and what initiatives stakeholders have in place aimed at addressing these issues. In addition to the survey, the workshop will aim to draw out additional insight from both traders and stakeholders through structured discussions.

BENEFITS: There will be no direct benefit to you from this survey. However, aggregated information gathered from this survey will be used to inform policy makers on areas of focus to improve informational access for women trading in the EAC. The analysed information may be used in various communication products like short feature stories, publications, proposals, annual reports and appeals. Depending on the relevance, these products will be used in our annual reports, power points, meeting briefs, website and social media. Your information is valuable to us and we will treat it with respect and confidence.

YOUR RIGHTS: If the survey tool has question(s) that you don't want to answer, please feel free to indicate as such and skip it. If you decide not to provide some or any information, there will be no effect on your relationship with TMEA or any of its partners.

RISK: We do not anticipate that you will suffer ill effects from participating in this survey. But if you have any questions or concerns please write to info@trademarkea.com

CONSENT TO USE INFO: All answers you give will be treated with respect and confidence. The aggregated information we receive may be used to develop public information materials like short videos, feature stories, annual reports, and other publications and disseminated to TMEA's audiences. Should we choose to utilise information attributable directly to you, we will share with you the draft products related to your unique responses and seek approval.

***Required**

CONSENT

Please answer the questions below to give us your consent to participate in this survey. Thank you!

1. 1. Date of consent *

Example: 15 December 2012 11.03 a.m.

2. 2. Do you agree to participate in this survey? *

Mark only one oval.

- ☐ Yes
- ☐ No

3. **Can TMEA use your responses anonymously in public information materials including short videos, annual reports, feature stories, power points, appeals; which will be disseminated through our website, Facebook, twitter, newsletters, meetings? ***

Mark only one oval.

- ☐ Yes
☐ No

FIRMOGRAPHICS

Please provide your information in the questions below

4. **1. What type of trader are you? ***

Mark only one oval.

- ☐ Cross border trader
☐ Urban trader
☐ Producer
☐ Processor
☐ Exporter

5. **2. What is the legal status of your business? ***

Mark only one oval.

- ☐ Private limited company
☐ Sole proprietorship
☐ Partnership
☐ Limited partnership

6. **3. What are the main reasons for choosing the legal status selected in the previous question? ***

7. **4. If you are NOT a sole proprietorship, what is the name of your company? ***

(If you ARE a sole proprietorship please input 999)

8. **5. Is your company a member of an association? ***

Mark only one oval.

- ☐ Yes
☐ No
☐ Prefer not to say

9. **6. If your company is a member of an association, please enter the name of the association. ***

If your company is not a member of an association, please input 999

10. **7. What percentage(%) of your business does the largest owner (or owners) own? ***

If 100%, input 100

11. **8. What percentage(%) of this business is owned by each of the following; - ***

Mark only one oval per row.

	0	1% - 49%	50% - 100%	I don't know
Private domestic individuals, companies or organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private foreign individuals, companies or organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government or State	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. **9. In what year did this business begin operations? ***

Example: 15 December 2012

13. **10. In what year was this business formally registered? ***

Example: 15 December 2012

14. **11. How many years of experience working in this sector does the top manager have? ***

15. **12. What is the gender of the top manager? ***

Mark only one oval.

☐ Female

☐ Male

16. **13-a. Does this business have a nationally-recognized (local) quality certification? ***

(e.g. TBS certification etc)

Mark only one oval.

☐ Yes

☐ No

☐ Still in process

☐ Don't know

17. 13-b. Please specify the nationally-recognized quality certification. *

If None, enter 999

18. 14-a. Does this business have an internationally-recognized quality certification? *

(e.g. ISO9000 or 14000)

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Still in proces
- ☐ Don't know

19. 14-b. Please specify the internationally-recognized quality certification. *

If None, enter 999

20. 15. What is your highest education level? *

Mark only one oval.

- ☐ Primary school
- ☐ Secondary school
- ☐ Undergraduate
- ☐ Graduate
- ☐ Informal education
- ☐ Never attended
- ☐ Other: _____

21. 16-a. What has been the average monthly income for your business in the last 3 months? (Tsh) *

(Revenue/Turnover)

Mark only one oval.

- ☐ Less or equal to 100,000
- ☐ 100,001 - 200,000
- ☐ 200,001 - 500,000
- ☐ 500,001 - 1,000,000
- ☐ 1,000,001 - 5,000,000
- ☐ More than 5,000,0000

22. **16-b. Please enter the average monthly income for your business in the last 3 months? ***

(Tsh)

23. **17. What is the size of your business, in terms of employees? ***

Mark only one oval.

- ☐ Micro (<5 employees)
- ☐ Small (5 - 19 employees)
- ☐ Medium (20 - 99 employees)
- ☐ Large (More than 100 employees)
- ☐ Prefer not to say

24. 18. Where is your business located? **Mark only one oval.*

- ☐ Dar-es-salaam
- ☐ Dodoma
- ☐ Arusha
- ☐ Kilimanjaro
- ☐ Tanga
- ☐ Morogoro
- ☐ Pwani
- ☐ Lindi
- ☐ Mtwara
- ☐ Ruvuma
- ☐ Iringa
- ☐ Mbeya
- ☐ Singida
- ☐ Tabora
- ☐ Rukwa
- ☐ Kigoma
- ☐ Shinyanga
- ☐ Kagera
- ☐ Mwanza
- ☐ Mawa
- ☐ Manyara
- ☐ Njombe
- ☐ Katavu
- ☐ Simiyu
- ☐ Geita
- ☐ Songwe
- ☐ Kaskazini Unguja
- ☐ Kusini Unguja
- ☐ Mjini Magharibi
- ☐ Kaskazini Pemba
- ☐ Kusini Pemba

25. 19. Which other countries does your company operate in? *

(Check all that apply)

Tick all that apply.

- ☐ Rwanda
- ☐ Kenya
- ☐ Uganda
- ☐ Burundi
- ☐ DRC
- ☐ South Sudan
- ☐ Ethiopia
- ☐ Zambia
- ☐ Malawi
- ☐ Mozambique
- ☐ None
- ☐ Prefer not to say

26. 20. What markets does your business target? **Mark only one oval.*

- ☐ Primarily to serve the local market
- ☐ Primarily for export
- ☐ For both the local market and for export
- ☐ Prefer not to say

27. 21-a. Based on the industry your business is in, please select whether it operates with domestic markets, import markets or export markets.*Tick all that apply.*

	Domestic markets	Import markets	Export markets	Not applicable	Prefer not to say
Food processing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Textiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Handcraft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manufacturing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transport & Logistics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28. 21-b. Specify the "other" industry *

If "Other" was not selected, enter 999

29. 22-a. What products/services do you trade? and in what markets?

Tick all that apply. If "Other" is selected, specify in next question.

Tick all that apply.

	Domestic markets	Import markets	Export markets	Not applicable	Prefer not to say
Fresh produce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grains	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cosmetics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Textiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat (including fish, beef etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transport & Logistics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

30. 22-b. Specify the "other" products/services traded *

If "other" was not selected, enter 999

31. 23. Where do you source the products/inputs you trade **Tick all that apply.*

- ☐ Within region
- ☐ Different region, within the country
- ☐ Neighboring country within the EAC
- ☐ Countries outside the EAC

32. 24. Where do you sell the products/inputs you trade? **Tick all that apply.*

- ☐ within region
- ☐ Different region, within the country
- ☐ Neighboring country within the EAC
- ☐ Countries outside the EAC

33. 25. How do you get new customers? **Tick all that apply.*

- ☐ Referrals from existing clients
- ☐ Social media
- ☐ Online trading/shopping platforms (Jumia, Kupatana etc)
- ☐ Through research online
- ☐ Through a third party contact (Relative, friend, supplier etc)
- ☐ Through a competitor's networks
- ☐ Through trade fairs (Sabasaba etc)
- ☐ Through Associations (TWCC, SIDO etc)
- ☐ Other: _____

INFORMATIONAL NEEDS

34. 1. What information do you require as a trader? *

Tick all answers that apply

Tick all that apply.

- ☐ Market opportunities
- ☐ Training opportunities
- ☐ Information on raw materials availability
- ☐ Information on the availability of packaging materials
- ☐ Information on business environment and trends
- ☐ Information on access to finance (Loans & Capital)
- ☐ Regulatory information (Licenses, permits etc)
- ☐ Tax information
- ☐ Procedures (Customs processes etc)
- ☐ Other: _____

35. 2. How do you use the information? *

36. 3-a. Rank the priority of the information you require, with 1 being the highest priority.

Tick boxes that apply and rank from 1 - 9

Mark only one oval per row.

	Not Applicable	1	2	3	4	5	6	7	8	9	10
Market opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raw materials availabilitiy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of packaging materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business environment and trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to finance (Loans & Capital)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulatory information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Procedures (Customs processes etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your "Other" Option	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. 3-b. What format do you most prefer to receive your information in? **Mark only one oval.*

- ☐ SMS / USSD
- ☐ In person (Information desks etc)
- ☐ Printed materials (Magazines etc)
- ☐ Internet (Websites)
- ☐ Social Media
- ☐ All
- ☐ Other: _____

38. 4. Check the technology devices you are familiar with. **Tick all that apply.*

- ☐ Feature phone (phones without internet access)
- ☐ Smart phone / Tablet
- ☐ Computer / Laptop
- ☐ Other: _____

39. 5-a. How do you CURRENTLY receive information on the following; - *

Tick all answers that apply. If "Other" is ticked, specify in next question.

Tick all that apply.

	Fellow traders	Radio	Television (TV)	Newspaper	Associations / Information centres (e.g. TWCC, SIDO etc)	I don't receive this information	Other
Market opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raw materials availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of packaging materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business environment and trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to finance (Loans & Capital)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regulatory information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tax information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Procedures (Customs processes etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

40. 5-b. Please specify the "Other" channel you checked in the previous question? *

Input 999 if you did not check "Other" in previous question

41. 6-a. How would you PREFER to receive information on the following; - *

Tick all answers that apply. If "Other" is ticked, specify in next question.

Tick all that apply.

	Fellow traders	Radio	Television (TV)	Newspaper	Associations / Information centres (e.g. TWCC, SIDO etc)	I don't receive this information	Other
Market opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raw materials availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of packaging materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business environment and trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to finance (Loans & Capital)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regulatory information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tax information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Procedures (Customs processes etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

42. 6-b. Please specify the "Other" channel you checked in the previous question? *

Input 999 if you did not check "Other" in previous question

43. 7. How often do you receive information on the following; - *

Mark only one oval per row.

	Daily	Weekly	Monthly	Quarterly	Semi-annually	Annually	I don't
Market opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raw materials availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of packaging materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business environment and trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to finance (Loans & Capital)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulatory information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Procedures (Customs processes etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

44. 8. How often would you PREFER to receive information on the following; - **Mark only one oval per row.*

	Daily	Weekly	Monthly	Quarterly	Semi-annually	Annually
Market opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raw materials availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of packaging materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business environment and trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to finance (Loans & Capital)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulatory information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Procedures (Customs processes etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

45. 9. On average, in the last 3 months, how much TIME did you spend searching for information? *

Hours per day/week/month

46. 10. On average, in the last 3 months, how much MONEY did you spend searching for information? *

Tsh per day/week/month

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Annexure III

Informational Needs of Women Trading in the EAC - Stakeholders' Survey

BACKGROUND: TradeMark East Africa (TMEA) is a not for profit organisation funded by governmental development agencies from Belgium, Canada, Denmark, European Union, Ireland, Finland, the Netherlands, Norway, the United Kingdom, and the United States. TMEA has supported the East African Community (EAC) and National governments in reducing barriers to trade and improving business environment in the region since 2010. We are conducting this targeted survey with women trading in the EAC region and stakeholders for input on the informational challenges faced by traders and possible solutions offered by the stakeholders' entities.

WHAT TO EXPECT: You have been selected to take part in this survey because you represent an institution that is a stakeholder in the "Women trading in the EAC" domain. The survey should take no longer than 20-25 minutes to complete.

Use of information gathered: The information we gather will help us understand the informational challenges faced by women trading in the Eastern Africa region, and what initiatives stakeholders have in place aimed at addressing these issues. In addition to the survey, the workshop will aim to draw out additional insight from both traders and stakeholders through structured discussions.

BENEFITS: There will be no direct benefit to you from this survey. However, aggregated information gathered from this survey will be used to inform policy makers on areas of focus to improve informational access for women trading in the EAC. The analysed information may be used in various communication products like short feature stories, publications, proposals, annual reports and appeals. Depending on the relevance, these products will be used in our annual reports, power points, meeting briefs, website and social media. Your information is valuable to us and we will treat it with respect and confidence.

YOUR RIGHTSS: If the survey tool has question(s) that you don't want to answer, please feel free to indicate as such and skip it. If you decide not to provide some or any information, there will be no effect on your relationship with TMEA or any of its partners.

RISK: We do not anticipate that you will suffer ill effects from participating in this survey. But if you have any questions or concerns please write to info@trademarkea.com

CONSENT TO USE INFO: All answers you give will be treated with respect and confidence. The aggregated information we receive may be used to develop public information materials like short videos, feature stories, annual reports, and other publications and disseminated to TMEA's audiences. Should we choose to utilise information attributable directly to you, we will share with you the draft products related to your unique responses and seek approval.

***Required**

CONSENT

Please answer the questions below to give us your consent to participate in this survey. Thank you!

1. 1. Date of consent *

Example: 15 December 2012 11.03 a.m.

2. 2. Do you agree to participate in this survey? *

Mark only one oval.

- ☐ Yes
- ☐ No

3. 3. Can TMEA use your responses anonymously in public information materials including short videos, annual reports, feature stories, power points, appeals; which will be disseminated through our website, Facebook, twitter, newsletters, meetings? *

Mark only one oval.

☐ Yes

☐ No

INFORMATIONAL NEEDS

Please provide your information in the questions below

4. 1-a. Select the organisation you represent *

If "Other", specify in next question.

Mark only one oval.

- ☐ Ministry of Industry & Trade
- ☐ Tanzania Trade Development Authority (TanTrade)
- ☐ Tanzania Revenue Authority (TRA)
- ☐ Tanzania Bureau of Standards (TBS)
- ☐ Tanzania Food & Drugs Authority (TFDA)
- ☐ Ministry Responsible for Local Governments
- ☐ Ministry of Agriculture
- ☐ Tanzania Investment Centre (TIC)
- ☐ Tanzania Export Promotion Agency
- ☐ Small Industries Development Organisation (SIDO)
- ☐ Digital Opportunity Trust
- ☐ Ndoto Hub
- ☐ Innov8tiv
- ☐ German International Cooperation (GiZ)
- ☐ Danish International Development Agency (DANIDA)
- ☐ International Labour Organisation (ILO)
- ☐ International Finance Cooperation (IFC)
- ☐ United Nations Industrial Development Organisation
- ☐ Technoserve
- ☐ Tanzania Women Chamber of Commerce (TWCC)
- ☐ Tanzania Chamber of Commerce Industry and Agriculture (TCCIA)
- ☐ Tanzania Private Sector Foundation (TPSF)
- ☐ Tanzania Food Processors Association (TAFOPA)
- ☐ Other

5. 1-b. If you selected "other", please specify *

If you did not select "Other", enter 999

6. 2. Select the type of your organisation **Mark only one oval.*

- ☐ Private Sector
- ☐ Local not-for-profit organisation
- ☐ International not-for-profit organisation
- ☐ Trade or professional association
- ☐ Government office or public agency
- ☐ Other: _____

7. 3. What kind of information does your organisation provide to traders? **Tick all that apply.*

- ☐ Market opportunities
- ☐ Training opportunities
- ☐ Raw materials availability
- ☐ Business environment and trends
- ☐ Access to finance (Loans & Capital)
- ☐ Regulatory information
- ☐ Tax information
- ☐ Procedures (Customs and border processes etc)
- ☐ None
- ☐ Other: _____

8. 4-a. What medium does your organisation use to provide information to traders? *

If "Other" is selected, please specify in next question.

Tick all that apply.

	SMS and/or USSD	In person (Information desk)	Printed materials (newspapers, magazines, pamphlets etc)	Official website	Social media	Not Applicable	Other
Market opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raw materials availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business environment & trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to finance (Loans & Capital)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regulatory information (Permits, Licenses etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tax information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Procedures (Customs and border processes etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. 4-b. Please specify the "Other" medium *

If you did not select other, enter 999

10. 5-a. What social media channels does your organisation use to disseminate information? *

If "Other" is selected, please specify in next question.

Tick all that apply.

	Facebook	Instagram	WhatsApp	Telegram	JamiiForums	Does not use social media	Other
Market opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raw materials availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business environment & trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to finance (Loans & Capital)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regulatory information (Permits, Licenses etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tax information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Procedures (Customs and border processes etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. 5-b. Please specify the "Other" medium *

If you did not select "Other", enter 999

12. 6. How often does your organisation provide information to traders? **Mark only one oval per row.*

	Daily	Weekly	Monthly	Quarterly	Semi-annually	Annually	Does not provide
Market opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raw materials availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business environment & trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to finance (Loans & Capital)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulatory information (Permits, Licenses etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Procedures (Customs and border processes etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. 7. what steps does your organisation take to ensure accuracy and reliability of the information provided to traders? *

14. 8. Does your organisation have any plans to enhance traders' access to the information you provide? **Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Don't know

15. 9. Briefly describe how your organisation plans to enhance traders' access to information provided? *

If you selected NO in the previous question, input 999



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