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The Role of Market Towns in Guinea

Julie A. Aberg
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1990

Research Triangle Institute
Research Triangle Park, North Carolina USA

Research Triangle Institute

THE ROLE OF MARKET TOWNS IN GUINEA

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Also fundamental to the success of the study were the contributions of people throughout Guinea, far too numerous to name individually. These people include the local leaders and community members who provided accommodations to our team during site studies. Additionally, dozens of enumerators and interpreters assisted in the data collection process in each survey site.

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From Research Triangle Institute, Carol Breidenbach of the Hydrogeology Department created all maps included in this study using Geographic Information Systems. Also from RTI, Dennis Rondinelli provided the team with technical guidance and Linda Mould assisted in final report preparation.

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INTRODUCTION

Economic activity in the interior of Guinea revolves around periodic markets linked together by a network of dynamic rural markets, semi-urban redistribution markets, and urban centers. Linking this system are a variety of actors which include farmers, market vendors, retailers, wholesalers, transporters, and local governments.

To gain an understanding of the economic fabric binding together these linkages and actors, the U.S. Agency for International Development (U.S.A.I.D.) financed this study on Market Towns in Guinea. Field work was carried out from February to April 1990. A team of 6 people participated, with representatives from four Government of Guinea Ministries and USAID. The objectives of the study were to (1) identify dynamic centers of economic activity, (2) identify the types and patterns of economic and social linkages between market towns and rural regions; (3) identify the primary constraints encountered by the population engaged in economic activity; (4) identify the role of the local government in administration of market facilities and revenue generation; and (5) make suggestions regarding strategy options for effective interventions.

In selecting survey sites, the following considerations were taken into account: (1) development strategies of USAID and cooperating Government of Guinea ministries; (2) inclusion of a diversity in size and nature of markets; (3) physical accessibility; and (4) compatibility of market days within the time frame of the study. Given the above set of criteria, the following towns (two or three in each natural region) were chosen for extensive survey:

- Guinée Maritime: Bangouya, Woléah, and Konkouré
- Moyenne Guinée: Timbi-Madina and Porédaka
- Haute Guinée: Tokounou and Faranah
- Guinée Forestière: Guéckédou and Yénde-Milimou

The primary survey method was a set of six questionnaires targeted toward the following groups of people (1) Producers: farmers, herders, craftsmen; (2) Intermediaries: retailers, wholesalers, transporters; (3) Consumers: population at large; and (4) Local Authorities: market facility managers (administrateur de marche), local government administrators, and agricultural technicians, representatives of the chamber of commerce and the syndicate of transporters. Over 850 formal questionnaires were completed with results evenly distributed throughout the four regions.

During the course of fieldwork, a recurrent theme emerged regarding the characteristics of market towns in Guinea. To provide a backdrop for discussion and to more easily identify the nature and functions of Guinean markets, the following 3 classifications were developed based on results of the study:

CLASSIFICATION OF GUINEAN MARKETS

1) Feeder Markets - This local level market represents the first point-of-sale for agricultural produce. Dynamic feeder markets are found in agriculturally productive zones and are relatively accessible, although the agricultural zone nearby is usually more remote. In this setting, farmers and small-scale traders transport produce from the farm-to-market -- generally by foot. A good share of "subsistence trading" occurs whereby farmers trade produce to buy small quantities of food or manufactured products to meets basic needs. A feeder market basically serves the needs of the local population with at least 60% of the market attendees residing in the market town or its rural hinterland. The majority of rural-based markets in Guinea fall into this category.

Dynamic feeder markets attract retailer and wholesaler clients who come from outerlying areas such as the capital of the prefecture. In these cases, local produce is bought in large quantities for resale in more urbanized areas. The importance of a feeder market is determined by the agricultural production capacity of the area with a majority of the produce exchanged originating from the market town and its rural hinterland.

2) Transit Markets - This intermediary level market serves as an accumulation and redistribution center for both agricultural and manufactured products. Base criteria for identifying a transit market include establishing that a fair amount (about 25%) of the products sold in the market center originate from other prefectures or regions, and that about 25% of those attending the market reside in other prefectures or regions. This indicates that the market town has broader regional influence. Transit markets offer trading opportunities to those who wish to buy in large quantities or to those who cannot assume the cost of going directly to the feeder markets to buy goods.

Characteristically, transit markets offer accessibility and more developed infrastructure, which includes at a minimum, stocking facilities. Ideally, transit markets should offer electricity, telecommunications facilities, and potable water, although this is not always the case. Examples of transit markets in Guinea include Kindia, Mamou, Pita, Timbi-Madina, Kissidougou, Faranah, and Yendé-Milimou.

3) Border Markets - These are important national-level or regional-level markets which serve as either ports-of-entry or important points of distribution for manufactured goods. At least 30% of all products exchanged in border markets originate from other countries. Trading of the greatest magnitude is carried out by wholesalers and larger-scale retailers. Examples of Guinean border markets include Conakry, the primary port-of-entry; Guéckédou, which serves as a major port-of-entry for Asian products entering via Liberia; and N'Zérékoré and Sinko which serve as entry points for items from Côte d'Ivoire. Other Guinean border markets include Boké, Labé, Kankan, and Macenta.

Interdependent relationships exist between the above types of markets with each playing complementary roles. This classification does not intend to be mutually exclusive; a market town may play the dual role of being a feeder market and a transit market, or a transit market and a border market simultaneously. This classification is helpful in identifying a market's primary function, which in turn becomes critical when assessing appropriate investment responses. Before going further however, a review of the findings of the study's linkage analysis is insightful.

THE KEY NETWORKS LINKING MARKET TOWNS

Product Distribution Flows: This study found that on average, 70% of all products flowing through the market towns studied are of a locally-produced agricultural base. This includes garden vegetables, tuber roots, fruit, diverse local products (palm oil, salt, soap, smoked fish) and export products (tobacco, coffee, cocoa, nere, indigo). The remaining 30% is comprised of imported products which include rice, clothing, canned foods, oil and gasoline, pharmaceuticals, electrical appliances (radios), and construction materials. Feeder markets typically specialize in agricultural products. For example, 93% of all products sold in Porédaka fall into this category. As the market becomes more developed, the level of imported products increases. In Guéckédou, 49% of all products traded are imported products -- primarily cloth.

Commercialization Networks: This study found 3 main channels through which products pass en route to consumers. The channels vary according to the type of product traded and the type of market in which the product is being traded (see full report for detailed diagrams).

1) Imported/Locally Manufactured Products - This network is dominated by wholesalers with purchasing power and the capability to assuming high transportation costs and high minimum purchase requirements (i.e. 100 tons minimum for purchase of Guinean cement). The commercial network for such products is:

   Importer/Local Producer -> Wholesaler -> Retailer -> Consumer

2) Agricultural Products - The commercialization networks of agricultural products are less sophisticated than for manufactured products. Retailers dominate the commercialization of agricultural products. There are two types of networks (with the exception of cash crop plantations):

   a) Farmer -> Retailer -> Wholesaler -> Retailer -> Consumer
   -> or Exporter

   b) Farmer -> Consumer

The primary network encountered in feeder markets was the farmer to retailer network. Survey results indicate that 82% of market attendees identify themselves as traders who intend to resell their purchases either in their own village or at regional markets. Survey results indicate this percentage goes as high as 96% to 100% for those who intend to resell their purchases. This indicates a very significant level of people engaged in small scale retailing. Retailers are often commissioned by wholesalers to attend feeder markets to buy large quantities of local rice, for example. The wholesalers also, in turn, sell to different retailers in transit markets.

3) Livestock Products - The pivotal role in the commercialization of livestock is played by the broker who acts as a trusted intermediary between the herder and the wholesaler or retailer:

a) Herder -> Broker -> Wholesaler -> Exporter
-> or Retailer
b) Herder -> Consumer

The one common thread recurring through these networks is the interdependency of those actors in the urban setting and those in the rural setting. Central to the success of all those benefiting from the above-described networks is the role of transportation.

Transportation Networks: Road networks play an instrumental role in the economic system of any country. Accessibility to the commercialization network is often dependent on transportation networks linking a market to its immediate urban center. One important finding of the study was that transporters have highly defined routes they travel on a strategic and routine basis. Most transporters owning 5-10 ton trucks reside in transit or border market towns and provide transport along major transport axes with links to agriculturally productive zones (i.e. Yendé-Milimou). The most dynamic feeder markets have a high concentration of 5 ton trucks present on market day. Smaller markets off main transportation networks are typically serviced by jeeps and taxis. In such cases, jeeps often travel around to small villages surrounding a feeder market to pick up smaller quantities of produce. Transporters play a key role in the life of marketing networks, as well.

Market Networks: There are basically two types of market networks operating in Guinea. The first is the more traditional market network based on socio-cultural and physical accessibility variables. In this sense, several markets within the same region may be duplicating the same function simply because of tradition or to reduce travel costs.

As infrastructure and communications have improved across the nation, a more "modern" network of markets has emerged simultaneously. The modern system is based on economic variables rather than traditional variables, which may have important repercussions on regional development. One phenomenon observed through field work is that some older traditional markets that can no longer be economically justified are losing their vigor to newly created markets located at key transportation axes which benefit from modern infrastructure.

It is interesting to note that market networks play a major role in trading activity. One network observed links feeder, transit, and border markets by one critical factor: the day of the week on which the market day falls. The following network links Haute Guinea with Guinea Forestière: Kaboukariah, Sunday; Faranah, Monday; Kissidougou, Tuesday; Guéckédou, Wednesday; and Yendé-Milimou, Thursday. In each region studied, such networks were identified. A steady stream of transporters and traders routinely run through these very entrenched networks, attending the same four to six markets each week.

THE ROLE OF LOCAL GOVERNMENT

The local government plays an important role in the life of a market town with the authority to implement procedures which greatly enhance or conversely detract from the growth and stability of a market center. In assessing the role of local government, this study devoted attention to a) administration of market facilities, b) fiscal and financial management issues revolving around locally generated revenues, and c) provision of public services.

The most important findings are that market facilities, in general, are not (1) meeting the needs of the population (physical market structures, stocking facilities, spatial layout, adequate sanitation), and (2) generating the market-related revenues due the government. In many cases, the physical setting of the market could be greatly improved with minor interventions. Consciousness-raising on the part of local officials as to how to improve market settings could prove very beneficial. Interestingly, survey respondents overwhelmingly indicated a willingness to pay higher market taxes if the revenues were used to improve local infrastructure.

In all markets surveyed, local revenues gained from market taxes could be greatly improved. Collection rates of market taxes varied between 7% of 43% in the towns surveyed. On average 80% of potential revenues are never collected. The major causes of non-collection are 1) lack of tickets to place in the markets, and 2) inadequate collection and financial management procedures. Local officials could greatly benefit from financial and administrative management training in this arena.

CONSTRAINT ANALYSIS

This study focused a major portion of its interviews on constraints encountered by farmers, traders, transporters, retailers, and wholesalers. Based on the results of 605 respondents distributed throughout Guinea, the following constraints were identified as posing the most severe threats to their economic success:

Lack of Credit - The most serious constraint identified by survey respondents was the lack of credit opportunities. This constraint was echoed in small feeder markets as well as in transit markets. The problem needs to be most urgently addressed however in transit markets such as Kissidougou and Faranah where larger scale traders are based.

Lack of Gasoline/Gas Stations - This constraint poses a very serious threat to commercial entities, whereby entire regions are affected. Inconsistent supplies of gasoline can literally cut off a weekly market. Ruptures in the supply of gas mean people cannot travel and produce is left to rot. This a supply problem. On an infrastructural level, a lack of gas station pumps is also a major blockage in the transportation network. Very few pumps exist outside the major urban centers. Transporters must be assured of a regular supply of quality gas in order to venture into some of the more remote, but agriculturally productive areas.

Poor Road Conditions - The next most serious constraint identified was the poor quality of roads. This problem must be more urgently addressed in areas where dynamic feeder markets exist such as Porédaka, Bangouya, and Woléah. Farm-to-market roads are generally in poorer shape than major transport linkages. In order for agricultural production to maintain current levels, and eventually increase, feeder roads must be upgraded.

Other important constraints identified include lack of storage facilities, health centers, guest houses, parking areas at markets, lack of spare parts and equipment, and increasing costs of payments which must be habitually made to security agents along roads. Farmers seek the opportunity to work in within cooperatives, but lack the technical knowledge needed to create and organize them. Lack of agricultural inputs decreases productivity.

CONCLUSIONS AND RECOMMENDATIONS

Market towns in Guinea are rapidly growing. Many towns are flooded with a thousand or more traders on market day. Lack of development investments over the past decades in key economically dynamic regions have left gaps in the networks which undergird and encourage economic activity. Local governments do not have the resources nor the expertise to manage local markets and facilitate their growth. The challenge at hand, for the Government of Guinea and collaborating organizations, is to address those factors which constrain and/or inhibit growth. Actions which could be undertaken to address problems identified in this study are as follows:

1) Develop a nation-wide Human Resources Training and Infrastructure Development strategy with two foci:

(a) Local Government -- for strengthening local government finances and administrative management, and

(b) Private Sector -- in order to provide economic actors with the tools to operate effectively in a changing and more liberalized national environment;

2) Involve Women in Market Town Development by cooperating with an established association which benefits women's activities;

3) Continue to Cooperate with Other Donors to Improve Roads; and

4) Support Credit Programming.

The following pilot projects are recommended:

Pilot Project 1 - Resource Mobilization in Guéckédou which would aim to improve local revenue generation of market-related taxes and fees; and

Pilot Project 2 - Public Private Cooperation in a selected market town to improve government's ability to mobilize and efficiently utilize local revenues, and to improve the capacity of the private sector to financially participate in local development.

FURTHER RESEARCH

Suggestions for further research include:

1) Analyze in greater detail transportation-oriented constraints;

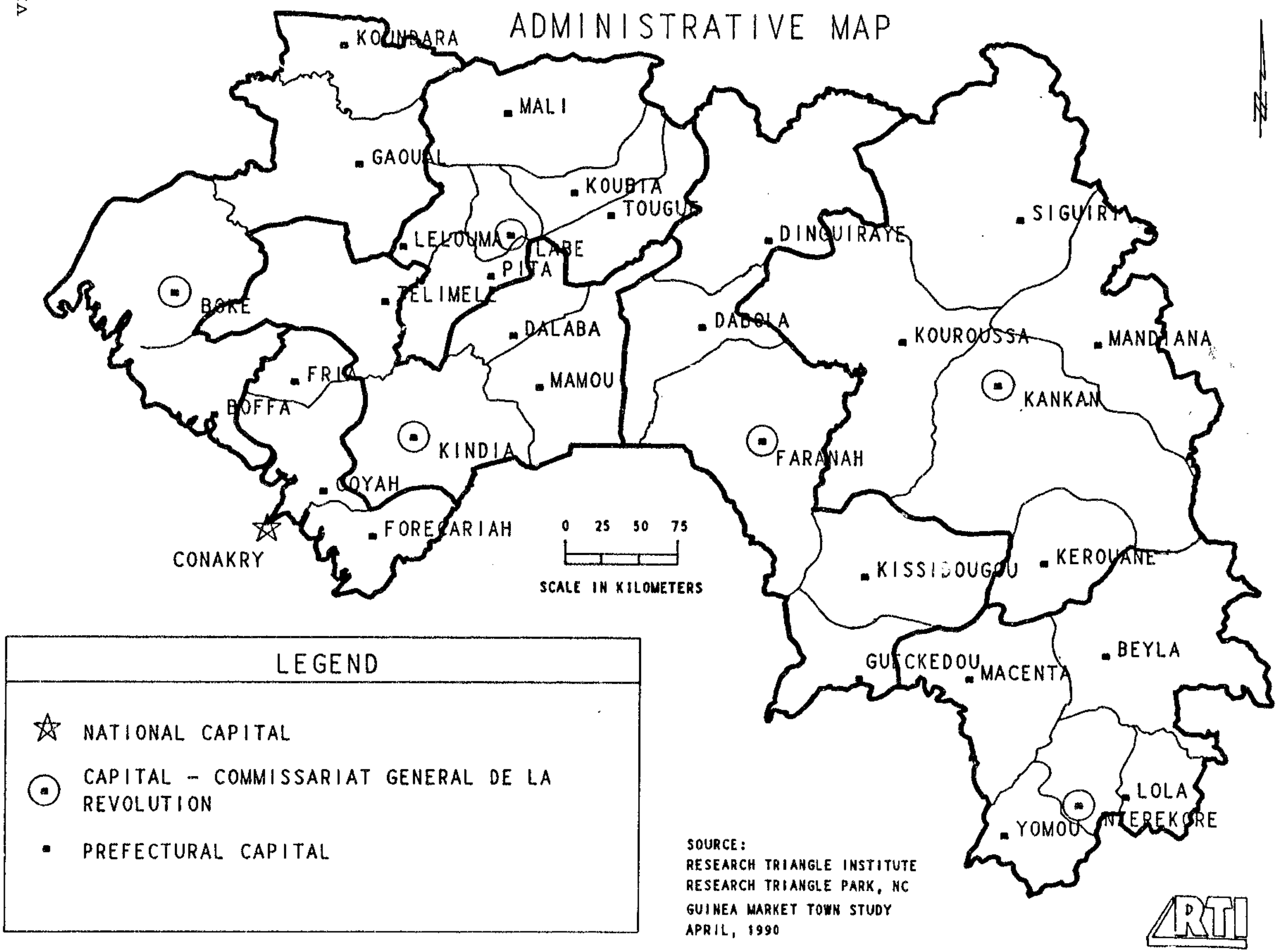
2) Assess current activity of organizations/institutions involved in the development of agricultural cooperatives to determine gaps and future areas of support;

3) Assess the impact of infrastructure improvements and liberalization policies on commercialization networks; and

4) Devise a theoretical (yet practical) prototypical framework for classifying types of market towns and appropriate investment responses to be used for guiding investment decision-making processes.

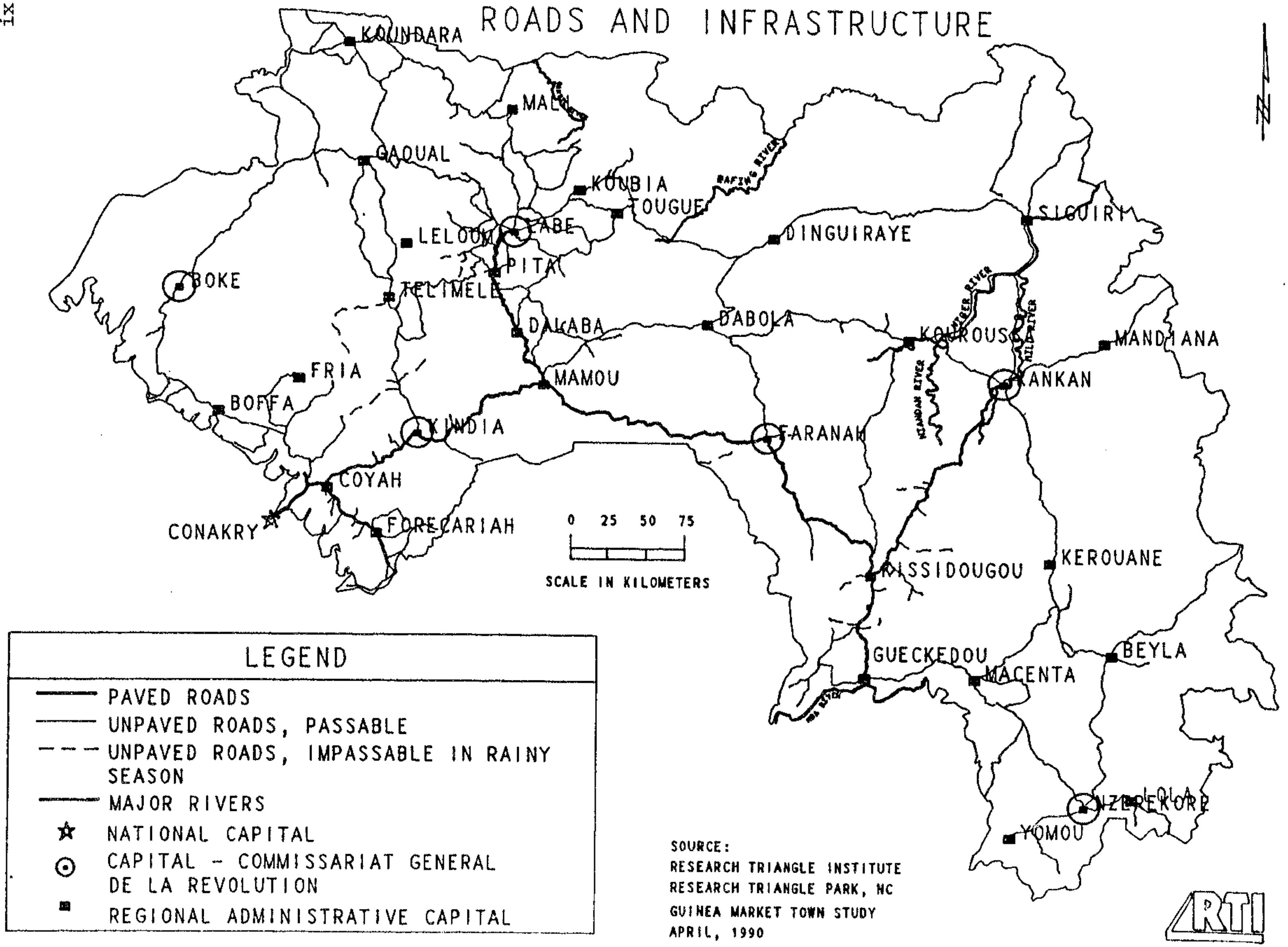
REPUBLIC OF GUINEA
ADMINISTRATIVE MAP

MAP 1



MAP 2

REPUBLIC OF GUINEA
ROADS AND INFRASTRUCTURE



1.0 INTRODUCTION

The Republic of Guinea in West Africa is richly bestowed with vast natural and mineral resources. However, three decades of economic stagnation and political repression (1958-1984) caused the nation to decline to the level of one of the world's least developed countries: with per capita income at less than $350 (1988), life expectancy at 37 years, and literacy rate at 20%.

The new regime which came to power in 1984 strove toward initiation of an unprecedented set of reforms designed to (a) redress financial imbalances, and (b) replace the old system of state controls and government intervention with a policy framework fully supportive of a market-oriented economy.

The USAID/Guinea Mission actively supports the Government of Guinea's (GOG) economic and administrative reform program. According to the USAID/Guinea Program Strategic Plan, priority activities focus on (1) enhancing the role of agricultural markets by encouraging private sector participation at all levels, (2) facilitating the development of markets by improving physical infrastructure and financial intermediation, and (3) enhancing the potential for long-term increases in productivity.

A major objective of the USAID/Guinea mission is to assist the GOG to implement structural reforms and establish a viable market oriented environment. The importance of agriculture within the Guinean economy is paramount with 87.4% of the population employed in this sector. Simultaneously, the urban sector is of increasing concern as the urban growth rate rose to 5.5% between 1970 and 1980. Projections indicate that the annual rate of urbanization will rise to over 7% in the next decade with over 30% of the population living in urban areas by the year 2000 (compared to 26% in 1983). While urbanization is primarily centered in Conakry, the nation's capital, secondary cities are also growing rapidly.

Secondary cities play a critical role in regional and national development (Rondinelli, 1983). Studies suggest that improved infrastructure and services in medium-sized towns can play an important role in increasing rural and agricultural productivity (Johnson, 1970 and Rondinelli and Ruddle, 1978). Over the past decade, increasing attention has been given to the important relationship between smaller secondary cities -- or market towns -- and their rural hinterlands, acknowledging that they are inextricably linked. Doan (1990) points outs that successful regional development is contingent on a well articulated network of linkages between the urban economies of market towns and the rural economies of their hinterlands.

In Guinea, rural agricultural zones are closely linked to nearby urban centers, and between the two, there exists a symbiotic relationship. Economic activity in the interior of Guinea revolves around periodic markets linked together by a network of dynamic rural markets, semi-urban redistribution markets, and urban centers. Linking this system are a variety of actors which include farmers, market vendors, retailers, wholesalers, transporters, and local governments.

To gain an understanding of the economic fabric binding together these linkages and actors, this study has as its objectives to:

(1) identify dynamic centers of economic activity;

(2) identify the types and patterns of economic and social linkages between market towns and rural regions;

(3) identify the primary constraints encountered by the population engaged in economic activity;

(4) identify the role of the local government in administration of market facilities and revenue generation; and

(5) make suggestions regarding strategy options for effective interventions.

Field work was carried out from February to April 1990. A team of six people participated with representatives from four Government of Guinea Ministries: Ministère du Plan, Secrétariat d'Etat à la Décentralisation, Ministère de l'Economie et Finance, et Ministère de l'Habitat.

In selecting survey sites, the following considerations were taken into account: (1) development strategies of USAID and cooperating Government of Guinea ministries; (2) inclusion of a diversity in size and nature of markets; (3) physical accessibility; and (4) compatibility of market days with the time frame of the study. Given the above set of criteria, the following towns (see Map 3) were chosen for extensive survey:

- ♦ Guinée Maritime: Bangouya, Woléah, and Konkouré
- ♦ Moyenne Guinée: Timbi-Madina and Porédaka
- ♦ Haute Guinée: Tokounou and Faranah
- ♦ Guinée Forestière: Guéckédou and Yendé-Milimou

It is inevitable that potentially dynamic case study sites are omitted from studies such as this due to various limitations. Unfortunately, several important markets were not included in the survey work due to scheduling constraints.

The primary survey method was a set of six questionnaires targeted toward the following groups of people (1) Producers: farmers, gardeners, herders, craftsmen; (2) Intermediaries: retailers, wholesalers, transporters; (3) Consumers: population at large; and (4) Local Authorities: market facility managers, local government administrators, agricultural technicians, and representatives of the chamber of commerce and the syndicate of transporters. Over 800 formal questionnaires were completed with results evenly distributed throughout the four regions (see Appendix for survey distribution). In addition, over 100 key informant interviews were performed.

MARKET TOWNS SURVEYED

MAP 3

This study is organized into 5 major sections: (1) the role of market towns in Guinea; (2) the key networks linking market towns; (3) the role of the local government in market towns; (4) analysis of the constraints faced by economic operators; (5) recommendations; and (6) further areas of research.

1.1 ECONOMIC AND DEMOGRAPHIC INDICATORS

As a framework for understanding the environment in which this study has been carried out, the following section very briefly covers pertinent economic and demographic indicators. A recent four volume study published by the United Nations Development Programme entitled "Etude Socio-Economique Régionales - Bilan-Diagnostique au Niveau des Préfectures," comprehensively covers economic, demographic, and regional development problems and trends. For this reason, it was decided to limit discussion of these elements to the following pertinent points:

1.1.1 The Economy

In 1985, the Government of Guinea (GOG) introduced the Economic and Financial Recovery Program (PREF). The results of the reform program have been encouraging with GDP growth of around 6 percent in real terms in 1987 and over 5 percent in 1988. Inflation fell from 72 percent in 1986 to 27 percent in 1988. Despite these achievements, serious economic constraints and imbalances persist.

1.1.2 The Population

The most recent official census of the population was carried out in 1983 (Recensement Général de la Population et de l'Habitat) and published in December 1989. Estimations of current population levels have been made by the United Nations based on population growth rates. According to these estimates, the 1988 population totaled 5,351,092 with an average annual growth rate of 2.8% between 1985 and 1988. On average, 40.5 percent of the population is under 15 years of age.[1]

The average population density is 19 inhabitants per km2, with variations between regions ranging from 7 inhabitants per km2 (Kouroussa and Siguiri) to 50 inhabitants per km (Lélouma and Pita).[2]

---

[1] "Rapport Economique et Sociale," Ministère du Plan et de la Coopération Internationale, Direction Nationale du Plan et du Développement Economique. Conakry: March 1990.

[2] Recensement Général de la Population et de l'Habitat, Analyse des Resultats Définitifs. Ministère du Plan et de la Coopération Internationale, et Direction National de la Statistique et de l'Informatique. Conakry: December 1989.

The population of Guinea in majority is rural. The results of the 1983 census reveal that 74% of the population reside in rural areas with the remaining 26% residing in urban sectors. Sixty percent of the urban population, however resides in Conakry. Prefectures with the highest concentration of urban population include (in order of importance) Fria, Kankan, Faranah, Kindia, N'Zérékoré, and Kissidougou.

1.1.3 Employment

The economically active population is estimated to include 2,185,000 people (40% of the total) in 1988. Of the active population, 87.4% are engaged in the agricultural sector, 7.3% in the informal sector, 1.7% in the modern sector, and 3.6% in the civil service. Recent employment trends worthy of note include (1) an increase of 46% in the private sector between 1988 and 1989; and (2) a decrease of 46.7% in the number of civil servants between 1988 and 1989.

A census of enterprises in Conakry in 1987 (Rapport Economique et Social, 1990) revealed that about half of all enterprises in existence had been created since 1985, indicating significant growth in the private sector since economic liberalization policies took effect in 1985. However, unemployment appears to be a growing problem, particularly with respect to laid off civil servants and recent university graduates.

1.1.4 Migratory Patterns

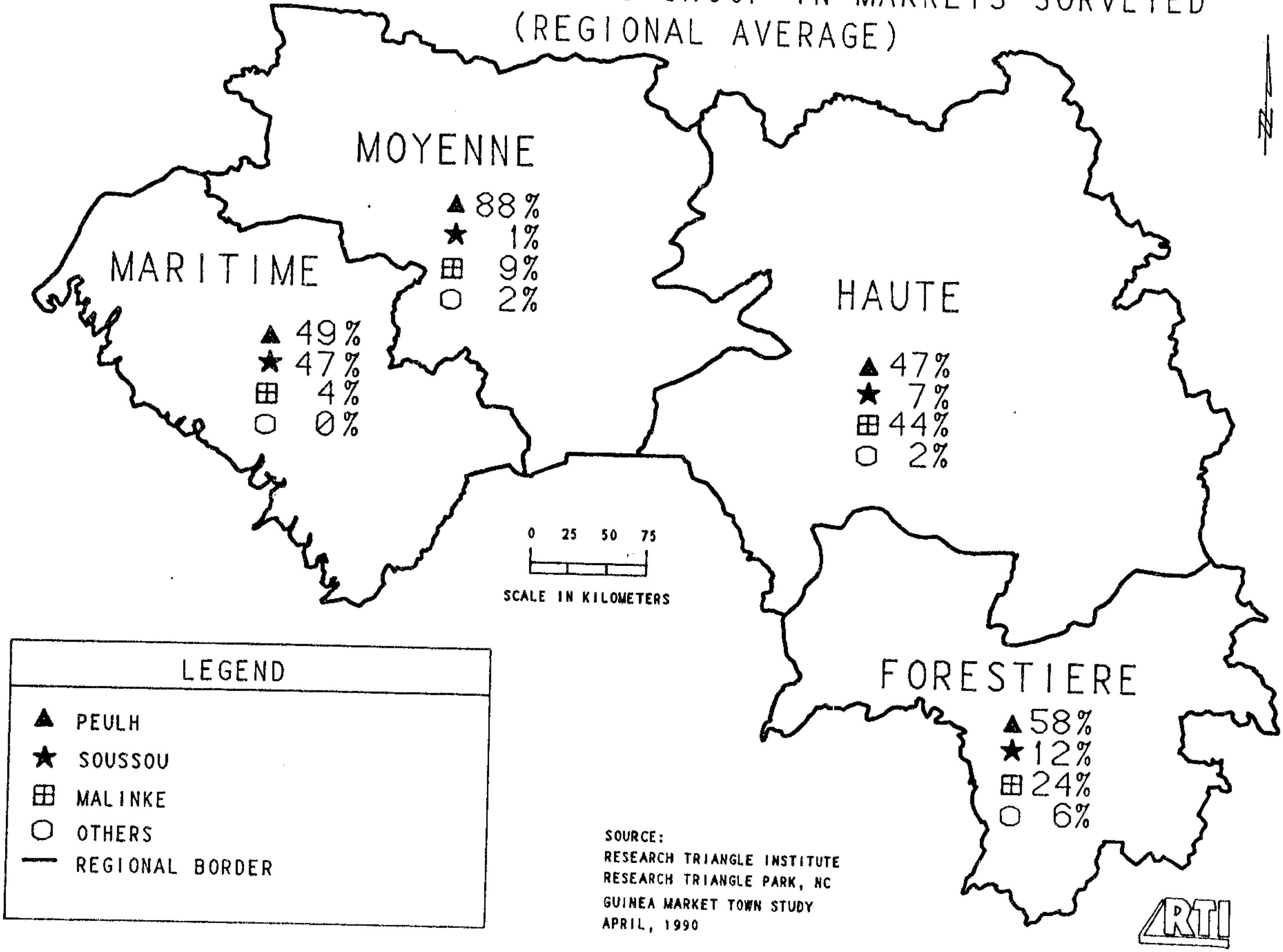
The people of Guinea are quite mobile and a fair percent migrate inter-regionally. The region of Guinée Maritime (wherein lies the capital of Conakry and the industrial city of Fria) is the most important pole attracting immigrants from other parts of the country. According to the 1983 census, 28% of its inhabitants were born in other regions. Moyenne Guinée experiences very little immigration from other regions (5%), but 13.5% of its population has emigrated to other regions. Haute Guinée has an average immigration rate of 10.3% The major attraction of migrants to this region is the mining sector. Guinée Forestière has not experienced significant immigration or emigration, perhaps due to its more isolated location and different climatic conditions relative to the rest of the country.

In commercial affairs, however, people move extensively throughout the nation as traders. This is especially true for those from the Peulh ethnic group. Based on the results of field data, Map 4 shows the ethnic group of those attending the markets surveyed. A high percentage of representation of Peulhs is seen in the commercial sector throughout the country, even though this group lives primarily in the Moyenne region of Guinea. Table No. 1 shows the market attendees ethnic affiliation in each of the markets surveyed.

6

MARKET ATTENDEES BY ETHNIC GROUP IN MARKETS SURVEYED (REGIONAL AVERAGE)

Map 4



SOURCE:
RESEARCH TRIANGLE INSTITUTE
RESEARCH TRIANGLE PARK, NC
GUINEA MARKET TOWN STUDY
APRIL, 1990

TABLE 1. ETHNIC GROUPS REPRESENTED AT MARKETS SURVEYED (in percentages)

MARKET TOWN	PEULH	SOUSSOU	MALINKE	OTHER	TOTAL
BANGOUYA	72	28	0	0	100%
WOLEAH	36	61	40	0	100%
KONKOURE	39	54	7	0	100%
TIMBI-MADINA	88	2	6	4	100%
POREDAKA	89	0	11	0	100%
TOKOUNOU	43	3	50	4	100%
FARANAH	51	11	38	0	100%
YENDE-MILIMOU	35	2	39	24	100%
GUECKEDOU	43	0	36	21	100%
AVERAGE	58	12	24	6	100%

2.0 CHARACTERISTICS OF GUINEAN MARKET TOWNS

During the course of fieldwork, a recurrent theme emerged regarding the characteristics of market towns in Guinea. To provide a framework for discussion and to more easily identify the nature and functions of Guinean markets, three classifications were developed based on results of the study. Interdependent relationships exist between the described types of markets with each playing complementary roles that may change temporally. This classification does not intend to be mutually exclusive; the purpose is to aid in identifying a market's primary function, which in turn becomes critical when assessing infrastructure requirements and appropriate investment responses.

For the purpose of presenting information obtained from the case study visits, the following section which describes the three classifications of market towns, will highlight the findings from one case study which is representative of the classification.

2.1 CLASSIFICATION I: FEEDER MARKETS

FEEDER MARKET -- IDENTIFYING CHARACTERISTICS

- *Located in an agriculturally productive zone*
- *The majority of products exchanged come from the market town and its rural environs*
- *The majority of market attendees come from the market town and its rural environs*
- *Many traders resell agricultural purchases in nearby urban centers*
- *In general, the rural zone around the market is physically isolated*

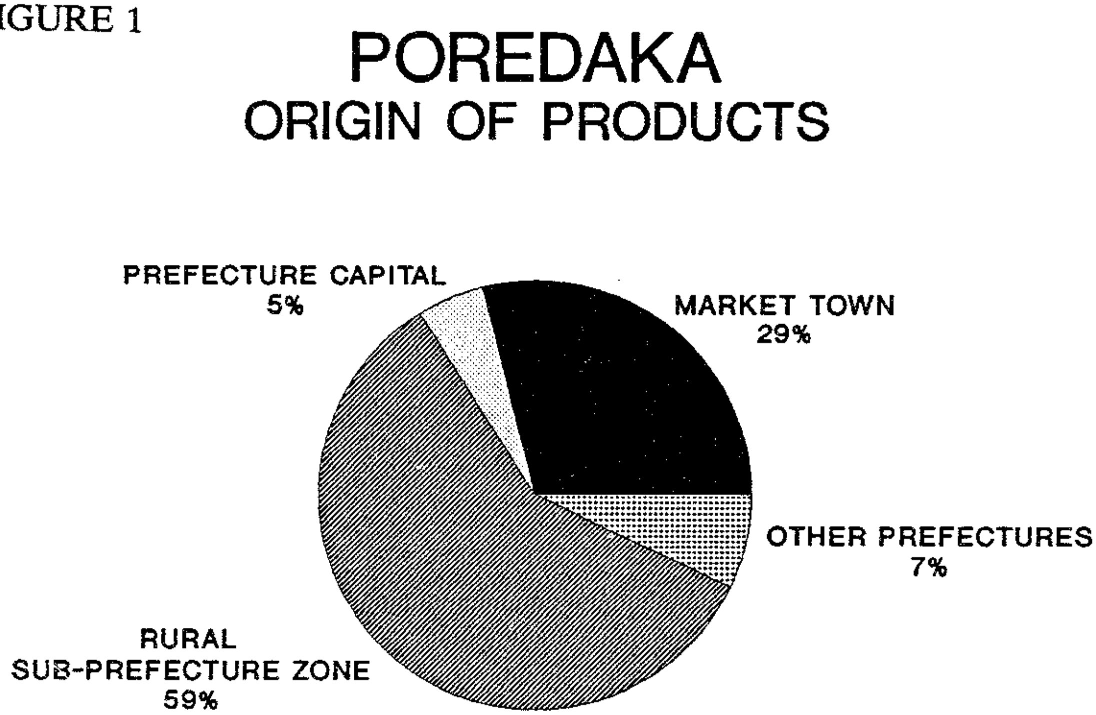
Feeder markets are the first point-of-sale for agricultural produce. Dynamic feeder markets are found in agriculturally productive zones and are relatively accessible, although the agricultural zone nearby is usually more remote. In this setting, farmers and small-scale traders transport produce from the farm-to-market -- generally by foot. A good share of "subsistence trading" occurs whereby farmers trade produce to buy small quantities of food or manufactured products to meet basic needs. A feeder market basically serves the needs of the local population. The majority of rural-based markets in Guinea fall into this category.

Dynamic feeder markets attract retailer and wholesaler clients who come from outerlying areas such as the capital of the prefecture. In these cases, local produce is bought in large quantities for resale in more urbanized areas. The importance of a feeder market is determined by the agricultural production capacity of the area with a majority of the produce exchanged originating from the market town and its rural hinterland.

A good example of a feeder market included as a survey site is Porédaka which is located in Moyenne Guinée. The town center has a population of 4573 inhabitants, however the market is estimated to draw about 2000 people each Sunday -- the designated market day. The market place is in the center of town and occupies an open air space. Some vendors place merchandise on wooden tables, however the majority sell items placed on mats or fabric on the ground. There are about 10 fixed small businesses which occupy enclosed space. There are not any other stocking facilities available to vendors in Porédaka. The market day is the most economically dynamic day of the week, with little activity occurring at other times.

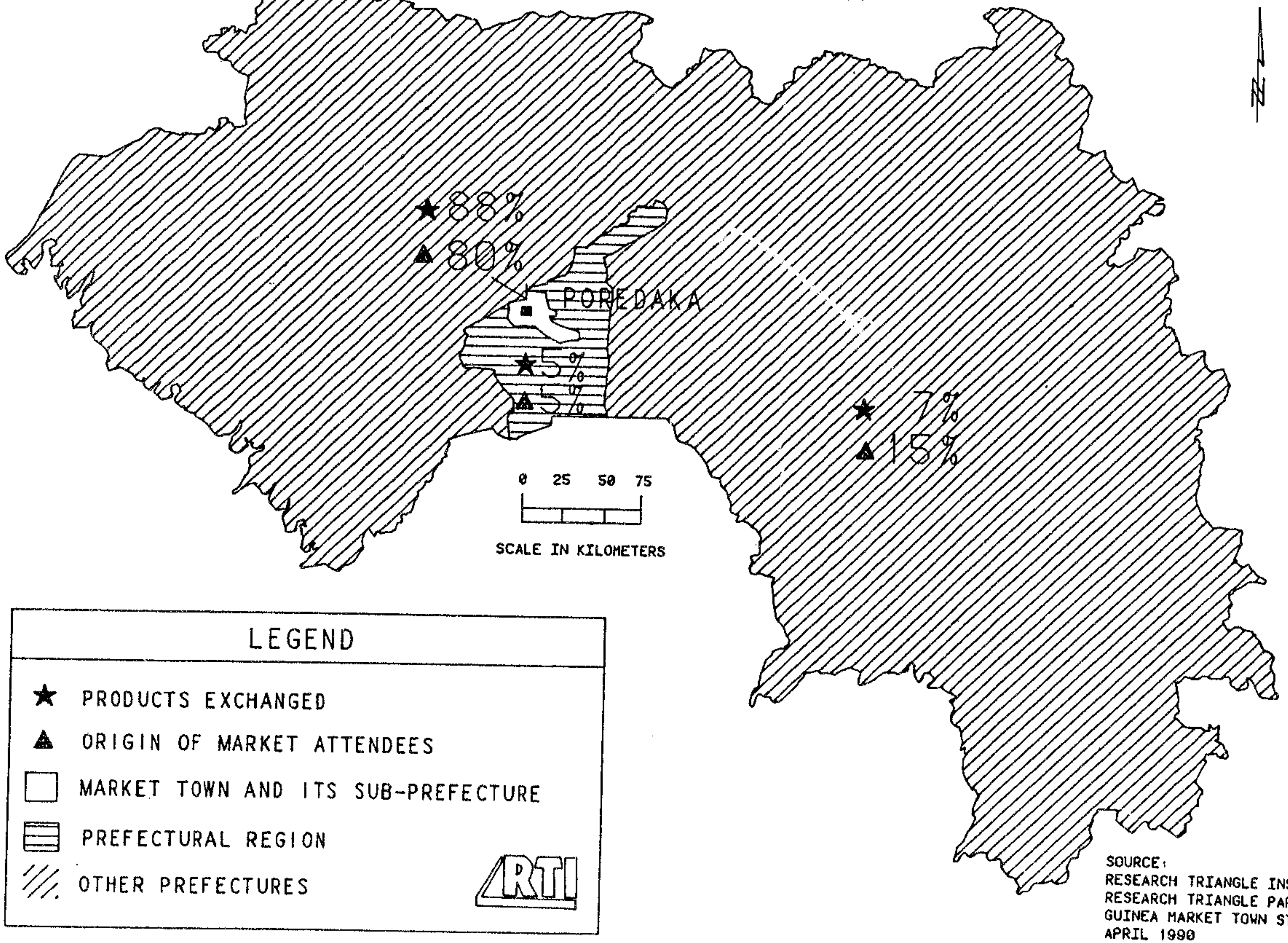
Map 5 depicts the origin of products and market attendees in Porédaka. It shows that the majority of products exchanged (88%) and the market attendees (80%) originate from the market town itself and its sub-prefecture (or rural environs). Figure 1 shows in greater detail the origin of products found in the market.

FIGURE 1



FEEDER MARKET
EXAMPLE: POREDAKA

MAP 5



SOURCE:
RESEARCH TRIANGLE INSTITUTE
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GUINEA MARKET TOWN STUDY
APRIL 1990

Figure 2 details the residence of market attendees. Concerning types of products sold in Porédaka, Figure 3 indicates that 93% of all products exchanged are of an agricultural base, demonstrating the driving force behind this market.

FIGURE 2

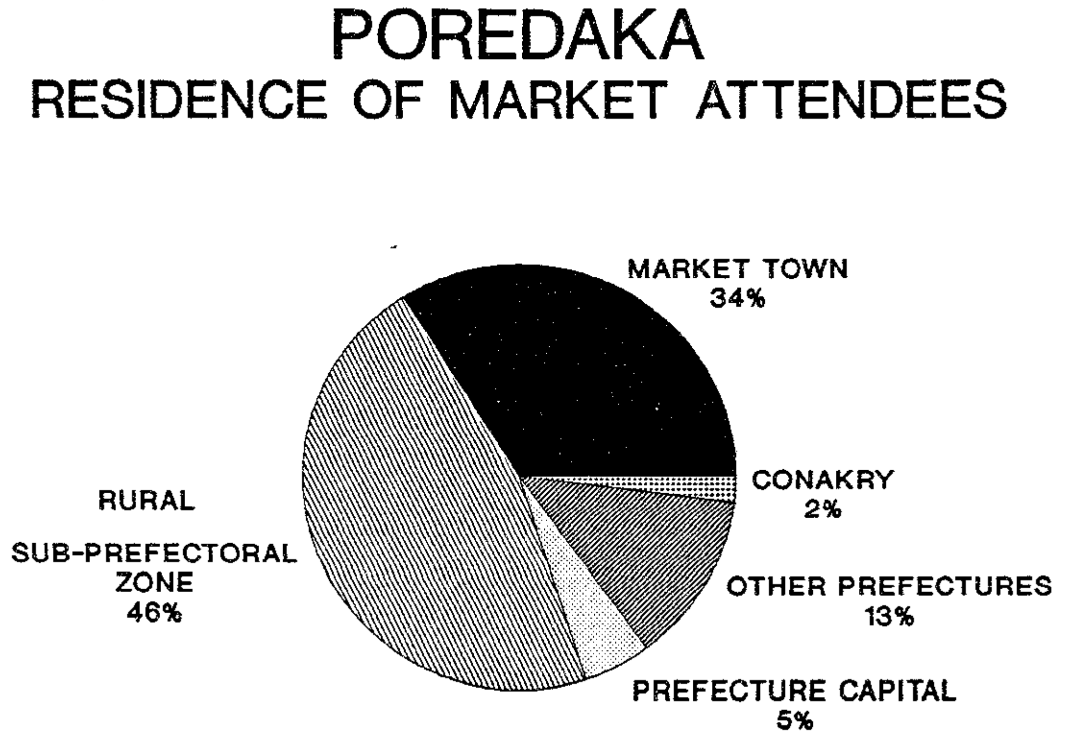
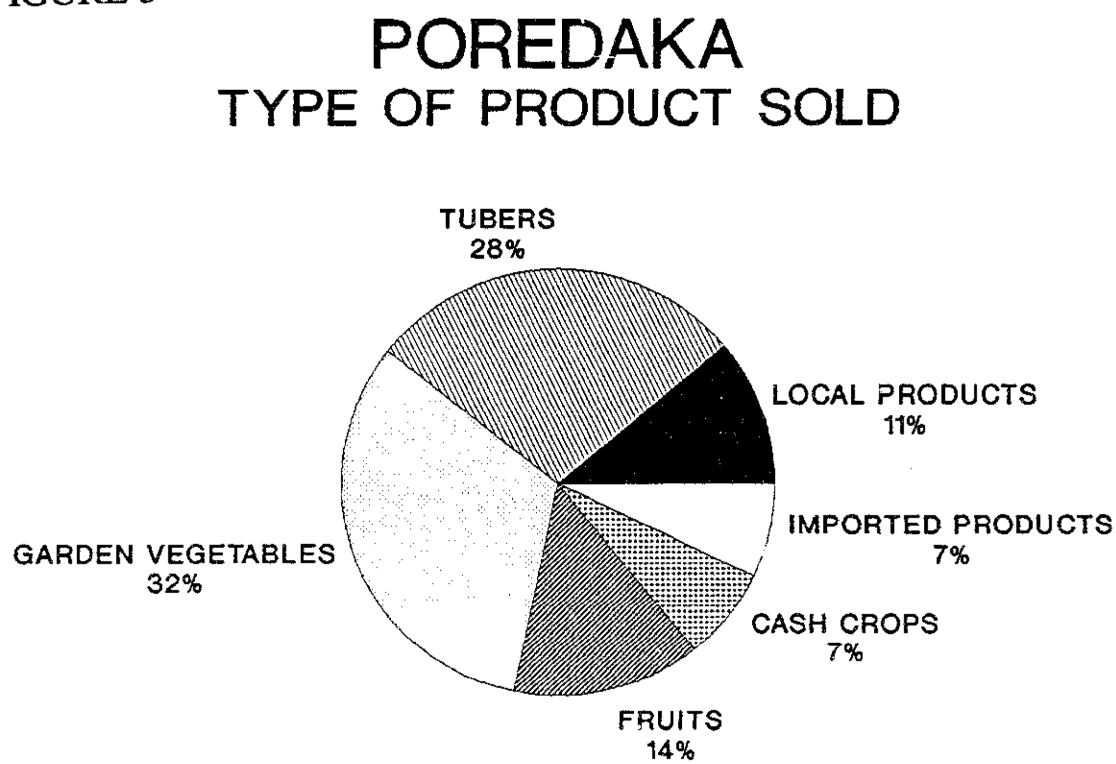


FIGURE 3



Of importance in evaluating the role of a market town are the public services and types of infrastructure offered by the municipality. Table 2 is an inventory of public services existing in Porédaka. Various functions are enumerated in the left hand column. Those functions present are numbered (by quantity). A quality assessment (made by the local population) of the condition of those functions is also indicated in the three right hand columns.

The town of Porédaka hosts a total of 5 out of 31 public services and infrastructural items included in the inventory. The inventory is most interesting in that it reveals a severe dearth of services which encourage, facilitate, and undergird agricultural development. Given the highly productive zone, this result shows a lack of agriculture-related services, which may constrain economic growth.

Farmers and small businesses owners were asked to list the types of services and infrastructure deficient in their market town. The following list was compiled based on deficiencies in feeder towns which are reported to most seriously impede individual's economic growth.

FEEDER MARKETS
TYPE OF INFRASTRUCTURE/SERVICES NEEDED

- *Agricultural Extension*
- *Agricultural Cooperatives*
- *Grain Processing*
- *Access to Credit*
- *Farm to Market Roads in Good Condition*
- *Livestock Extension/Veterinarian*
- *Women's Cooperatives*
- *Dispensary*
- *Produce Stocking Facilities*

In assessing the type of services needed in a feeder market, an inventory should first be undertaken to pinpoint inadequacies. In general, investments should be targeted toward improving agricultural development, with priorities devoted to cooperative development, establishing channels of small-scale credit, installation of grain processing equipment, and improvement of farm-to-market roads.

TABLE 2 INVENTORY OF COMMUNITY SERVICES

VILLE: POREDAKA

FUNCTIONS	QUANTITY	CONDITION		
		BAD	PASSABLE	GOOD
EDUCATIONAL SERVICE				
PRIMARY SCHOOL	3		X	
COLLEGE	1		X	
TECHNICAL SCHOOL				
ARAB SCHOOL	1		X	
MEDICAL SERVICE				
HOSPITAL				
DISPENSARY	1			X
PHARMACY				
RURAL DISPENSARY				
ADMINISTRATIVE SERVICE				
POLICE STATION				
FIRE STATION				
GRAIN MILLERY				
VETERINARIAN				
WOMEN'S COOPERATIVE				
AGRICULTURAL COOPERATIVE				
SOCIAL AFFAIRS				
POST OFFICE				
YOUTH CENTER				
REST HOUSES				
SPORTS FIELD				
TAXI STATION				
AGRICULTURAL EXTENSION				
LIVESTOCK				
INFRASTRUCTURE				
PUBLIC TELEPHONE				
ELECTRICITY				
DRINKING WATER				
RUNNING WATER				
DRAINAGE SYSTEM				
GARBAGE TRUCK				
GARBAGE DISPOSAL				
SOCIAL				
CHURCH				
MOSQUE	1			
TOTAL FUNCTIONS	5		3	1

2.2 CLASSIFICATION II: TRANSIT MARKETS

TRANSIT MARKETS: IDENTIFYING CHARACTERISTICS

- *Located along principal roads and axes*
- *An important part of products exchanged come from other prefectures/regions besides that of the market town*
- *An important part of market attendees come from other prefectures/regions besides that of the market town*
- *Retailing activity is very high and products are bought and sold in larger quantity, often for resale*

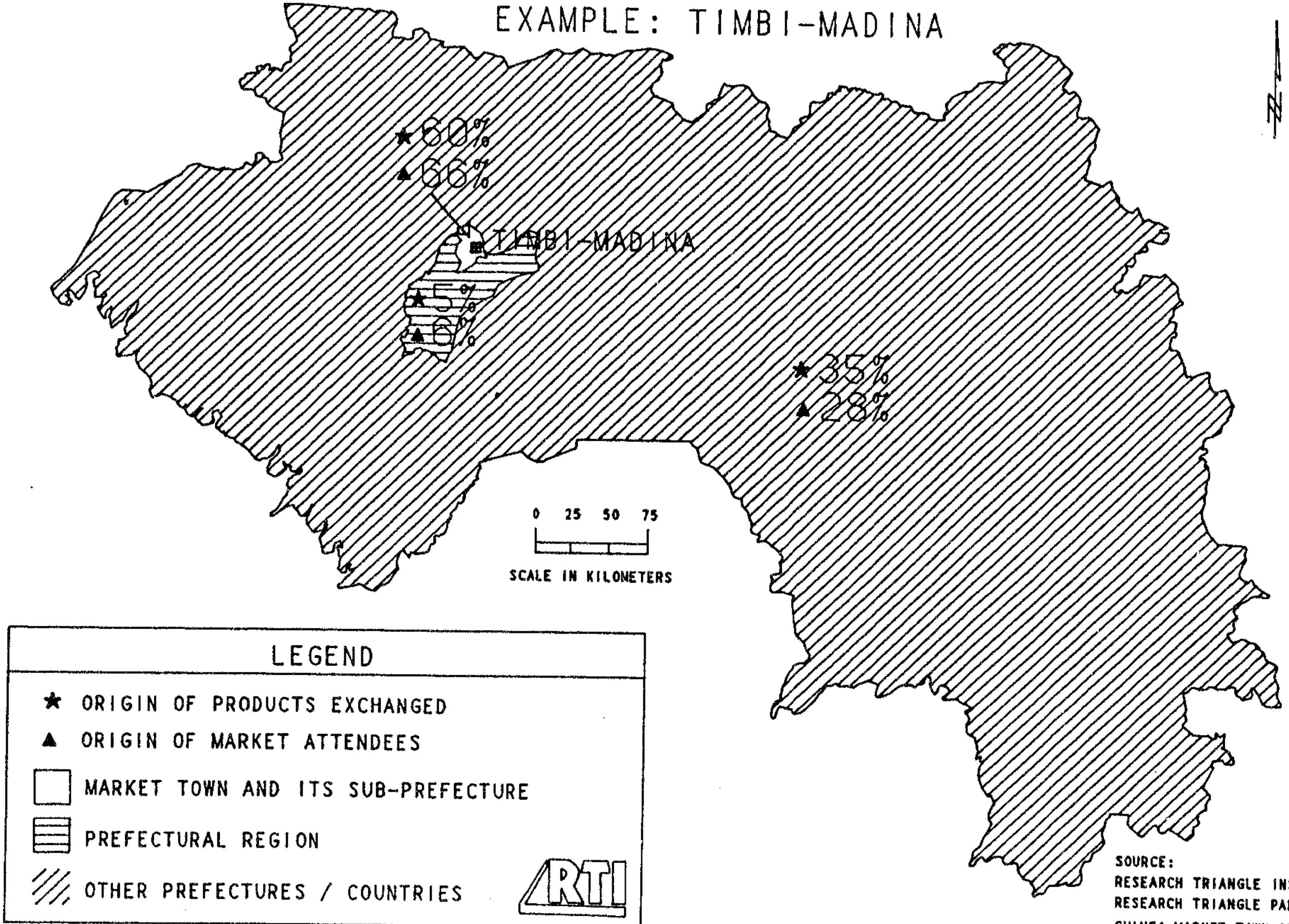
This intermediary level market serves as an accumulation and redistribution center for both agricultural and manufactured products. Transit markets have a broader regional influence than feeder markets; often serving as a crossroads trading post. The basic criteria in identifying a transit market is that at least 25% of the products sold in the market center originate from other prefectures or regions, and that at least 25% of those attending the market reside in other prefectures or regions. Transit markets offer trading opportunities to those who wish to buy in larger quantities or to those who cannot assume the cost of going directly to the feeder markets to buy goods. Characteristically, transit markets offer accessibility and more developed infrastructure, which should include, at a minimum, stocking facilities. Ideally, transit markets should offer electricity, telecommunications facilities, and potable water, although this is not always the case. Examples of transit markets in Guinea include Kindia, Mamou, Pita, Timbi-Madina, Kissidougou, Faranah, and Yendé-Milimou.

A good example of a transit market included as a survey site is Timbi-Madina which is located in Moyenne Guinée. The sub-prefecture of Timbi-Madina has over 37,000 inhabitants. The marketplace is open-air without a hangar, however, there are small enclosed boutiques and storage facilities encircling the market. It is estimated that as many as 4000 people attend this market on its primary market day, which is Sunday.

Map 6 depicts the origin of products traded and residence of market attendees at the Timbi-Madina market. The map shows that a significant amount of products exchanged (35%) and the market attendees (28%) originate from prefectures/regions outside of the market town and its prefecture. Figure 4 shows in greater detail the origin of products found in the market. Figure 5 shows the residence of market attendees.

MAP 6

TRANSIT MARKET
EXAMPLE: TIMBI-MADINA



SOURCE:
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APRIL, 1990

Of additional interest is the type of products sold in the market place. Figure No. 6 shows that 62% of all products found in the Timbi-Madina market are of an agricultural base. This amount is less than that of a feeder market, however is still significant as to indicate a strong agricultural economy: a factor which most likely undergirds the success of this market in addition to other attractive elements.

Imported products account for 38% of items traded. Figure 4 "Origin of Products" sold shows that 18% of items come from other countries. In this case, many products are channeled in through Senegal. Given Timbi-Madina's proximity to the Senegalese border, the market provides a trading spot for exchange between the two countries.

In Timbi-Madina, an inventory of public services offered to the community shows a higher level of services provided than seen in Porédaka. Timbi-Madina also benefits from its status as a decentralized Rural Development Community (CRD). Table 3 shows the results of the inventory.

The town offers 19 of the 31 community functions inventoried, which demonstrates a higher ability to meet the needs of the population. However, of great concern is a non-functional electrical system, which prevents Timbi-Madina from having access to refrigeration and electricity necessary to fulfill its potential role in the region.

FIGURE 4

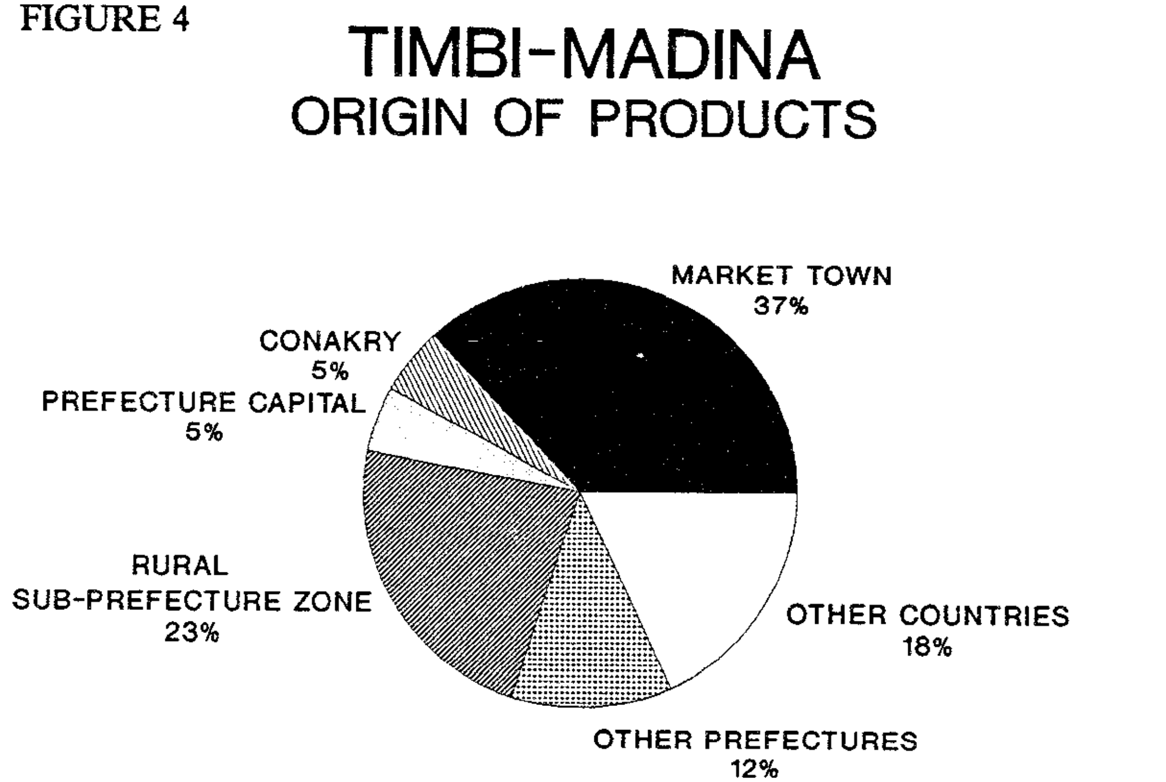


FIGURE 5

TIMBI-MADINA
RESIDENCE OF MARKET ATTENDEES

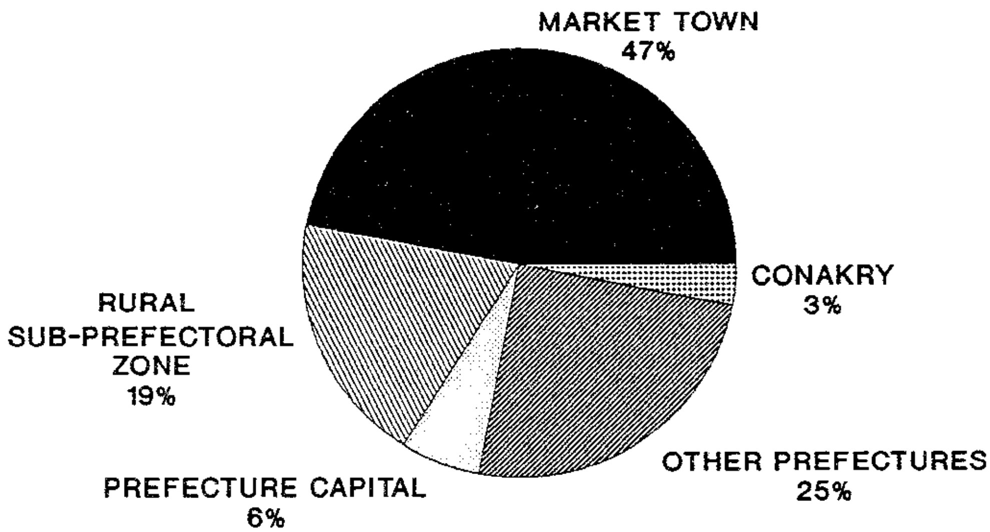


FIGURE 6

TIMBI-MADINA
TYPE OF PRODUCT SOLD

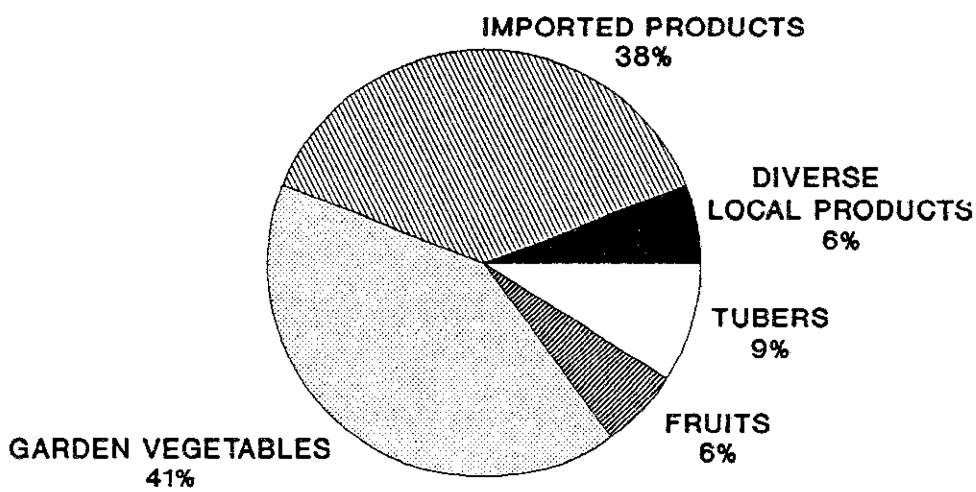


TABLE 3 INVENTORY OF COMMUNITY SERVICES

VILLE: TIMBI-MADINA

FUNCTIONS	QUANTITY	CONDITION: BAD	PASSABLE	GOOD
EDUCATIONAL SERVICE				
PRIMARY SCHOOL	5		X	
SECONDARY SCHOOL	1		X	
TECHNICAL SCHOOL				
ARAB SCHOOL				
MEDICAL SERVICE				
HEALTH CENTER	1			X
DISPENSARY				
PHARMACY (PRIVATE)	1		X	
RURAL DISPENSARY				
ADMINISTRATIVE SERVICE				
POLICE STATION	1		X	
FIRE STATION				
GRAIN MILLERY	1		X	
VETERINARIAN	1		X	
WOMEN'S COOPERATIVE	1			
AGRICULTURAL COOPERATIVE				
SOCIAL AFFAIRS	1		X	
POST OFFICE	1		X	
YOUTH CENTER	1		X	
REST HOUSES	1		X	
SPORTS FIELD	1		X	
TAXI STATION	1	X		
AGRICULTURAL EXTENSION	1			X
LIVESTOCK	1		X	
INFRASTRUCTURE				
PUBLIC TELEPHONE				
ELECTRICITY	1	X		
DRINKING WATER	1			X
RUNNING WATER				
DRAINAGE SYSTEM				
GARBAGE TRUCK				
GARBAGE DISPOSAL				
SOCIAL				
CHURCH				
MOSQUE	10			X
TOTAL FUNCTIONS	19	2	12	4

Those involved in various economic activities interviewed in transit markets were asked to identify the services and types of infrastructure deficient in their market town. The following list was compiled based on deficiencies in transit market towns which are reported to most seriously impede individual's economic growth.

TRANSIT MARKETS
TYPE OF INFRASTRUCTURE/SERVICES NEEDED

- *Electricity*
- *Potable Water*
- *Telephone*
- *Access to Credit*
- *Spare Parts*
- *Gas Station/Gas Pump*
- *Enclosed Boutiques/Kiosks*
- *Covered Market/Hangar*
- *Stocking Facilities*
- *Taxi Station*

As stated earlier, an inventory of services/infrastructure should be carried out to identify specific inadequacies in a market town. It can be observed however, that in transit towns, investments are generally needed which encourage the agro-processing and commercial sectors. Of highest priority should be: credit programs, gas station and gas pump infrastructure, enclosed boutiques, and stocking facilities. Additionally, basic infrastructure such as electricity, telephone, and potable water is still lacking throughout Guinean transit markets.

2.3 CLASSIFICATION III: BORDER MARKETS

BORDER MARKETS: IDENTIFYING CHARACTERISTICS

- *Close to national borders*
- *Regional economic capitals*
- *Situated along principal road routes*
- *An important part of market attendees come from other prefectures/regions besides that of the market town*
- *An important part of products exchanged in the market come from other countries*

Border markets are important national-level or regional-level markets which serve as either ports-of-entry or important points of distribution for manufactured goods. At least 30% of all products exchanged in border markets originate from other countries. Trading of the greatest magnitude is carried out by wholesalers and larger-scale retailers. Examples of Guinean border markets include Conakry, the primary port-of-entry; Guéckédou, which serves as a major port-of-entry for Asian products entering via Liberia; and N'Zérékoré and Sinko which serve as entry points for items from Côte d'Ivoire. Other Guinean border markets include Boké, Labé, Kankan, and Macenta.

Guéckédou is now considered to be the most important market in Guinea outside of the capital. Guéckédou is located in the tropical region of Guinée Forestière. The city has a population of 22,021 and the prefectoral total is 149,828. Guéckédou benefits from its proximity to the Liberian border. The duty-free port in Monrovia provides a conduit through which pass massive quantities of imported Asian products. The goods are transported by truck to Guéckédou via two routes. The first is via the port at Kessani at the Makona River (which is about 10 kms south of Guéckédou). This route is most direct, but not without difficulties; without a bridge across the River Makona, products are carried by small canoes or most typically by porters who traverse the river by foot with enormous loads. During the rainy season, the river is too high to manoeuver products without great loss. The second-preferred route then is via Macenta, which is less direct for transporters, but is passable by road at all seasons.

The actual marketplace in central Guéckédou was originally built over 30 years ago for 300 market vendors. Today, local officials estimate that approximately 6000 vendors are present in Guéckédou on market day which has been officially designated as Wednesday. This includes about 2000 fixed vendors who set up stands along the city streets and about 4000 roaming vendors. Market attendees travel to Guéckédou from all corners of Guinea for market day.

Map 7 depicts the origin of products exchanged and the residence of market attendees in Guéckédou. The map shows that a significant amount of products exchanged (36%) come from either Liberia or Sierra Leone, with the vast majority from Liberia. Respondents indicated that 47% of the products come from Guéckédou and its prefecture (see Figure 7 for detailed breakdown). Based on identification of the products being sold, it is safe to assume that some of that amount comes also from Liberia, and it is traded in Guéckédou, therefore, identified as originating in Guéckédou by the respondent. As such, it is estimated that about 50% of products exchanged in Guéckédou come from other countries. Figure 8 which shows the types of products sold in Guéckédou reinforces that assumption with 49% allocated to imported products.

Also of interest is the fact that 26% of market attendees reside in prefectures outside of Guéckédou (Figure 9), indicating that over one-quarter come from other regions to buy in Guéckédou and most likely resell elsewhere. Attendees from other countries total 7%, which represents those from Côte d'Ivoire, Sierra Leone, and Liberia.

BORDER MARKET
EXAMPLE: GUECKEDOU

MAP 7

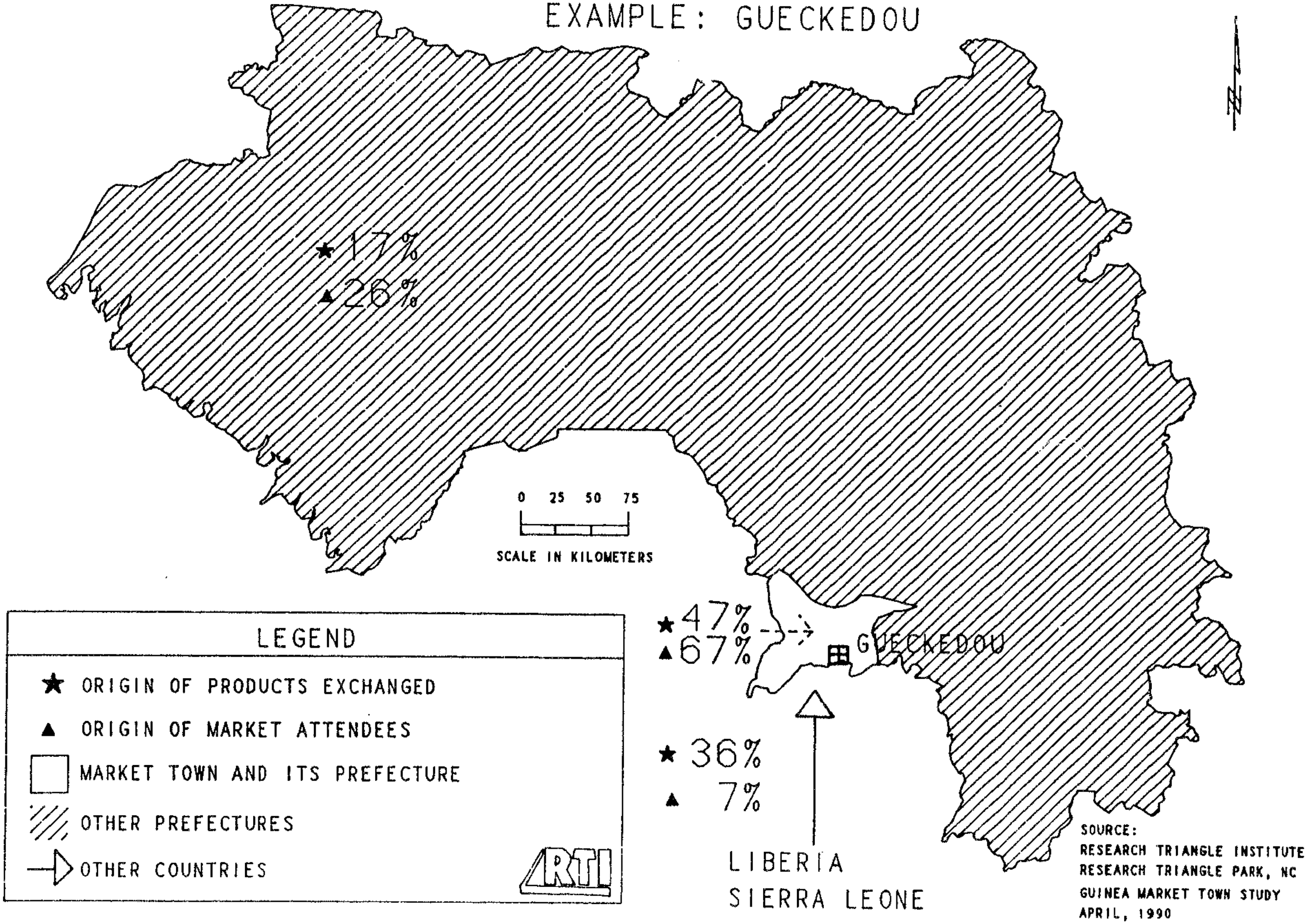


FIGURE 7

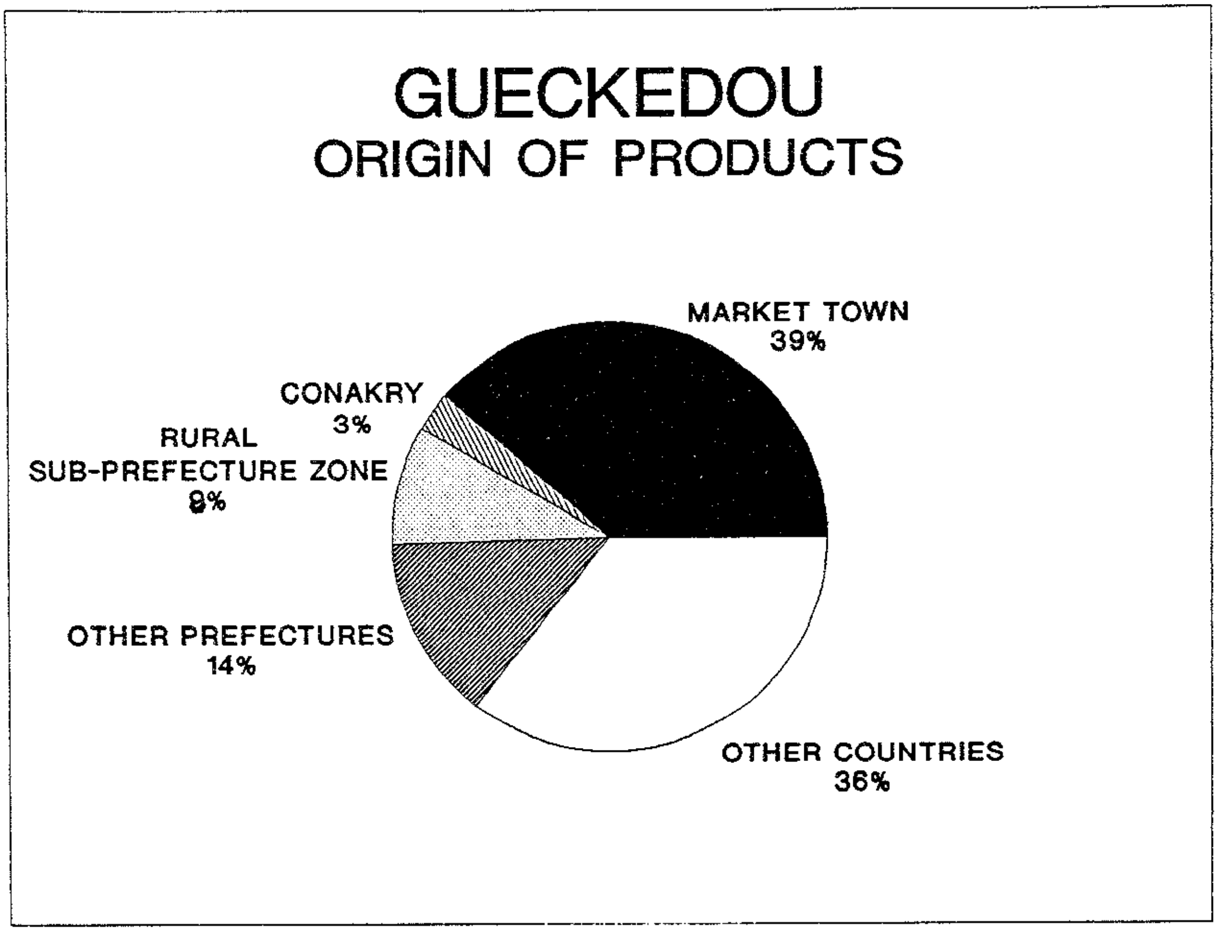


FIGURE 8

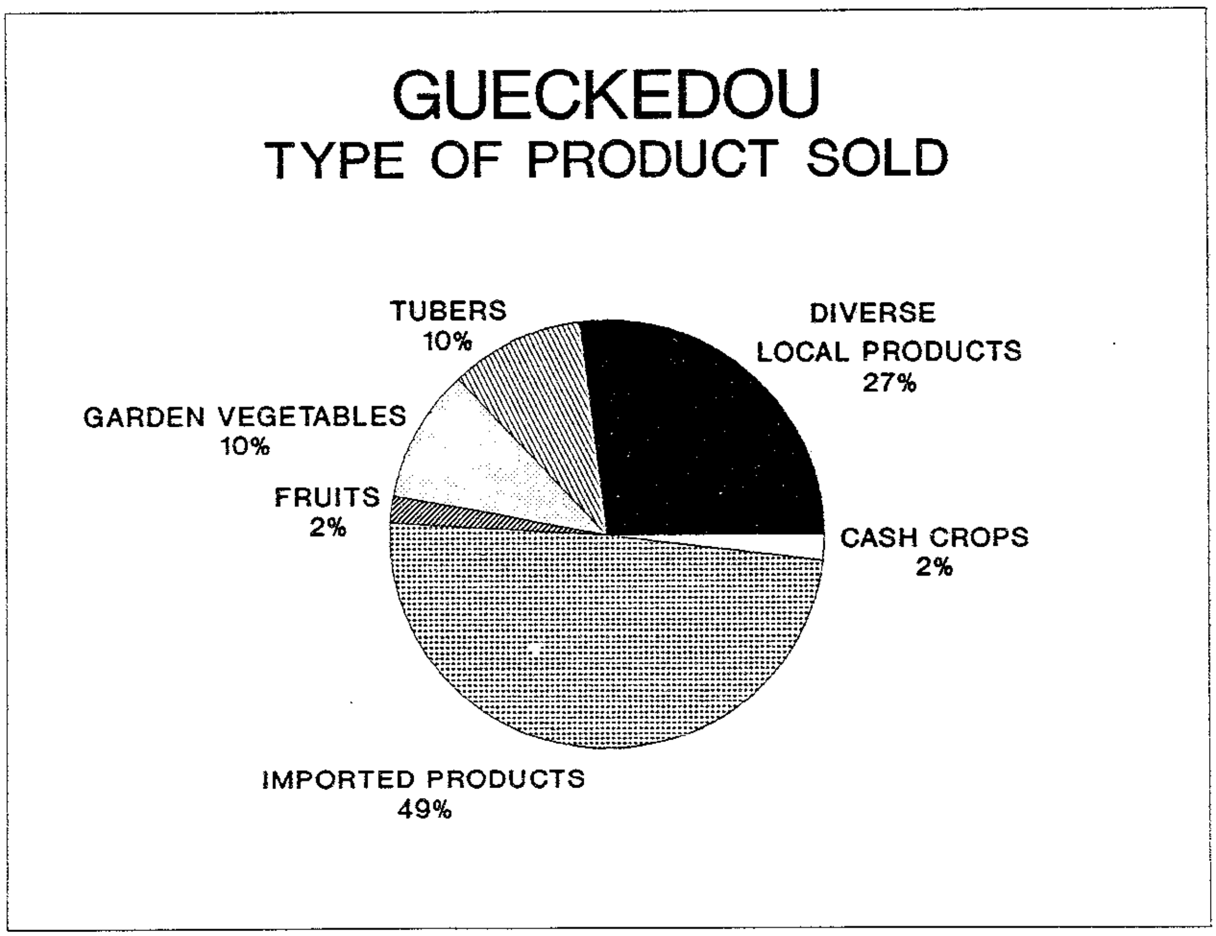
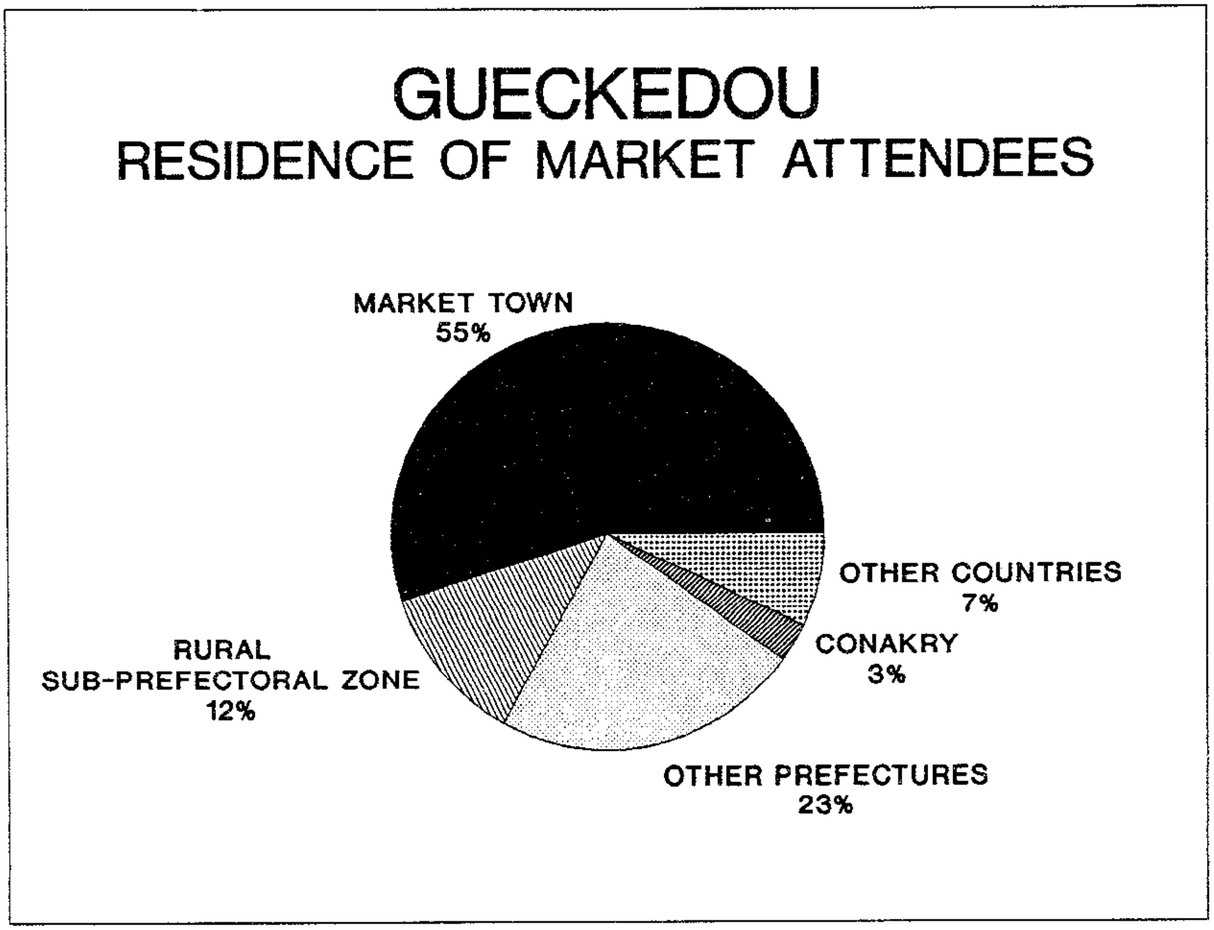


Figure 9 reveals in greater detail the residence of market attendees.

FIGURE 9



An inventory of public services/infrastructure offered to the community reveals much greater access to modern facilities than seen in the previous two market towns. The inventory reveals 29 of the 31 functions recorded. Table 4 shows the results of the inventory.

Despite greater access to modern facilities, local residents and traders are impeded by a lack of regular electricity and a poorly functioning telephone system. Merchants and commercial representatives interviewed in Guéckédou identified deficiencies which inhibit economic growth. This following is a list of deficiencies reported to most seriously inhibit growth:

TABLE 4 INVENTORY OF COMMUNITY SERVICES

MARKET TOWN: GUECKEDOU

FUNCTIONS	QUANTITY	CONDITION BAD	CONDITION PASSABLE	CONDITION GOOD
EDUCATIONAL SERVICE				
PRIMARY SCHOOL	14			
SECONDARY SCHOOL	1			
TECHNICAL SCHOOL	1			
ARAB SCHOOL	1			
MEDICAL SERVICE				
HEALTH CENTER	1			
DISPENSARY	1			
PHARMACY	1			X
RURAL DISPENSARY	1			
ADMINISTRATIVE SERVICE				
POLICE STATION	1			X
FIRE STATION	1			
GRAIN MILLERY	1			
VETERINARIAN	1			X
WOMEN'S COOPERATIVE	1			X
AGRICULTURAL COOPERATIVE				
SOCIAL AFFAIRS	1		X	
POST OFFICE	1		X	
YOUTH CENTER	1			X
REST HOUSES	1			X
SPORTS FIELD	1			X
TAXI STATION	1		X	
AGRICULTURAL EXTENSION	1			X
LIVESTOCK	1			X
INFRASTRUCTURE				
PUBLIC TELEPHONE	1	X		
ELECTRICITY	1	X		
POTABLE WATER	1			X
RUNNING WATER	1		X	
DRAINAGE SYSTEM				
GARBAGE TRUCK	1			X
GARBAGE DISPOSAL	1			X
SOCIAL				
CHURCH	1			
MOSQUE	1			X
TOTAL FUNCTIONS	29	2	4	13

BORDER MARKETS
TYPE OF INFRASTRUCTURE/SERVICES NEEDED

- *Electricity*
- *Running Water*
- *Bank*
- *Restaurants*
- *Spare Parts*
- *Taxi Station*
- *Access to Credit*
- *Telecommunications: Telex, Fax, Phone*
- *Gas Stations with Pumps*
- *Guest Houses/Hotels*
- *Warehouses/Stocking Facilities*
- *Enclosed Boutiques/Kiosks*
- *Covered Market with Modern Facilities*

While many pressing needs exist in larger towns, investments which aim to improve the economic dynamism of these towns should be targeted toward commerce. Access to credit programming and the provision of market facilities remain high priorities. Specifically, covered and/or enclosed stocking facilities are essential.

2.4 CLASSIFICATION CONCLUSION

It is important to point out that the percentages used to establish categories used to distinguish between the market classifications do not, in and of themselves, identify or classify a market. A combination of characteristics must be considered as described in the set of identifying characteristics. The percentages should only assist in determining the agricultural productivity, primary linkages, and relative "attractiveness" (of a zone) on a regional and national level.

The primary purpose of this classification is to assist those making development decisions to more easily identify the functions of a particular market town. Once the primary role of a market town is established, more appropriate assessments of infrastructure and service deficiencies can be made. In turn, investment responses can be more keenly targeted toward the longer-term role the market town can play in regional and national development.

3.0 ECONOMIC AND SOCIAL LINKAGES

One important objective of this study is to delineate the various types and patterns of economic and social linkages between market towns. The study found a very high degree of interaction and interdependent relationships between the rural settings and nearby urban centers. Map 8 entitled "National Economic Relationships," shows linkages identified during field work. The bold lines show the origin of products which were sold in market towns surveyed. The dashed lines represent the routes via which products pass en route to the final destination. This section delves more deeply into these relationships and presents the findings of a series of linkage analyses which include: (1) demographic linkages, (2) commercialization networks (types and networks of products); (3) transportation networks; and (4) market networks.

3.1 DEMOGRAPHIC LINKAGES ASSOCIATED WITH COMMERCIAL ACTIVITIES

3.1.1 Residence of Market Attendees

An insight into the residence of market attendees offers an understanding of the dynamics at play in any given market. If the attendees are primarily from the market town or its immediate zone, we know that the market has a very provincial influence. If, however, a fair percent of attendees travel from outside the nearby zone, or from other regions of the country, that market has something "economically attractive" to others. The residence of market attendees serves the purpose of providing one link into understanding the role the market plays within a region or country.

In order to trace the residence of people attending markets, 656 interviewees were asked their place of residence. Table 5 shows that on a national average, 52% of market attendees came from the market town being surveyed at the time, 20% residing in the surrounding sub-prefecture, 11% residing in the capital of the prefecture, 15% residing in other prefectures, and small percentages residing in either Conakry or other countries.

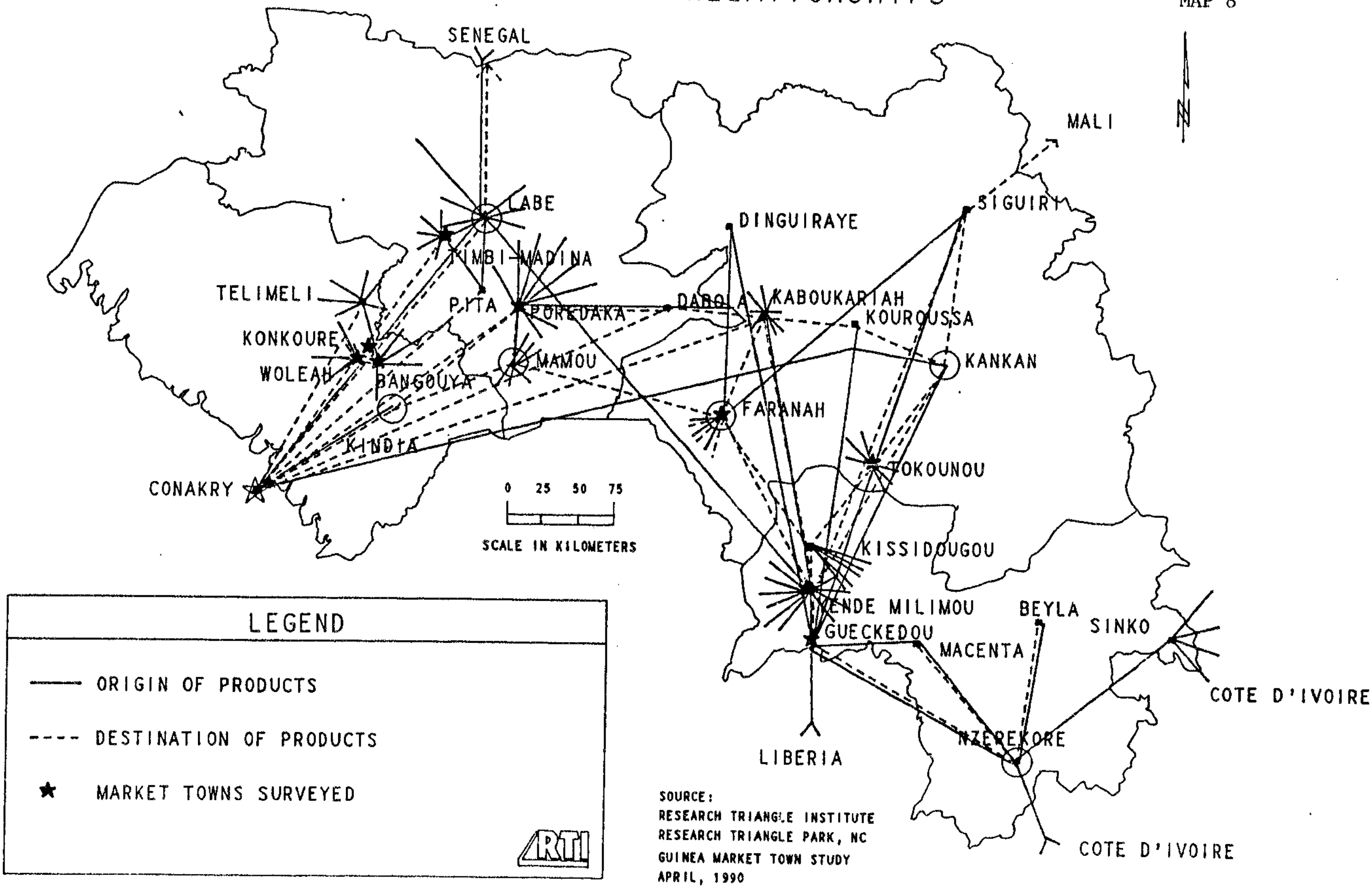
Of particular interest here are very specific figures which lend insight into the market. For example, the following towns attract a significant percent of people from outside the prefecture in which the market town is found: Guéckédou (33%), Yendé-Milimou (31%), Tokounou (31%), Timbi-Madina (28%) and Porédaka (17%).

This indicates that these markets serve a much broader population than the market's immediate population. The products available in these areas are in high demand and people are willing to travel greater distances to obtain them and most likely, to buy in large quantities for resale in other towns and regions.

On the other hand, note that in Bangouya, a total of 98% of the market attendees reside within the region of the prefecture. Sixty-four percent reside in Bangouya itself with 32%

NATIONAL ECONOMIC RELATIONSHIPS

MAP 8



residing in the capital of the prefecture, Kindia. In this case, those residing in Kindia buy large quantities of agricultural produce and in turn resell in Kindia to local consumers and vendors from Conakry. In Woléah, 28% of market attendees reside exclusively in Kindia. Located in agriculturally rich zones, it is evident that these two markets play an important regional role as feeder markets in the provision of foodstuffs to the larger nearby urban population.

TABLE 5. RESIDENCE OF MARKET ATTENDEES
(in percentages)

MARKET	MARKET TOWN	RURAL * SP ZONE	PREFEC-TURE CAPITAL	CONAKRY	OTHER PREFEC-TURES	OTHER COUNTRIES	
BANGOUYA	64	2	32	2	0	0	100%
WOLEAH	50	17	28	0	6	0	100%
KONKOURE	39	35	18	3	6	0	100%
TIMBI-MADINA	47	19	6	3	25	0	100%
POREDAKA	33	46	5	2	15	0	100%
TOKOUNOU	44	21	5	2	28	1	100%
FARANAH (1)	81	19	0	0	0	0	100%
YENDE-MILIMOU	54	7	8	0	31	0	100%
GUECKEDOU (1)	55	12	0	3	23	7	100%
NATIONAL AVERAGE	52	20	11	2	15	0	100%

* Rural Sub-Prefecture Zone
(1) The prefecture capital of these towns is also the market town.

3.1.2 Native Origin of Market Attendees

A look at the native origin (or birthplace, so as not to confuse with residential origin) of market attendees offers some insight into the mobility of the population. Table 6, which is based on the responses of 160 evenly distributed interviewees shows the origin of the market attendee in relation to the market town. Of note is the high percent of respondents in Bangouya stating the town as their native village (79%), suggesting a stable local population. Conversely, people attending markets in Faranah, Tokounou, and Yendé-Milimou report (in percentages of 68%, 68%, and 78% respectively) their origins in prefectures other than that of the market town. This implies a greater state of flux and mobility amongst those congregating at these market sites.

TABLE 6. NATIVE ORIGIN (BIRTH PLACE) OF MARKET ATTENDEES (in percentages)

MARKET	MARKET TOWN	RURAL * SP ZONE	PREFEC-TURE CAPITAL	CONAKRY	OTHER PREFEC-TURES	OTHER COUNTRIES	
BANGOUYA	79	14	7	0	0	0	100%
WOLEAH	75	0	0	0	25	0	100%
KONKOURE	40	40	0	0	20	0	100%
TIMBI-MADINA	56	24	4	4	12	0	100%
POREDAKA	62	7	7	0	24	0	100%
TOKOUNOU	22	3	3	0	68	5	100%
FARANAH (1)	32	0	0	0	68	0	100%
YENDE-MILIMOU	7	0	15	0	78	0	100%
NATIONAL AVERAGE	46	11	5	1	36	1	100%

3.1.3 Principal Activity of Market Attendees

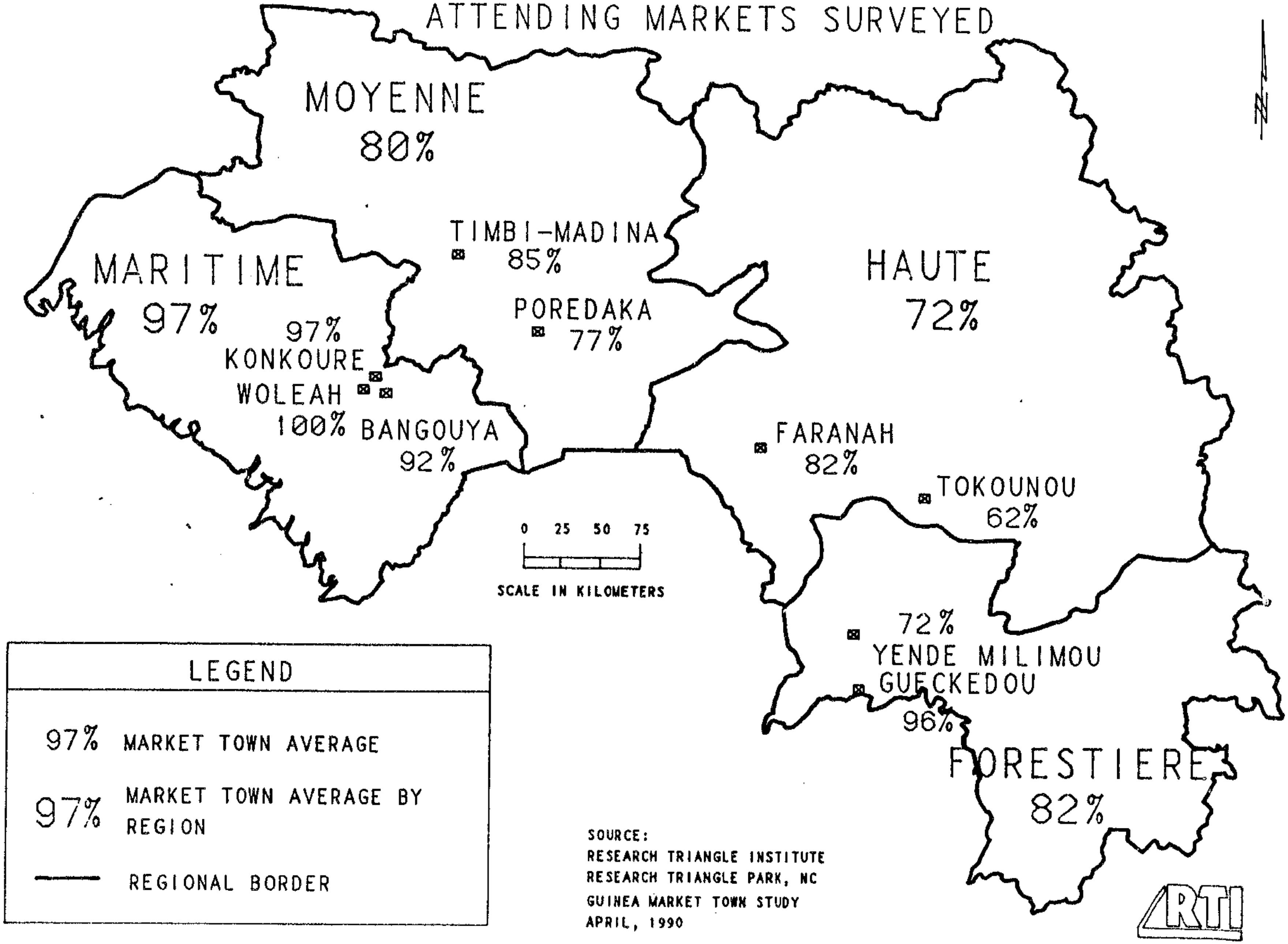
Map 9 "Percent of Traders (vs. Consumers) Attending Markets Surveyed," shows the percent of market attendees stating their primary purpose at the market as buying goods for resale elsewhere. This finding is based on 270 evenly distributed responses. The results indicate that the market place serves as an extremely important employment generator in the town and perhaps, even the region. Very high trader vs. consumer percentages may suggest a dearth of employment opportunities outside the market place. This may be the case particularly in Woléah, Konkouré, and Bangouya. Lower percentages suggest less dependance on the market for opportunity to earn cash.

3.2 THE COMMERCIALIZATION PROCESS

This section will cover the types of products flowing through Guinean markets as well as their origin and distribution networks. The study found 3 main commercialization channels through which products pass en route to consumers. The channels vary depending on the type of product, categorized as either (1) Imported/Locally Manufactured Products; (2) Agricultural Products; and (3) Livestock Products. Commercialization routes for these three categories are delineated below. Additionally, the impact of liberalization policies on commercialization networks an the informal sector is addressed herein.

MAP 9

PERCENT OF TRADERS (VS. CONSUMERS) ATTENDING MARKETS SURVEYED



3.2.1 Types of Products Found in Guinean Markets

In order to classify the types of products available on the Guinean market, the following primary categories were established:

- Tuber Food Crops (local rice, manioc, fonoi, corn, yam, cola, and taro);
- Garden Vegetables (tomato, piment, eggplant, cabbage, lettuce, and gombo);
- Fruit (bananas, oranges, mangos, pineapple, avocadoes, and palm nut);
- Cash Crops (tobacco, coffee, cocoa, nere, and indigo);
- Diverse Local Products (salt, soap, arts, tools, oils, and smoked fish);
- Imported Products (rice, canned foods, ready-made clothes, shoes, petroleum products, construction material, pharmaceuticals, small electrical appliances); and
- Livestock (cattle, sheep, goats, chickens, and bird game).

3.2.2 Product Distribution Flows

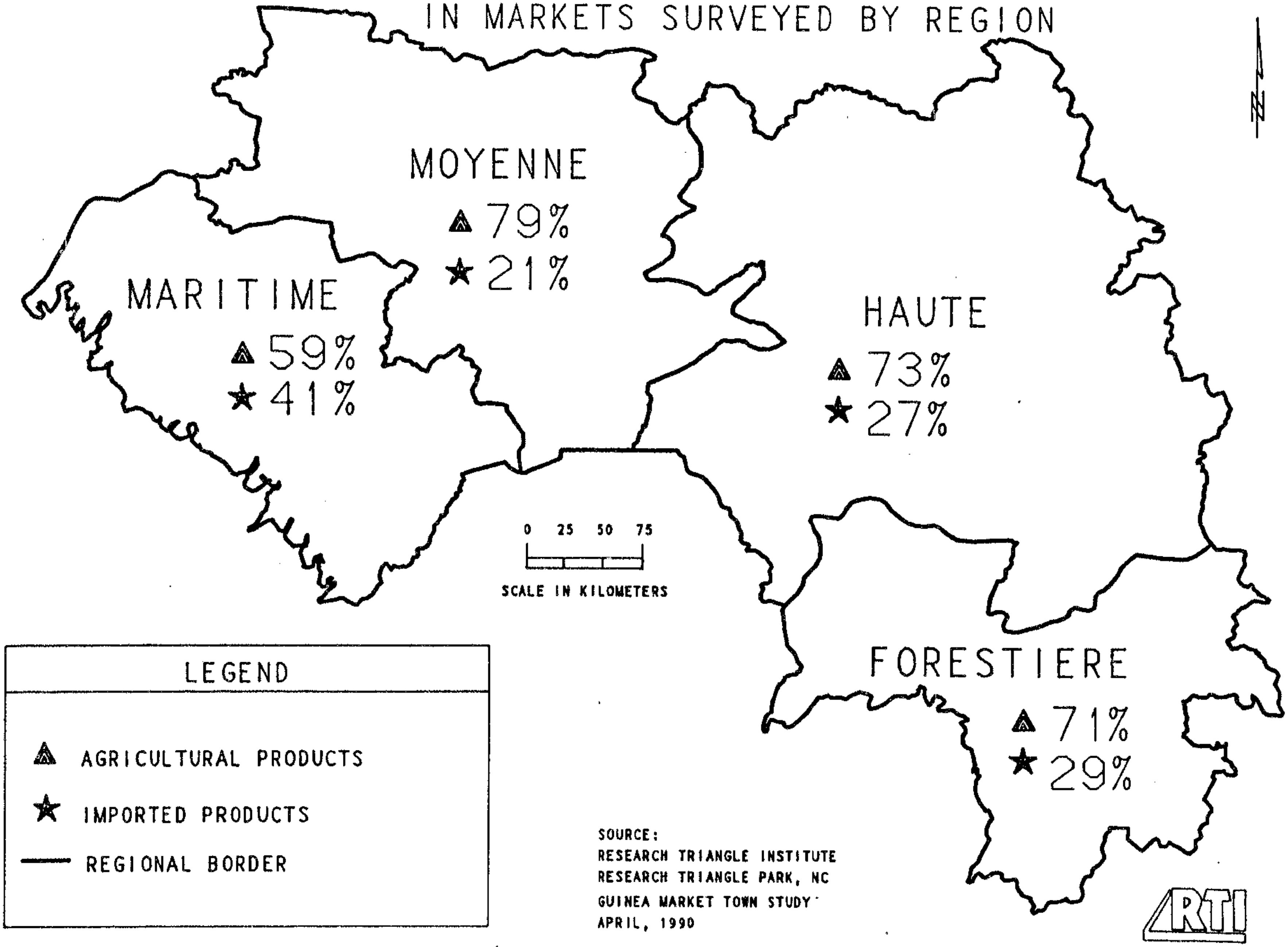
Based on results of 636 evenly distributed responses, this study found that 70% of all products traded in markets surveyed fall under the categories of locally produced agriculture-based products. The remaining 30% are all of an imported nature (see Table 7). Map 10 shows the regional average of the percent of agricultural vs. imported products found in the markets surveyed. This distribution changes from market to market and region to region, depending on the specialization of a market town. Map 11 displays this breakdown by market town surveyed.

TABLE 7. TYPE OF PRODUCT SOLD IN MARKET
(in percentages)

TOWN	DIVERSE LOCAL	TUBERS	VEGE-TABLES	FRUIT	CASH CROPS	IMPORT PRODUCTS	TOTAL
BANGOUYA	28	12	16	1	0	43	100%
WOLEAH	26	12	15	3	0	44	100%
KONKOURE	23	1	28	11	0	37	100%
TIMBI-MADINA	6	9	41	6	0	38	100%
POREDAKA	11	28	32	14	7	7	100%
TOKOUNOU	33	22	18	5	1	21	100%
FARANAH	18	7	33	5	0	37	100%
YENDE-MILIMOU	30	21	11	11	13	14	100%
GUECKEDOU	27	10	10	2	2	49	100%
AVERAGE	23	14	23	7	3	30	100%

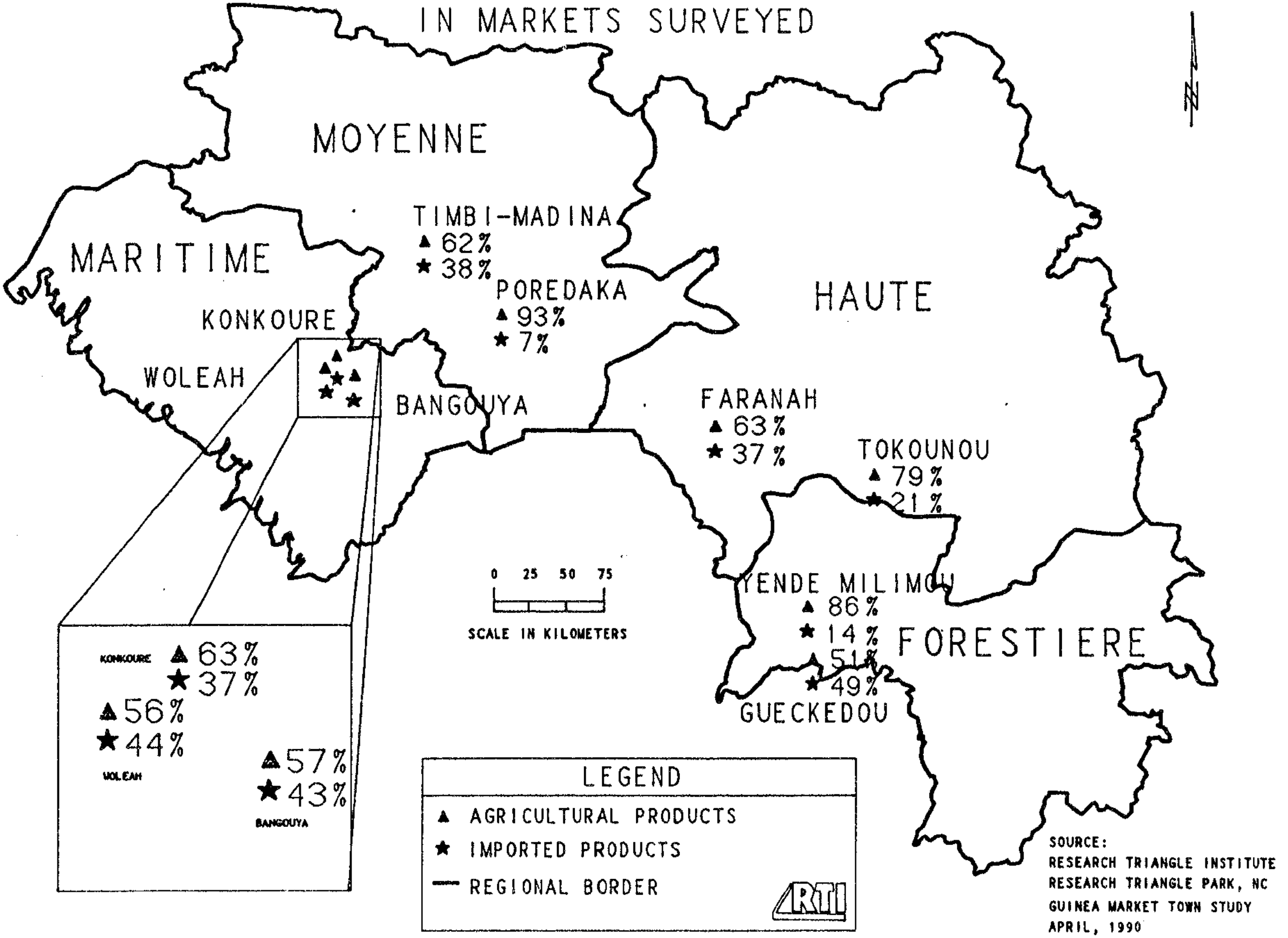
PERCENT OF AGRICULTURAL OR IMPORTED PRODUCTS EXCHANGED IN MARKETS SURVEYED BY REGION

MAP 10



PERCENT OF AGRICULTURAL OR IMPORTED PRODUCTS EXCHANGED IN MARKETS SURVEYED

MAP 11



Note that in Guéckédou, for example, 49% of products traded are of an imported nature. This is due to the vast quantity of items coming in from Liberia at the border. The market has a specialization in imported fabric, with a national reputation as having new products and material (tissus fancy, wax, etc.) of the latest fashion. Guéckédou, therefore, has a specialization in imported products which are channeled in by importers, wholesalers, and larger-scale retailers for resale in Guéckédou and ultimately for distribution throughout the country.

Porédaka and Yendé-Milimou, on the other hand, are major agricultural production zones where up to 93% of all transactions focus on agricultural products. Not surprisingly, these markets also have a healthy percent of people coming from other prefectures around the country to buy produce (see Table 5 "Residence of Market Attendees").

Important market towns gain national reputations as "specialty markets" where a specific item may carry the market. Konkouré is best known as a livestock market, Timbi-Madina provides garden vegetables, Porédaka is an important source of yams and manioc, and Faranah is a local rice producer.

Table 8 presents the origin of the above discussed products. Consistent with other important findings, this table shows that in Porédaka, 59% of products sold at the market come from the rural zone nearby. Another interesting observation is that of Woléah: 44% of products sold in this market originate from the prefecture capital, Kindia. Table 7 (Type of Product) shows that 44% of the products sold in Woléah are of an imported nature. In this case, a definite linkage is established in that traders from Kindia (all trucks bringing people to the Woléah market originate in Kindia) bring imported goods to market, sell them, buy agricultural goods, and return to Kindia to resell them. The Woléah market is an attractive feeder market to rural farmers as it offers an opportunity to buy imported items.

TABLE 8. ORIGIN OF PRODUCTS SOLD
(in percentages)

MARKET	MARKET TOWN	RURAL * SP ZONE	PREFECTURE CAPITAL	CONAKRY	OTHER PREFECTURES	OTHER COUNTRIES	
BANGOUYA	25	36	28	5	0	6	100%
WOLEAH	20	29	44	4	3	0	100%
KONKOURE	47	22	11	10	10	0	100%
TIMBI-MADINA	37	23	5	5	12	18	100%
POREDAKA	29	59	5	1	6	0	100%
TOKOUNOU	40	26	2	10	21	1	100%
FARANAH (1)	66	9	0	7	18	0	100%
YENDE-MILIMOU	43	22	0	8	24	3	100%
GUECKEDOU (1)	39	8	0	3	14	36	100%
NATIONAL AVERAGE	38	26	11	6	12	7	100%

(1) The prefecture capital of these towns is also the market town.

3.2.3 Commercialization Networks

Map 12 "National Commercialization Networks" depicts the primary networks identified during the course of fieldwork. The map shows the market towns included as case studies and the major redistribution centers through which products flow. The five primary axes identified and the predominant products passing along the route are:

(1) Téliméli-Kindia Axis; Vegetables, Fruit, and Livestock

(2) Labé-Mamou Axis: Livestock, Tubers, Vegetables, Cloth

(3) Kankan-Guéckédou: Livestock, Tubers

(4) Conakry-Guéckédou: Imported and Agricultural Products

(5) Conakry-Kankan: Cement, Fuel, Imported Food Stuffs

The study has found that the channels through which products proceed to final consumers differ according to the type of product traded. The following describes the three primary product channels:

3.2.3.1 Imported and Locally Manufactured Product Network

This network, as shown in Figure 10, is dominated by the wholesalers (after initial importation of goods or production locally).

Given the high transportation costs for imported products and/or the high levels of minimum purchase orders for locally produced goods (100 tons for Guinean cement), the wholesalers are the only ones with enough capital to purchase large quantities of these products and to distribute them across the country.This network, while rather traditional in the modern economic world, is relatively new to Guinea in the sense that wholesalers are only now slowly re-emerging after experiencing a prohibition period of about 10 years. The Loi Cadre of 1975 disallowed the practice of private business and wholesalers of the time were particularly targeted as being inimical to a fair and equitable society. Wholesale operations were seriously curtailed if not completely eliminated during this period.

Although the liberalization policies implemented since the advent of the Second Republic (1985) have revamped the confidence of wholesalers, they have also increased prices (products, transportation, warehousing, vehicle maintenance, etc.) to a level where few wholesalers can operate.

As a consequence, competition amongst wholesalers is reduced, prices charged reflect oligopolistic tendencies (uniform price changes across the country for certain products) and attractive profits are realized by those who can operate at this level.

NATIONAL COMMERCIALIZATION NETWORKS

MAP 12

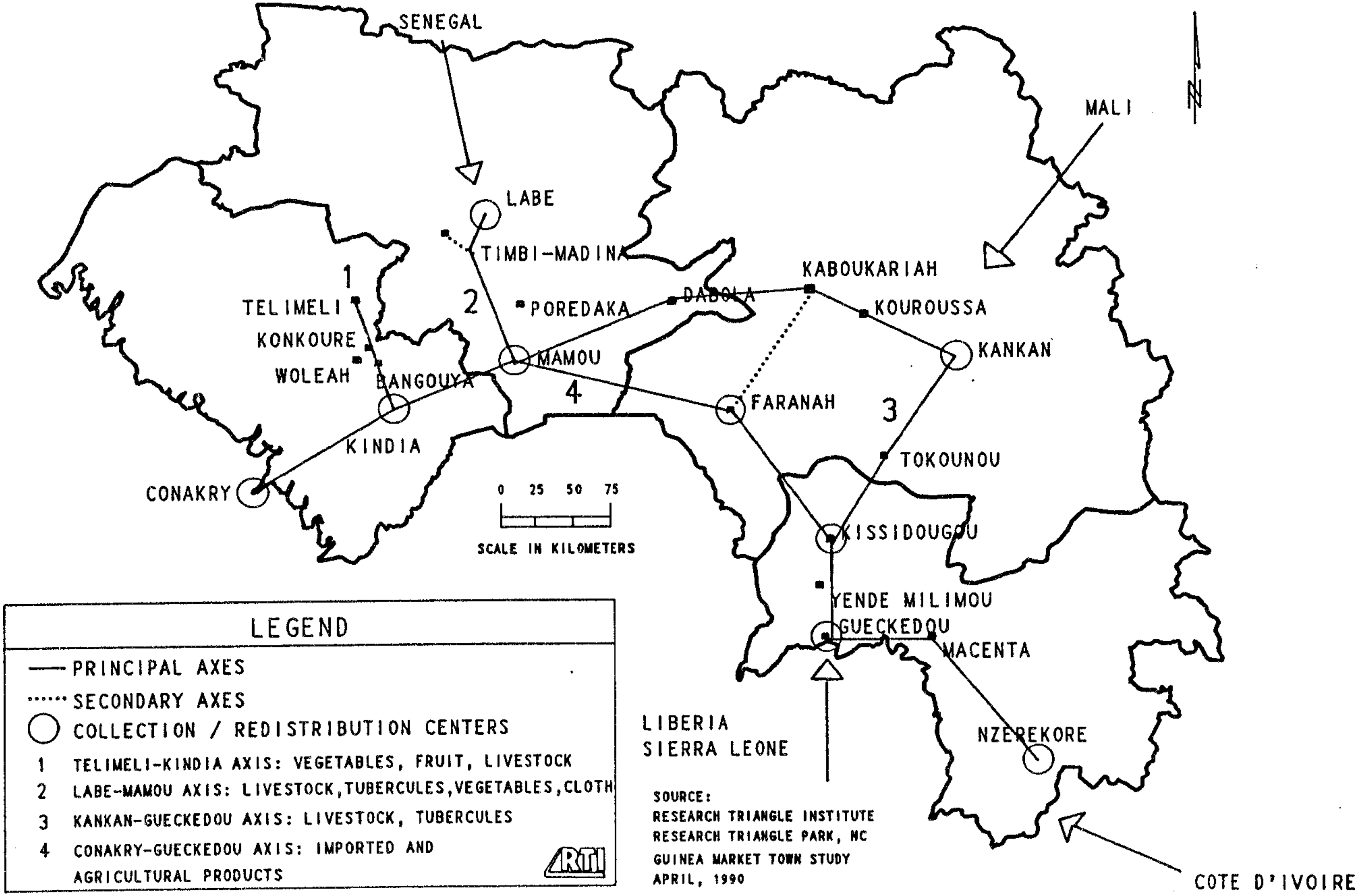
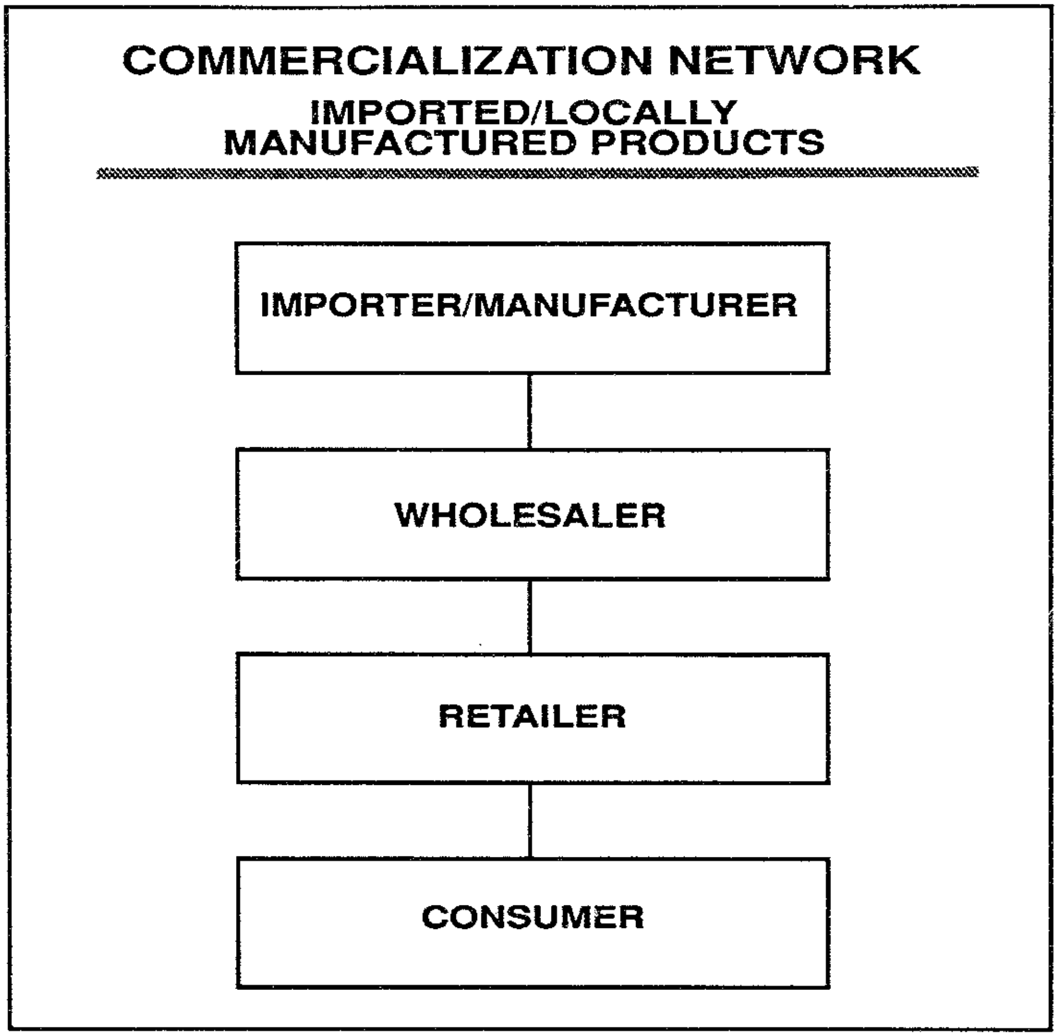


FIGURE 10



The oligopolistic structure of the wholesaling activity is motivated by two factors:

1. Most wholesalers of a prefecture and/or region have the same source of supply (Conakry, Guéckédou, etc.), incur the same transportation costs and have well established market shares.

2. The major wholesalers of each prefecture are regrouped in local Chambers of Commerce and hold high-level positions. In these circumstances, the margin for "collective" agreements on price fixing is comfortable and little resistance can be opposed given their financial power.

The impact of liberalization policies on this network is discussed in fuller detail in a latter section.

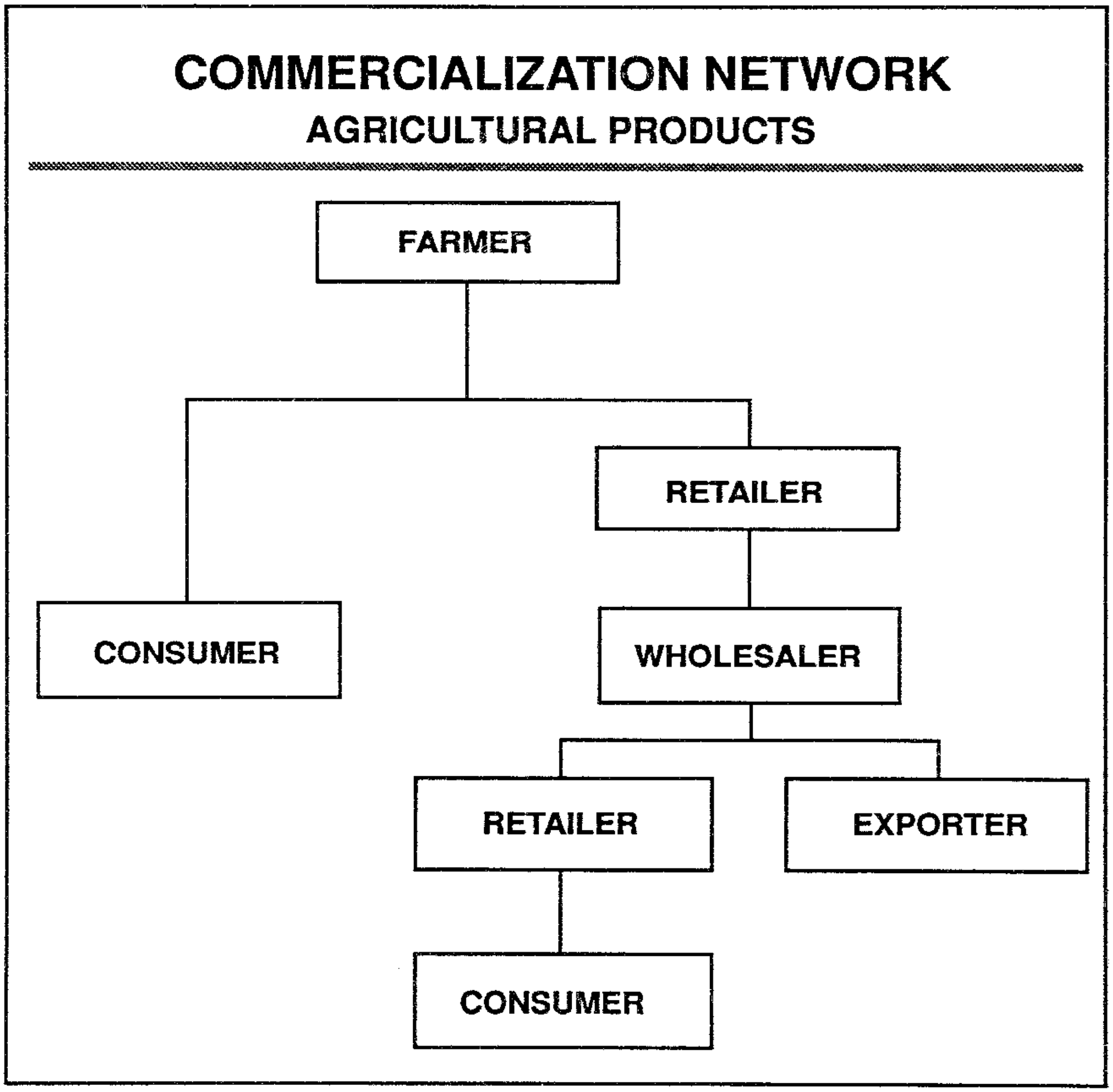
3.2.3.2 Agricultural Commercialization Networks

The Guinean economy is primarily agrarian. Although the agricultural sector accounts for only 28.2% of the GNP, it employs 87.4% of the active population (Rapport Economique et Social 1989). The methods of production of this sector remain very traditional and little surpluses are generated.

In the context of this subsistence economy and of highly isolated agricultural production areas, the commercialization networks for agricultural products are less sophisticated than for manufactured products.

Figure 11 shows that contrary to manufactured products, it is retailers that dominate the commercialization of agricultural products.

FIGURE 11



In general, and except for big cash crop plantations, two types of networks exist:

1. The one most encountered is from farmer to retailer. In all markets visited, the majority of people who came to sell agricultural products held small-scale farming as their principal activity. On the other hand, the majority of people who came to the market to buy agricultural products stated they intended to resell them elsewhere.

Retailers represent the crucial link in this network. To the extent that they are the ones capable of attending numerous small "feeder markets" across a prefecture or region, they are the ones with the required information to know where to buy and where to resell at a small profit. Hence, retailers perform two types of exchange activities.

Firstly, they act as product collectors or brokers for wholesalers from major urban centers. To take local rice as an example, wholesalers provide retailers with advance money to attend feeder markets of major rice producing areas. On the day of the market, retailers attempt to purchase the greatest amount possible of local rice and to have it shipped to their wholesaler. The word "attempt" is used to highlight the fact that frantic trading occurs in those feeder markets. Usually, most of the local production of a feeder market is sold within a couple of hours from its opening.

Depending on the type of product, the wholesaler will, in turn, resell to urban center retailers or to exporters.

Secondly, retailers simply buy in one market and resell either in their own village or in another market on a different day. It is difficult to estimate the number or percentage of such retailers but field trip observations on average volume purchases indicate that they are indeed numerous.

2. The farmer to consumer network represents a much smaller percentage and indicates that there are small-scale farmers that can not meet their family subsistence requirements.

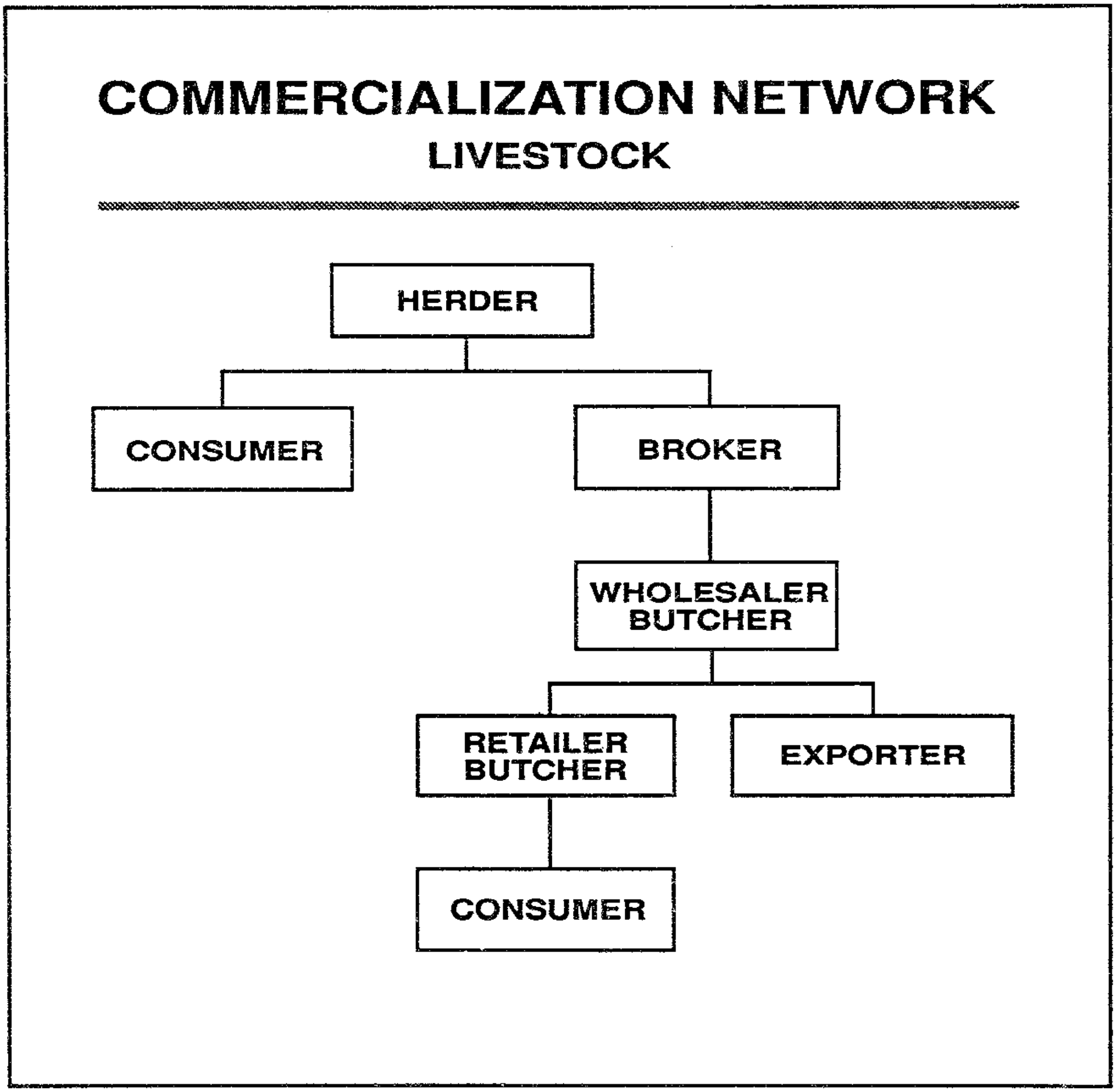
The dominance of retailers in this commercialization network was explained by key informants, during field trip interviews, as the result of economic policies that suppressed wholesale activities during the First Republic. Consequently, a pervasive network of informal retailers emerged and, to operate underground, solid bonds were established between farmers and retailers. According to key informants, it is this explosion of small-scale retailers that still operates today.

3.2.3.3 Livestock Products Network

Although the commercialization networks of livestock, as shown in Figure 12, seem to closely resemble those of the agricultural sector, major differences exist between the two due to the important role of brokers.

The pivotal role played by the broker in the livestock trade is explained by the fact that he is hired by both, the herder and the wholesaler.

FIGURE 12



In general, brokers do not travel across markets to sell the herder's livestock. Instead, they have their "accredited" market towns (usually their place of origin or residence) where they are well known and respected figures. It is this characteristic that endows them with the trust of herders. They will, however, attend other markets to purchase livestock if their regular suppliers can not meet the orders of wholesalers. The latter are usually major butchers from urban centers that either sell to other butchers or to "exporters."

The herder needs the broker because he either doesn't have time to attend the market or because he does not know the actual market conditions and prices. In this case, the broker is entrusted with a load of animals and is commissioned to sell them at a "fair" price. Since prices are a function of estimated net weight, age and color, it is the wholesalers that set the final prices.

The wholesaler needs the broker to place purchase orders prior to market days to ensure a constant and stable source of supply.

Also, since the broker is a well trusted dignitary of the market town, the wholesaler uses him to purchase livestock on credit. There are times, however, when it is the brokers that try to "dump" livestock on credit so as to pre-empt expected price drops.

Finally, herders also come to weekly markets to sell directly to local consumers. For traditional reasons, it is rare to see outside wholesalers deal directly with herders.

3.2.4 Liberalization Policies and Commercialization Networks

The numerous key informant interview carried out with members of the Chambers of Commerce and other important economic actors of market towns have permitted an appreciation of the impact of liberalization policies on commercialization networks and the informal sector.

As has been mentioned in above sections, the economic policies of the 1975 "Loi Cadre" totally repressed wholesale activity and fueled an already important informal sector by encouraging a plethora of small-scale and "invisible" retailers to collect and redistribute manufactured and agricultural goods. This vast group of retailers still operate today.

To most key informants, it is evident that the "wholesale gap" has to be filled if the dynamism of their market towns is to be increased. The justification being that wholesalers are the only economic actors with enough financial capital to benefit from volume purchases and therefore to charge lower prices.

Since 1986, the GOG has liberalized its trade regime and devised policies to promote the private sector. Under these conditions, wholesalers have started once again to assume their pivotal role in the distribution chain. The necessary transition period is not without difficulty since world and national prices have risen to levels that prohibit the re-entry of ex-wholesalers or that reduce their scope of action.

As was indicated in above sections, wholesalers play their natural role fundamentally in the distribution of imported and locally produced industrial and manufactured products. In the other types of products, especially agricultural, we still find small retailers dominating the collection and redistribution activities. Although this helps "redistributing" income among a larger section of the population, the economies of scale associated with "volume purchases" of wholesalers are not being exploited and therefore tends to create inefficiencies.

Throughout field interviews with small retailers, it was found that while only a minority had clear or productive future investments projects, the majority did not have the capital nor the technical ability necessary to carry out productive investment projects.

Given these considerations, it was interesting to trace the flow of money from importer to wholesaler to retailer in order to estimate wholesalers' profit margins and investment capacity.

Table 9 shows the average buying price, transportation costs (from Conakry), selling price and profit margins for wholesalers of imported rice and sugar in the market towns of Faranah and Timbi-Madina.

TABLE 9. WHOLESALER COSTS

RICE 50kg	Buying Price (GF)	Transport. (GF)	Selling Price (GF)	Profit Margin (GF)
Faranah	11,325	1,500	13,375	550
Timbi-Madina	11,050	1,500	12,975	425
SUGAR 50kg				
Faranah	13,375	1,500	15,500	625
Timbi-Madina	13,000	1,500	15,000	500

Note: 646 Guinea Francs (GF) = 1 U.S. Dollar (March 1990)

From Table 9 above, two observations can be made. Firstly, Faranah's wholesalers have a consistently higher buying and selling price than Timbi-Madina's. Secondly, it can be noticed that wholesalers from Faranah realize, on average, a profit margin 27% higher than that of wholesalers in Timbi-Madina.

Given the equal transportation costs between Conakry and these two market towns, the difference between profit margins can be explained by the higher selling prices charged by Faranah's wholesalers.

The two markets, although both being of the transit classification, have differing characteristics enabling this price differentiation.

On the one hand, the fact that Timbi-Madina is relatively close to other market towns (Labé, Pita, Lélouma) and that its market has long been established exert downward pressures on their selling prices. Indeed, small scale retailers are willing and able to travel to nearby market towns to buy rice and sugar at better prices in order to compete with wholesalers if prices are deemed unreasonable.

The fact that Faranah's weekly market has been recently created (less than a year), explains both its high buying and selling prices.

Firstly, its wholesalers do not command the same type of "seniority" as those in Timbi-Madina and therefore must pay higher prices for the same goods. Give the crucial location of Faranah along the east-west road axis and the major distributing role that is it is called to play, this situation is expected to disappear in the near future.

Secondly, higher selling prices were explained to be the result of the following prevailing conditions:

- limited access to other major market towns for retailers and consumers alike due to bad roads and travel time;

- limited competition amongst wholesalers and retailers alike given the relatively new creation of the market; and

- Faranah is becoming a major transit market due to its extensive communication and infrastructure facilities.

As such Faranah's wholesalers operate in what could be portrayed as a "sellers' market" and they charge high prices without suffering volume losses.

However, as Faranah becomes known for its high profit margins, competition among wholesalers and retailers is expected to increase and prices will diminish. Whereas Timbi-Madina has experienced this increased competition and prices have fallen accordingly, wholesalers in Faranah are still enjoying the benefits of having a newly created market, and being somewhat smaller and more distant from other major market towns.

Table 10 shows the average tonnage sold per month by wholesalers of both market towns and their approximate total profits realized for each product.

It is interesting to note that Faranah's wholesalers sell, on average, more tons per month than those of Timbi-Madina's. This is due mainly to the fact that Faranah is a newer market and that there are less wholesalers although more territory to cover than in Timbi-Madina. In general, wider differences exist between Faranah's wholesalers in terms of pricing and volume sales than between Timbi-Madina's.

In the latter's market, it was found that wholesalers were well established, that market shares were equally distributed, and that barriers of entry in terms of pricing had reached a relative equilibrium level.

TABLE 10. WHOLESALER ESTIMATED TOTAL PROFITS/PER MONTH

RICE	Tons/Month (average)	Profit/Ton (average, GF)	Total Profit (average, GF)
Faranah	15	11,000	165,000
Timbi-Madina	10	8,500	85,000
SUGAR			
Faranah	8	12,500	100,000
Timbi-Madina	6	10,000	60,000

These figures and explanations indicate that the emergence of wholesaling tends to stimulate economic activity as a whole and therefore reduces the general level of prices as competition increases.

Table 10 clearly indicates the investment potential of wholesalers. Indeed, the above monthly profit figures become quite revealing if it is taken into account that wholesalers typically purchase and sell not only rice and sugar but also flour, tomato paste, peanut oil, cement, aluminum sheets, and other essential imported products.

Given that each of those products yield a profit approximately equal to the average profit of rice and sugar, it can be assumed that average profit per month for a wholesaler lies between GF 500,000 and GF 1,000,000.

To the extent that wholesalers tend to reduce the activities of retailers, it can be argued that their overall effect is to increase the efficiency and dynamism of markets. Their investment projects have more potential to be realized given their revenue generating capacity. As such, they are more inclined to create direct and indirect employment opportunities in the formal economy.

This exercise has demonstrated the potential role that wholesalers could play in the development of market towns if their financial capital could be more efficiently utilized. At this point, wholesalers' participation in local investment is a concept which could be promoted via a combined public/private initiative. This notion is further developed in the section on recommendations.

3.3 TRANSPORTATION FLOWS

The role of the road network in the economic system of any given country is an instrumental one. In Guinea, the road network becomes even more crucial as it is the only current means of traversing the country. Air travel intra-nationally is not possible as Air Guinée is not operating internally. The rail system has been non-functional for many years and would require substantial investment to become once again operational. Indeed, economic activity in Guinea is contingent upon road accessibility. In turn, a market town's links to transport are of prime interest in assessing its level of economic dynamism.

One method of estimating the degree to which a market town is linked to its immediate urban center and to other urban-rural areas is to analyze the flows of various types of transportation vehicles between the market town and those various areas.

Table 11 indicates the numbers and types of vehicles major secondary cities send to important market towns (including the ones selected by the study).

It can be observed that most of those market towns located along the major or national road arteries experience a high concentration of 5-10 ton trucks, numerous taxis and almost no jeeps. Conversely, those market towns located in relatively isolated areas receive more jeeps and taxis than big trucks. Two types of explanations can be proposed.

Firstly, most of the market towns located on the major arteries represent either border or transit types of markets. As such, the exchange and distributional functions of these markets is represented by buyers who travel in taxis and sellers who travel in big tonnage trucks.

Secondly, those market towns receiving more jeeps represent feeder markets. Indeed, the jeep transporters usually pick up the production of small-scale farmers in various villages before heading towards the market town. However, the total accumulation of the small-scale farmer production does not require many big tonnage trucks.

3.4 MARKET NETWORKS

Market network analysis seeks to provide some information on where, when and why markets are attended. It proceeds by identifying the most important trucking routes in order to trace the origins and destinations of products. Finally, it attempts to isolate the factors which have direct effects on the dynamism of a market town.

In Guinea, the market network system is in transition as a result of major infrastructural improvements in various regions. Field trip observations demonstrated that two types of market networks were healthily competing with each other: the traditional and modern market networks.

3.4.1 Traditional Market Networks

The traditional network system is based on socio-ethnic and physical accessibility variables. To the extent that regions are isolated from each other, trading occurs within the same region and there is a tendency for each town to establish its own market in an effort to draw consumers as close to the farm as possible. The rationale for a market in each town (from the local point of view) is to decrease transport distance and costs for the producer. The result is a duplication of functions within a modest geographic region.

A prime example of a traditional network is found in the Guinée Maritime region in the sub-prefecture of Bangouya where a series of well-established and interactive periodic markets exist. The following network links five markets:

Location	Market day	Type	Network
Maninkala	Sunday	Feeder	traditional
Madina-Fanta	Sunday	Feeder	traditional
Konkouré	Monday	Feeder	traditional
Bangouya	Tuesday	Feeder	traditional
Woléah	Thursday	Feeder	traditional

TABLE 11. TYPE AND NUMBER OF VEHICLES FROM MAJOR URBAN CENTERS TO RURAL MARKET-TOWNS

ORIGIN	DESTINATION	TYPE OF VEHICLES			
	MARKET-TOWN	5-10 TON	JEEPS	TAXIS	TOTAL
KINDIA	BANGOUYA	5	10	2	17
	WOLEAH	3	5		8
	KONKOURE	2	15	5	22
MAMOU	DOUNET	12	5	10	27
	POREDAKA	5	5	10	20
	BERTEA	6	8	10	24
	TIMBO	2	2	5	9
	NYAGARA	2	3	5	10
	MARELLA	3	5	10	18
LABE	TIMBI	15			15
	KK-LABE	4			4
	MATAKAO	7			7
	DIOMFOR	10			10
	TOUGUE	10			10
KANKAN	DIERIBAKORO	10	5	5	20
	SABADOU	7	3	2	12
	*TOKOUNOU	5	3	2	10
KISSIDOUGOU	*KANKAN	15			15
	*YENDE	25			25
	*TOKOUNOU	15		10	25
	*FARANAH	15		20	35
	*GUECKEDOU	50		30	80
GUECKEDOU	*YENDE	30	20	10	60
	NONGOA	20	15	15	50
	*KANKAN	20		20	40
	*LABE	10		20	30
	*CONAKRY	30		50	80
	*TOKOUNOU	7			7
FARANAH	MARELA	3	3	5	11
	KABOUKARIAH	5			5
	BANIAN	3	4	4	11
	TIRO	4	5	5	14
	*GUECKEDOU	5	4	10	19

* Market towns located along national roads.

In depth field studies were carried out in three of the five markets above. Based on results of these studies, the following observations can be made:

- market days have long been established and the economic life of the population in this region revolves around the cycle listed above;

- local leaders (traditional and governmental) play a role in determining the day on which a town may have its market day and take responsibility for coordinating and monitoring market day activity;

- farmers routinely attend the market nearest them and rely on this weekly event to obtain small amounts of cash from surpluses, and to buy small quantities of imported merchandise such as batteries, candles, kerosene, cloth, etc.;

- traders coming from Kindia, the capital of the prefecture, and major regional urban center, routinely frequent several of these markets each week to buy agricultural produce for resale in Kindia; and

- transporters (mainly from Kindia) have highly entrenched weekly routes they follow which take them from Kindia, for example, to Konkouré on Monday, Bangouya on Tuesday, Woléah on Thursday, etc.

While the above-discussed markets are still considered traditional, some, particularly Bangouya, may be in the early stages of transition. This is due to (1) increasing agricultural needs from Kindia, (2) recent efforts which are successfully integrating vegetable gardening into the local economy, and (3) the road connecting Kindia and Bangouya is currently under construction improvements which could open this axis up in a northerly direction soon. As this kind of development occurs, the public is requesting "modern" conveniences in Bangouya, such as a covered market and stocking facilities, which would allow the safeguard of perishables and reduce transport expenses.

3.4.2 Modern Market Networks

As infrastructure facilities and communication systems are developed in and across regions, a more "modern" market network emerges. Modern networks are based on commercial interests, economic variables, and cost efficiency. As such the emergence of a particular town within a modern network is more likely to have important repercussions on regional development. Indeed, new market-towns are "created" or dynamized while older ones may disappear as they can not be economically justified.

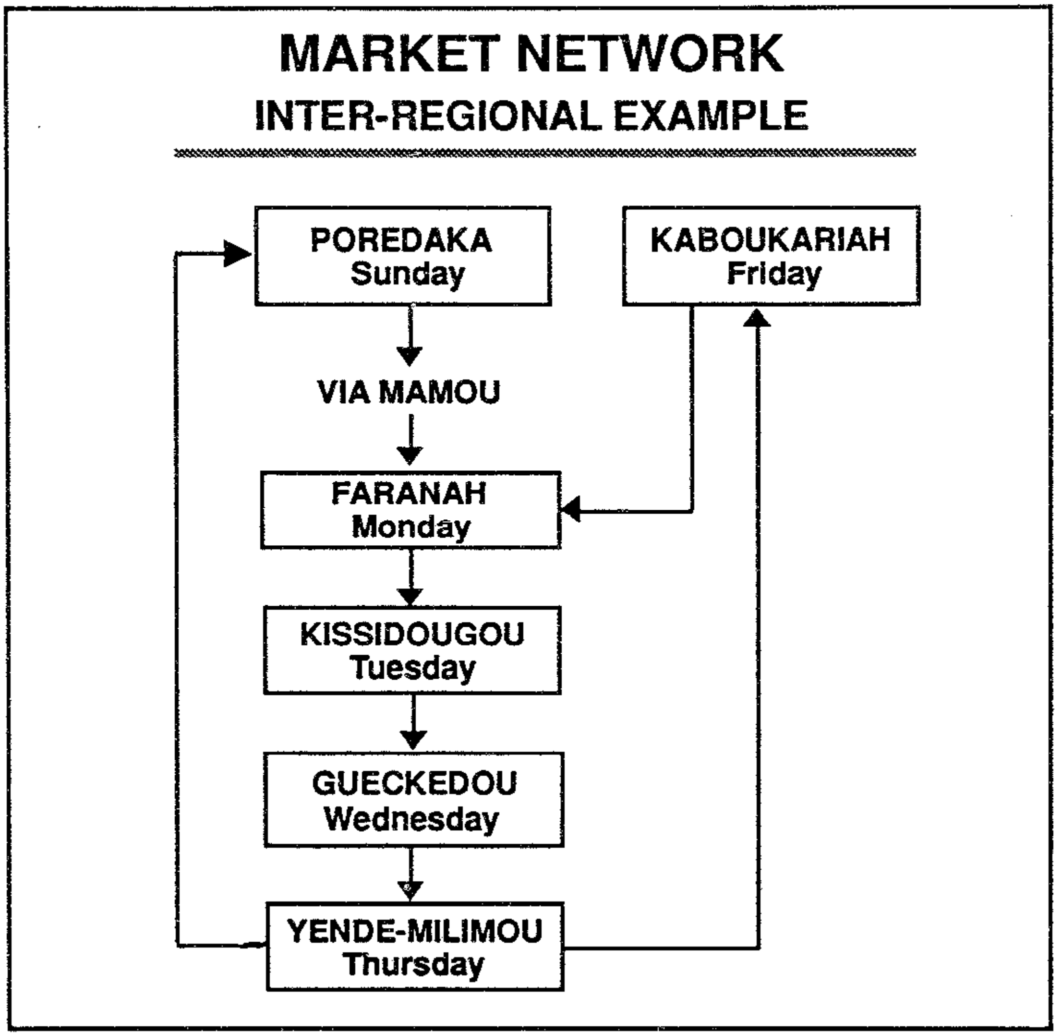
The following network links the regions of Haute Guinée and Guinée Forestière. It is interesting in that it links varying types of markets belonging to both networks:

Location	Market day	Type	Network
Kaboukariah	Sunday	Feeder	traditional
Faranah	Monday	Transit	modern
Kissidougou	Tuesday	Transit	modern
Guéckédou	Wednesday	Border	modern
Yendé-Milimou	Thursday	Feeder	traditional

The above network was derived through various interviews of key informants in Faranah (Chamber of Commerce, Transport Syndicate). As described in the traditional network, transporters play an important role in this system, with highly routinized weekly itineraries covering the same territory week after week.

Figure 13 presents an inter-regional market network linking feeder markers in two regions with Guéckédou. The embarkment point for truckers and traders is Kaboukariah, the most dynamic feeder/transit market of Haute Guinée. On Sunday, they depart, taking in the Faranah market on Monday to drop off some of the merchandise and to pick up traders heading towards Guéckédou. Simultaneously, truckers and traders are heading from Porédaka via Mamou with a stop off in Faranah. On Tuesday, they attend the Kissidougou market, and continue on to Guéckédou. There, they sell most of the local products picked up along the way (mostly livestock, maize, sorghum, and manioc from Kaboukariah) and load up with imported products. On Thursday, they attend the Yendé-Milimou market where imported manufactured products (from Guéckédou) are sold to purchase local rice. Finally, they return to Faranah where they drop off some of the Guéckédou products, load up with imported rice, flour, sugar (from Conakry) and, to tie the knot, return to the Kaboukariah and Porédaka markets -- where these items are sold and the cycle starts over again.

FIGURE 13



Having visited each town across this market network system (except for Kaboukariah), two observations can be made.

♦ Firstly, it is apparent that Yendé-Milimou, traditionally one of the most dynamic markets of the region, is losing some of its vigor to the benefit of Kissidougou. The improvement of the Kissidougou-Guéckédou road (90km) and the development of infrastructure services in Kissidougou (electricity, water, etc.) have made this crossroads juncture more attractive to wholesalers and other fixed merchants who have traditionally traveled to Yendé-Milimou. As a result of this new born vitality, Kissidougou recently created a weekly market which will reduce the dynamism of surrounding markets.

♦ Secondly, most traders interviewed in Faranah's market (also recently created) complained that the market was not growing as expected. The major explanation seems to be the choice of the market day. Designated to be held on Mondays, it does not adequately benefit from traffic returning from the Guéckédou market -- which passes by primarily on Friday. Most of Faranah's traders who attend Guéckédou on Wednesdays can not wait until the next Monday to sell products. Hence, they sell in other smaller markets (Yendé-Milimou on Thursdays, Marela on Fridays, etc). Interestingly, the decision to select Monday rather than Friday was made because on Friday afternoon, most business halts due to religious reasons.

This market network has shown that infrastructure facilities, nature of market and choice of market day were all very influential factors in the determination of market town dynamism.

4.0 THE ROLE OF LOCAL GOVERNMENT IN MARKET TOWNS

The local government plays an important role in the life of a market town, having the authority to implement procedures which greatly enhance or conversely detract from the growth and stability of a market center. In all market towns studied in Guinea, the market place is the focal point. The economy and livelihood of the local population revolve around market day.

For this reason, it was deemed necessary to include the role of the local government in this investigation. Particular interest was devoted to (1) administration of market facilities, (2) financial management issues revolving around locally generated revenues, and (3) the provision of public services.

Before moving into a discussion of market administration and revenue collection, it is worthy to provide some basic information on how budgets are composed at the local level.

The sole revenue source of sub-prefectoral budgets is from a head tax assessed to every economically active individual in Guinea (15 years and over). Each individual pays 2000 GF on an annual basis. The head tax revenue is redistributed as follows:

2000 FG

1000 FG
- 70% - Investments destined for community projects in sub-prefectoral districts
- 30% - Operating budget for sub-prefect districts

1000 FG
- 70% - Prefecture
- 30% - Sub-prefecture
  - 70% - Investments
  - 30% - Operating Budget

Investment and operating budgets at the sub-prefectoral level are established by local authorities with approval given at the prefectoral level. The head tax is the basis of the sub-prefectoral budget. Apart from this revenue source, sub-prefectures do not have other regular local resources from which to fund operating nor investment expenses. However, they are charged with collecting "market-related" revenues for the prefecture. These revenue types include market user fees, parking fees, and rent for market boutiques. Market User Fees are charged to market vendors who occupy public space on market days. Rent for market boutiques are charged to small businesses who occupy government-owned enclosed shops. Parking fees are charged to vehicles bringing goods and people to market. Revenues gained at the sub-prefectoral level are turned over to the prefecture on a periodic basis.

Prefectures have authority to levy various fees (such as those market-related revenues mentioned above), charges, and taxes throughout the prefectoral territory. Such revenues go through the budget process at the prefect level with portions allocated to operating and investment costs. Some funds may be channeled back to the sub-prefecture level for special projects, such as a bridge or road which has a prefecture-wide impact.

4.1 MARKETS AND COLLECTION OF REVENUES

For the purpose of this study, market-related revenues include any revenue which is assessed to commercial activities. There are several types of market-related revenues which are collected at the national, prefectoral or sub-prefectoral levels.

At the national level, the treasury is responsible for assessing and collecting the BIC (Benefice Industriel et Commercial) tax. This tax is assessed to importers and exporters at 30% of annual profits. The national treasury sends assessors to the prefectures who collect the tax annually. The destination of this revenue is the national treasury.

At the prefectoral level, the register of revenues and payments (pairie) has official responsibility for oversight of collection of market user fees (droits de marche). Actual collection is performed at sub-prefectoral and prefectoral levels and deposits are made at the prefecture. Fees for market user fees range from 25 GF to 100 GF per market day. Responsibility for assessment of small business taxes (patentes) lies at the prefectoral level in the hands of "Contribution Divers," the prefectoral division whose purpose is to collect a variety of charges and taxes assessed to the public. Patentes are issued to small, medium, and large-sized business enterprises with taxes assessed based on the size and revenues of the enterprise. Patentes fees range from 12,000 GF to 120,000 GF. Additional market-related revenue sources include the "Licence," which is similar to the patentes for even smaller scale enterprises, and "Location de Stands," which is a user fee assessed for occupation of publicly-owned fixed small boutiques. The following discussion will focus on market user fee collection as it pertains most aptly to the subject at hand.

4.1.1 Collection procedures

Seven of the nine market towns included as case studies serve as capitals of sub-prefectures with the remaining two towns (Faranah and Guéckédou) serving as prefecture capitals.

In all market towns studied, the sub-prefecture or prefecture had designated a market administrator. This person is primarily responsible for collecting market user fees. Sometimes, this person also ensures that market day activities are carried out in an orderly fashion. In small towns, the position is unpaid. When salary is paid, the amount is nominal. Several collectors are hired who typically earn 10% of the revenues they collect per day.

4.1.1.2 Collection at the Sub-prefecture Level

The sub-prefecture has few responsibilities in market-related revenue collection which is limited to market user fees, boutiques rents, and parking charges. The sub-prefect's assistant is generally responsible for administration of collection and accounting procedures for these revenue types.

Market user fees are collected with varying degrees of success throughout the country. In general, most sub-prefectures do collect market fees, but the collection process in typically unorganized, inconsistent, and inadequately managed financially. Most sub-prefectures obtain tickets in the value of between 25 GF and 100 GF at either the prefectoral or national level. Ruptures in the stock of tickets frequently occur and collection of this revenue may stop for periods of 2 months to a year or more. Lack of tickets is best attributed to poor planning in acquisition, printing, and distribution of tickets.

Accounting procedures are relatively poor. In many instances, local officials did not know how much had been collected in market fees over the past year. In some cases, no records were kept whatsoever of tickets received, tickets placed, or revenues deposited by the collectors. In other cases, very general and superficial knowledge existed, such as the amount typically collected per market day. In cases where records were readily available, collection levels were deemed very low -- ranging from 7% to 43% collection efficiency.

The case of Yendé-Milimou provides insight into a "typical" situation: From January to June 1989, there was no recovery of market fees due to lack of tickets. From July to December 1989 when collection did occur, the recovery rate was only 16%. On market day in Yendé-Milimou, there are 650 vendors selling at wooden stalls and another 500-600 selling on the ground. With a minimum of 1000 vendors, collection of fees at 50 GF per person would render 50,000 GF per market day or 2,600,000 per year. In 1989, over 2,000,000 GF went uncollected in Yendé-Milimou.

In such cases, general administration of market revenues is severely lacking. Since the revenues collected at the sub-prefecture level are to be turned over to the prefecture, little incentive exists for the local government to strictly enforce collection of this fee. The local government does not perceive itself as having access to the benefits. As such, efficiency of personnel in this regard and in overall monitoring of collection is substandard.

4.1.1.3 Collection at the Prefecture Level

At the prefecture levels, when in theory, more incentive to collect should exist, collection levels were not higher given the increased volume in the larger market towns. In Guéckédou, for example, it is estimated that less than 50% of market vendors pay market user fees. Furthermore, periods of non-collection have existed for up to 6 months due to lack of tickets. Market fees are seriously under-collected due to lack of organization and monitoring. In Faranah, even though the local market administrator knew exactly the number of vendors in the market place, no analysis has ever been undertaken to see if the collection levels are as they should be. It was determined that monitoring systems to ensure collection are non-existent.

4.2 REVENUE GENERATING CAPACITY

Based on results of questionnaires, it was found that vendors and traders perceive the market-related fees and taxes too high, yet when asked if they were willing to pay higher taxes if destined for community development, the majority said they would be willing to pay more taxes. Under the current structure, no funds are available to support maintenance costs of the local markets. If revenues from the market fees could be mobilized for local use, incentive to collect would be much higher. Equally, the local population may more aptly receive direct benefits.

Results of field work indicate that all towns could dramatically increase revenues gained from market user fees. As indicated previously, collection levels range from 7% to 43%, with the average being about 20% collection. This means that, on average, approximately 80% of potential revenues are lost as a matter of course. Given more effective administration of local markets, officials could take very basic action and readily increase revenues. Specific actions would include performing a census of the number of vendors present in the market, establishing expected returns from each market day, and monitoring the collection process.

In only one of the towns we studied were the local officials cognizant of the dynamics of financial management of the market revenues. In this one case, local officials were experimenting with increasing the number of tax collectors the day of the market and monitoring the level of revenues collected. Timbi-Madina has had a collection rate of about 30% over the past several years. Table 13 demonstrates how the collection rate changes given the variance in the number of collectors employed to collect fees on market day.

TABLE 12. RECOVERY RATES IN TIMBI-MADINA

Date	Amount Collected	# Collector	Collection Rate
2/18/90	29,250	3	58%
2/25/90	15,000	2	30%
3/4/90	49,500	4	100%

It is interesting to note that Timbi-Madina is a decentralized Rural Development Community (CRD). The official responsible for oversight of revenue collection had benefitted from financial management training as part of the formation of the CRD. Unfortunately, many officials have never had the opportunity to improve their management skills. In one town surveyed, the responsible official said he has never kept record of market revenues because he lacked a register or notebook.

The results of the revenue analysis have the following implications:

(1) local officials are lacking basic financial and administrative management skills and would benefit from specific training;

(2) local governments (particularly sub-prefectoral) have little incentive to collect market revenues because they do not perceive they have access to the benefits; and

(3) the potential to raise revenues gained from market fees and taxes is very high. A policy change to direct revenues gained from market user fees from the prefecture level to the sub-prefecture (or market town) level could serve as an incentive to improve the collection efficiency. Added revenues at this level could serve as a base for much needed investments in market infrastructure necessary to improve local economic conditions.

5.0 CONSTRAINT ANALYSIS

This study focused a major portion of its interviews on constraints encountered by farmers, traders, transporters, retailers, and wholesalers. The constraints identified are those which pose the most serious threat to economic success. This analysis is based on the results of 605 responses distributed evenly throughout the survey sites. The constraints identified by the respondents have been categorized into (1) infrastructure constraints, (2) institutional constraints, and (3) supply-oriented constraints.

Infrastructural constraints identified include stocking facilities, health centers, road conditions, rest houses, parking areas, and gas stations. Institutional constraints included: access to credit, fiscal fees, and security agents. Supply constraints included: means of transport, spare parts, gasoline, and miscellaneous equipment. Table 13 shows these constraints with percentages of "seriousness" as reported by respondents.

5.1 INFRASTRUCTURAL CONSTRAINTS

Lack of Gas Stations - This constraint poses a very serious threat to commercial activities, whereby entire regions are affected. A lack of gas station pumps is a major blockage in the transportation network. Very few pumps exist outside the major urban centers. Transporters cannot currently be assured of a regular supply of quality gasoline (quality is more assured if bought from a pump) in many parts of the country. The presence of a gas pump is indeed a very attractive factor to transporters in deciding where to go. This problem is most serious in Tokounou, Bangouya, and Timbi-Madina.

Taxi Station/Parking Area - This constraint is common in and near market areas, where unorganized parking areas lead to congestion for oncoming traffic and pose risk of accidents to people congregating at markets. Lack of an organized taxi park also makes collection of parking fees difficult or impossible, and translates into a loss of revenue. This problem is most serious in Yendé-Milimou and Timbi-Madina.

Guest Houses - Traders and transporters usually arrive at a market town to attend market day the night before. In some markets, hundreds of people are without sleeping accommodations. Many people would like to see guest houses established where they would pay a small fee for covered sleeping quarters. This constraint is most serious in Konkouré, Porédaka, Bangouya, and Yendé-Milimou.

Road Conditions - Road condition is the second most serious constraint nationally. This problem must be more urgently addressed in areas where dynamic feeder markets exist such as Porédaka, Bangouya, and Woléah. Farm-to-market roads are generally in poorer shape than major transport linkages. In order for agricultural production to maintain current levels, and eventually increase, feeder roads must be upgraded. Respondents in every market town identified poor quality of roads as a very serious problem.

Health Centers - Lack of adequate health facilities continue to present hardships for people in Guinea despite construction of many new centers nationwide. The problem is most serious for those in Woléah.

TABLE 13. CONSTRAINTS IDENTIFIED BY ECONOMIC OPERATORS (in percents)

	Infrastructure						Insitutional			Supply				
Market Town	Stockage Facility	Health Center	Road Condit-ion	Guest House	Parking Area	Gas Station	Credit	Taxes	Road Security Pay Off	Means of Transport	Spare Parts	Gasoline	Equipment	Total
Bangouya	0	6	16	9	0	12	16	1	3	3	10	19	3	100%
Woleah	0	17	33	0	0	0	13	4	0	4	13	17	0	100%
Konkoure	0	0	15	12	0	9	12	0	18	0	18	18	0	100%
Timbi-Madina	1	0	30	4	2	11	18	3	3	16	0	11	0	100%
Poredaka	8	0	23	9	1	8	22	0	5	5	5	7	6	100%
Tokouhou	0	9	10	5	0	12	30	1	1	14	6	10	2	100%
Faranah	0	0	20	0	0	0	25	1	11	6	8	21	7	100%
Yende	0	0	16	6	8	8	26	3	4	10	1	17	2	100%
Total	1	3	19	6	1	8	22	2	6	9	6	14	3	100%

Stocking Facilities - Enclosed stocking facilities are lacking throughout the country. Those in Porédaka voiced the greatest concern over this problem, however the problem exists in other towns as well. Without places to store perishables, many sales opportunities are lost for producers.

5.2 INSTITUTIONAL CONSTRAINTS

Lack of Credit - The most serious constraint identified by survey respondents was the lack of credit opportunities. This constraint was echoed in small feeder markets as well as in transit markets. The problem needs to be most urgently addressed however in transit markets such as Kissidougou and Faranah where larger scale traders are based. Respondents in all towns surveyed were deeply concerned about lack of credit. In feeder markets, access to credit can mean that farmers and producers can purchase agricultural inputs necessary to increase production. In transit markets, credit for small business operators/retailers provides increased purchasing power needed to be competitive. Towns where lack of credit poses the greatest problems include Tokounou, Guéckédou, Faranah, and Porédaka.

Road Security Agents - Security agents posted along roads by the government are cited by many respondents as posing a very serious threat to their economic livelihood. Agents routinely pull vehicles off the road (particularly trucks) to inspect them. When the value of the load is determined, the agents assess a charge that the transporters must pay the agent in order to continue. On the track from Guéckédou to Tokounou, one transporter reported paying 150,000 GF to an agent. These fees are not legal. If transporters refuse to pay, they will not be allowed to continue and may risk the cargo. This problem is reported to be most serious by people responding from Konkouré and Faranah, although since transporters are usually the only ones reporting the problem as a threat, these two areas cannot be singled out as the source of the problem. Pay-offs to agents increase all costs along the distribution network.

Fiscal Charges - Charges and Taxes assessed to the public were considered to be a minor constraint in all the markets surveyed. In fact, respondents overwhelmingly stated a willingness to pay increased charges and/or taxes if the revenues were used for community development.

5.3 SUPPLY-ORIENTED CONSTRAINTS

Means of Transport - Lack of transport opportunity is considered serious to many, expressly those in Timbi-Madina, Tokounou, and Yendé-Milimou. In these cases, producers often have problems getting produce to market. As well, this constraint may be posed by the fact that people do not have enough money to pay for transport that does exist.

Lack of Spare Parts - This problem impedes the work of farmers and transporters most seriously. Lack of spare parts is the most common cause for non-functioning or poorly functioning vehicles. The supply of parts is a critical problem, particularly in transit markets where transporters congregate. It appears that the provision of spare parts is sorely lacking in Guinea with no private enterprise really in place to supply parts. Transporters are often obliged to travel to Conakry for basic parts needs. The problem is reported most serious in Konkouré and Faranah.

Lack of Gasoline - This constraint is closely related to the constraint on lack of gas pumps, however, it is treated here separately due the supply nature of the problem and the differentiation respondents made in identification of these two related problems. Lack of gasoline or diesel fuel is a very serious problem. Without gas, entire regions freeze and activities cease. Inconsistent supplies of gasoline can literally cut off a weekly market. Ruptures in the supply of gas mean people cannot travel and produce is left to rot. This constraint was cited most serious in Faranah, Bangouya, Konkouré and Yendé-Milimou.

Miscellaneous Equipment - Lack of equipment and tools stifles a variety of efforts, including agricultural products and transformation. This problem was reported most serious in Faranah and Porédaka.

Other important constraints identified include the desire by farmers throughout the country to work within cooperatives. They frequently reported they lack the technical knowledge needed to create and organize them. Cooperative efforts providing training, credit, and access to inputs would greatly aid in reducing related obstacles.

6.0 CONCLUSIONS AND RECOMMENDATIONS

Market towns in Guinea are rapidly growing. Many towns are flooded with a thousand or more traders on market day. Lack of development investments over the past decades in key economically dynamic regions have left gaps in the networks which undergird and encourage economic activity. Local governments do not have the resources nor the expertise to manage local markets and facilitate their growth. The challenge at hand, for the Government of Guinea and collaborating organizations, is to address those factors which constrain and/or inhibit growth.

This study has identified a plethora of constraints in Guinea which inhibit growth. Many of the constraints are related to lack of major infrastructural gaps, such as the poor condition of roads, electricity, water systems, etc. USAID/Conakry is already participating in multi-donor efforts to improve roads. That support should fully continue. Other major infrastructural problems are less easily addressed within the context of current A.I.D. strategy.

As such, the following set of recommendations attempts to lay out plausible actions which could be undertaken by A.I.D. in the short- and medium-term, which includes two micro-level pilot projects. The recommendations, however, all have underlying assumptions about how policy could be steered in the future if A.I.D. chooses to gear efforts toward intervention in that light. Longer-term intervention in policy intervention could be a follow-on after carrying out initial projects.

6.1 RECOMMENDATIONS

Recommendation 1 : Human Resource Training and Infrastructure Development

1.A. Focus on Local Government

Develop a nation-wide training strategy for strengthening local government finances and administrative management. The primary goal is to enable local government officials to better mobilize and manage local resources. The intended outcome of this effort is to increase revenue generation and improve local government ability to finance services and infrastructure that encourage the economic growth of the local population.

This could be achieved by setting up training programs in the prefectures for local officials. The participants would include those people responsible for management of market facilities and market-related finances. Training would focus on:

- general administration and accounting practices;
- management of market facilities (performing censuses, establishing target collection levels, and monitoring techniques);
- exploring other options for mobilizing local resources;

- establishment of local market councils where responsibilities would be to:

  (a) identify the market town's primary function (per classification),

  (b) identify relationships between regional market towns,

  (c) coordinate marketing activities with other regional markets,

  (d) prioritize local market-related needs given its regional role within marketing networks; and

- development of strategies to involve the local private sector and the community in the financing of public infrastructure.

Ideally, a series of training events would occur in prefecture capitals. Professional municipal management trainers could perform workshops of several days in length throughout the country.

1.B. Focus on the Private Sector

Develop a nation-wide strategy to provide economic actors with the tools to deal in a changing national environment (i.e. liberalization policies) and a very competitive outer world. To increase the efficiency of private enterprises, training should be targeted toward registered members of local Chambers of Commerce.

This could be achieved by setting up training programs in prefectures for Chambers of Commerce and civil servants working with the Petits et Moyennes Entreprises (PME), the GOG agency charged with encouraging/supporting the private sector. Training would focus on:

- accounting and management techniques;
- planning, credit and investments;
- export strategies/import and export licenses; and
- ideas for investing locally, which could encourage creation of businesses involved in product transformation and conservation.

Ideally, Guinean trainers would travel around the country leading seminars of two days in length to introduce members of the Chambers of Commerce and PME to the above listed topics. Such courses would serve as a great resource for local private entrepreneurs who do not have access to information on managing a business. This type of intervention is seriously needed if in fact, A.I.D. wishes to encourage small business and the private sector in Guinea. Little has been done to equip this sector with much needed business skills.

Recommendation 2: Involving Women in Market Town Development

The role of women in the dynamism of market towns need not be demonstrated any more -- it needs to be enhanced through the provision of programs aimed at increasing their autonomy in all activities, whether that be in agriculture, light manufacturing, product distribution, marketing, or importing.

In this context, A.I.D. would best target efforts by cooperating with an established association with wide-reaching relationships with women's groups and/or cooperatives throughout the country (one example may be the Association des Femmes Entrepreneurs de Guinée with headquarters in Conakry and operations in Kindia, Mamou, and Labé).

This effort would channel funds directly into associations whose immediate beneficiaries are women. Projects funded might include the development of (or support of established) agricultural cooperatives, knitting and dyeing cooperatives, textiles and cloth importing groups, young women's skill development and training centers, grain milleries, and product transformation and conservation enterprises. A.I.D. could assist by:

- Identifying potential women's associations with proven capability to handle and distribute funds;
- Setting up programs that provide local women's associations with the necessary initial capital to purchase machinery (grain mill, oil extractor, etc.) or other types of equipment that will be self-financing, in the short-run, and that will allow capital accumulation for future investments.
- Setting up courses and seminars (same as private sector, above) which are expressly targeted to women leaders. National seminars could be formatted so that locally selected women could serve as trainers and information transmitters in the local setting upon return.
- Establish a management and monitoring system to ensure that the chosen association responds adequately to the needs of the targeted groups.

Recommendation 3 : Cooperation with Other Donors to Improve Roads

This recommendation aims at satisfying one of the most important constraints identified by the study -- the poor condition of roads. However, the scope of expertise and funding requires the intervention of many donors. As A.I.D. is already participating in a multi-donor effort to improve roads, the purpose of this recommendation is to encourage continued and even increased support of road network improvements in Guinea. Future efforts could focus on rehabilitation and construction of farm-to-market roads in order to improve the ability of farmers to better distribute produce.

Recommendation 4 : Support Credit Programming

Lack of access to credit is the most serious constraint to the economic success of those interviewed in this study. This finding reinforces the current A.I.D. agenda of providing credit programming in Guinea. A.I.D. should very seriously weigh the current level of effort targeted toward credit programming and consider increasing it. Other options may be to collaborate with non-governmental or private voluntary organization engaged in credit programming.

6.2 RECOMMENDED PILOT PROJECTS

Pilot Project 1: Resource Mobilization in Guéckédou

A pilot project in Guéckédou is recommended to improve local revenue generation of market-related fees. As stated previously in this report, the market in Guéckédou is overcrowded, with literally thousands of vendors flooding into town each week. During field work it was established that vendors set up wooden stands and occupy public street space on market day. Most of these vendors should be registered and pay a "patente" fee. Due to lack of local government organization, few of these vendors are registered and pay the required annual tax of approximately 25,000 GF. Instead, they pay the owners of the boutiques behind the space they occupy. It is reported that vendors pay up to 50,000 GF a month. If the government enforced tax collection by charging the standard average of 25,000 per year to some 2000 fixed street vendors (and prohibiting the payments to private boutique owners), revenues would skyrocket in Guéckédou. Revenues should total at least 50,000,000 GF annually. Revenues from patentes in 1987 were 10,516,000 GF; 1988 produced 13,577,106 GF; and the total in 1989 was 18,450,000 GF. Revenues would more than double if proper collection procedures were implemented. Furthermore, market user fee revenues are well below expected collection rates for space in the covered market. It is estimated that this revenue source, which brought in 8,927,450 GF in 1989 is at about 50% collection efficiency.

The management of the Guéckédou market needs to be completely revamped. A re-organization of financial management procedures should be undertaken as quickly as possible. This need is even more immediate after the recent announcement that financing has been obtained for the construction of a new modern market facility in Guéckédou (at a new location). Improved management practices will facilitate the entire transition.

USAID could specifically respond to this municipal management need by engaging the services of a private market management consultant with proven experience in re-organizing the administrative and financial management of market facilities. The re-organization should focus on the following activities:

- performing a census to determine the exact number of vendors and small business owners who are subject to user fees and taxes to be paid to the local government;

- establishing systems to register and monitor vendors and business owners as to location of business and status of tax payments;

- designing and implementing financial management procedures related to (a) supervision of fee/tax collectors, (b) accounting practices, (c) projecting revenues, (d) monitoring revenue performance;

- organizing market vendors and business owners into groups and developing an outreach program designed to increase general awareness of the tax collection process. This effort is an attempt to educate the public as to how the tax revenues are utilized by the government. The primary objective of the outreach program is to increase vendor "willingness to pay;" and

- training municipal employees to carry out the above.

The re-organization procedures in Guéckédou could take up to 3 months, given the amount of work to be done. This assignment could be carried out by one market management consultant and a census team.

Upon completion, this effort should have an immediate and significant impact on the level of revenues generated by market-related activities in Guéckédou. A portion of the funds should be destined for community market-related development projects as prioritized locally.

Pilot Project 2: Public-Private Cooperation

Recommendations 1.A. and 1.B. are aimed at (1) improving the government's ability to mobilize and efficiently utilize local revenues, and (2) improving the capacity of the private sector and involving it financially in local development. A logical follow up is to devise a program that would combine the expertise, financial capital and participation of both sectors in the development of market towns. The primary purpose of this pilot project is to increase the role of the private sector in the development of market towns. Although, both public and private sector will be cooperating when public funds or public services are involved, it is ultimately intended that the organizational structure established by the project serve to promote private sector interests (privately funded) in local development.

Concerning these issues, the study has identified three major findings:

1. The revenue generating capacity of most market towns was well above its real collection history;

2. Traders were willing to pay taxes if the revenues were used to the direct benefit of their market town; and

3. The investment potential of wholesalers in most market towns visited is very significant. Given the right type of incentives, these wholesalers would probably agree to financially participate in projects enhancing their market towns' dynamism.

As such, local initiative projects (LIP) aimed at increasing the cooperation of both the public and private sector could be established in selected market towns. Market-related revenues could be used to finance a part of local infrastructure projects (this implies selecting a prefecture capital). Typical public-private investments (or LIP's) might be storage facilities, guest houses, public toilets, provision of spare parts, a gas station, unloading ramps for trucks, refrigerated storage spaces, market kiosks, etc. The objectives of a cooperative project would be to:

- Serve the common interest of both the public and private sector;
- Reinforce the rural-urban linkages of the market town;
- Stimulate local participation in the decision making and production processes;
- Stimulate and attract the interest of local investors;
- Induce a positive multiplier effect on the local economy through the creation of employment opportunities; and
- Promote the creation of autonomous and self-financing private enterprises in the short to medium run.

Results of the study suggest that Faranah would be an appropriate site for a pilot project because of its pivotal crossroads location, higher level of infrastructure (running water, electricity, telephone), and presence of wholesalers. Guéckédou would also be a suitable location, particularly if pilot project 1 on resource mobilization is implemented.

To implement this program, USAID could access the Peace Corps' recently created program for placing urban development volunteers. Such a volunteer could be charged with facilitating implementation of the pilot project. To begin the program, USAID could fund an initial seminar (in the pilot project town) on public-private cooperation uniting local representatives from members of the Secrétariat d'Etat à la Décentralisation, Ministère de l'Urbanisme et de l'Habitat, Chamber of Commerce, Syndicate of Transporters, PME, and other relevant groups.

This seminar would serve the purpose of informing these groups of the objectives of the projects, to increase awareness of the benefits of undertaking "cooperative" public-private efforts, to test receptiveness, and to encourage participation in the project. To provide the impetus, USAID could provide matching funds for a small-scale pilot LIP in Faranah (for example).

Given that LIPs would use public funds as well as matching private ones, each project should be the subject of a tight management system which would include the following characteristics:

- The selected LIP's would be decided upon during a meeting uniting members of the local administration, chamber of commerce, transport syndicate, association of women, and other prominent members of the community (religious leader, etc.);
- During this meeting, a management committee would be selected to supervise all the LIPs undertaken during the coming year;

- This committee would also have the responsibility to set up financial mechanisms to ensure that the projects do not over run their budget estimations, to provide monthly reports on their state of completion and to make recommendations thereof;

- Each LIP should fit within an annual program of action that complies with the official policy orientations of the GOG; promotion of the private sector, export promotion, etc;

- To the extent that each LIP should have a positive multiplier effect it should favor using all local human and material resources possible. As such, an LIP can subcontract some aspects of the project to a local entrepreneur who has not participated in the conception of the project;

- To be considered for selection each LIP should be the subject of a proposal containing the following elements:

  (1) description and goal of project;
  (2) feasibility of the project;
  (3) strategy and time frame of the project;
  (4) roles and responsibilities of each participant to the project;
  (5) estimated costs or budget of the project;
  (6) impact of the project
  (7) monitoring system for the project.

Local Initiative Projects should increase the market towns' capacity to handle greater trading traffic by increasing the attractiveness to traders from other market towns. The result should be increased economic benefits for the community as a whole, with specific increases in the number of small businesses and the amount of local revenues gained from market-related activities.

If successful, this program could be easily duplicated in other market towns with the objective of creating public-private initiatives to self-finance investments in public infrastructure. The ultimate goal is to have the private sector take greater responsibility for provision of needed services and infrastructures. This private sector promotion project should demonstrate that the private sector is fully capable of fulfilling its developmental role in market towns.

6.3 RECOMMENDED RESEARCH AGENDA

Other concerns of note identified by the study are best addressed by doing further research. Most importantly, results suggest the following research be undertaken:

(1) Analyze in detail transportation-oriented constraints to include the lack of supply of gasoline and related gas station/pump infrastructure. This also includes improving the supply of spare parts to the interior.

This could be accomplished by undertaking a gasoline supply and demand study in several major markets around the country (Faranah, Kissidougou, Kindia, Mamou, Labé, N'Zérékoré). An assessment of existing gas station infrastructure versus needs should be included in the study. Based on results, A.I.D. would be better equipped to address a paramount constraint which severely limits economic growth.

(2) Assess the level of involvement of current government and non-governmental institutions in the development of agricultural cooperatives. This study found a dearth of active and technically supported cooperative movements. The scarcity of visible cooperatives coupled with constantly expressed needs for cooperative development (by farmers) is an indication that more should be done in this arena.

This assessment would provide A.I.D. with an understanding of where the gaps exist and allow a grounded decision to be made on future project work in cooperative development.

(3) Given that market town studies are primarily a study of urban-rural linkages, and that their objectives are to identify areas of investment and/or project intervention at a local level, two areas of further research would be useful:

(a) assess the impact of improvements in rural roads and urban infrastructure development on the evolution of market networks; and

(b) assess of the impact of liberalization policies (especially with respect to the promotion of the private sector) on commercialization networks.

The purpose of this research would be to evaluate the consequences these investments have on evolution of the various market networks. For example, improvement of the road from Mamou to Guéckédou is likely to have a major positive impact on the dynamism of the markets in Kissidougou and Faranah. Equally, the road improvements may have a negative effect on the market at Yendé-Milimou.

(4) Devise a theoretical (yet practical) prototypical framework that will enable a flexible yet cohesive classification system of market towns. This framework would identify the various growth stages of market development by performing a threshold analysis of the types of market towns (feeder, transit, border). The objective of this framework would be to facilitate the decision-making process of local authorities who monitor the evolution of the market town with respect to mobilizing revenues, development levels and trends, dynamisms of market towns and/or regions, and investment needs.

The framework could be developed by first surveying the types of market towns in other countries (perhaps by focusing only on African countries, including the results of the Guinea study). The next step would be to establish one "master classification" from which to categorize market towns. This framework would establish all the criteria necessary to categorize market towns. Furthermore, the framework would offer a guide to the type of investment responses more appropriate to the category of market.

The rationale for undertaking such study is that much has been done in developing techniques and methods on "how to do market town studies." Analysis of market towns now needs to go one step further and develop methods for defining the types of markets which exist and guidelines for appropriately investing in services and infrastructure that meet local and regional development goals. This framework could be formatted so that it could be used as a guide in training of local authorities. The entire effort should assist local authorities to identify the economic role played by their town and more appropriately steer development investments.

This research item could be most readily activated by RHUDO/WCA.

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APPENDIX A

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I. Methodology

Guiding principles and selection criteria for the identification of target regions.

The division of Guinea into four natural regions and the diversity of their eco-climatic systems precluded the elimination of one of them. For reasons of completeness and consistency, surveying the four regions was deemed necessary and essential. As such, the identification procedure was concerned more with locating dynamic and growing market-towns within the four regions than with choosing regions within Guinea.

The principles guiding the identification process were based mainly on two sets of interests:

- present and future areas of intervention of the USAID's development strategy;

- areas in which the project's cooperating local ministries (Décentralisation, Planification, Finance, Urbanisme,) have policy oriented interests and/or established superstructures geared to enhance local participation in the development of rural-urban linkages. For example, the Secrétariat d'Etat à la Décentralisation requested that 4 market-towns be included in the survey since they had or planned to install CRD's (Rural Development Communities) in those market-towns.

The recently completed and comprehensive UNDP study on the socio-economic activities of all prefectures was the third guiding principle of the identification process. The study was a good source for a-priori identification since it listed the major and most dynamic daily or weekly markets of all prefectures. Although the field work of the UNDP study was done in 1988, its market list was relatively up to date.

Against these guiding principles, the following set of selection criteria was established:

- diversity in nature and size of market-towns:

- the objective was to select market-towns which were representative of their region's known production specialization but who were not necessarily the Chef-lieu or "Capital" of their region or prefecture. Except for Guéckédou and Faranah, the study focussed on those market-towns which were deemed to be the second most important of their respective region or prefecture. Chefs-lieux were surveyed mostly through key informant interviews (Syndicate of transporters, Chamber of commerce, and other relevant key informants) in order to assess their relative "linkage" degree/importance to the market-town selected.

- relative accessibility:

- the 4 natural regions of Guinea are linked by a road system which starts from Conakry and leads to N'Zérékoré. There are 2 major vertical axes (Labé-Mamou and Kankan-Guéckédou) and 2 major horizontal axes (Conakry-N'Zérékoré and Mamou-Kankan).

- in order to cover as many major market-towns as possible, the study had to choose those within relative proximity of the road system described above.

- hence, the Boké region was excluded since it did not fit within that road system and would have meant, in terms of time availability, compromising a few equally important market-towns and/or regions.

- compatibility of market days with time frame of the study:

- Out of the 7 weeks allocated to the study, 4 were reserved for the field trip. Unfortunately, some of the most dynamic market-towns within and across regions were scheduled on the same day. That chronological drawback implied making choices on no other basis than "effective travel-time between market-towns".

Given the above guiding principles and selection criteria, the following market-towns were chosen to be extensively surveyed (questionnaires and key informant interviews):

- Guinée Maritime: Bangouya, Woléah and Konkouré;

- Moyenne Guinée: Timbi-Madina and Porédaka;

- Haute Guinée: Tokounou, Faranah and Douako;

- Guinée Forestière: Guéckédou and Yendé-Milimou;

In addition, key informant interviews were undertaken in the following prefectoral Chefs-Lieux: Labé, Mamou, Kankan and Kissidougou.

Survey method: target groups and data collection

A study of linkages is primarily one of flows: population, commodities, transportation, capital, services, etc. In short, a linkage study aims at tracing the origins and destinations of all actors/elements that constitute the socio-economic fabric of a society and attempts to explain the "how" and "why" behind those flows.

1. Target groups

Given that this type of study addresses the society at large, the initial step was to identify and select the relevant target groups.

In the context of rural-urban linkages of market-towns, the primary objective is to trace the cybernetic process from the producers to the consumers, and to identify those superstructures that have a direct impact on this process.

The identified and selected target groups can be classified as follows:

Producers:
- craftsmen;
- farmers;
- herders;

Intermediaries:
- retailers;
- wholesalers;
- transporters;

Consumers: population at large;

Local authorities:
- prefectoral market managers;
- representative of MEF tax collection service;
- prefectoral agricultural section;

Chamber of commerce;

Syndicate of transporters.

2. Data collection

To collect the data relevant to these target groups, this study relied on secondary and primary sources: official statistics and private reports constituted the secondary data while formal questionnaires and key informant interviews were the source of the primary data.

However, given the relatively novel nature of the study, the types of data required were either not available, unreliable or dated. As such, secondary data was used only when "time" did not allow the gathering of primary data (agricultural production estimates of a region or prefecture, demographic and employment statistics, etc) or when the "marginal reliability" of the primary sources was essentially equal to those of the secondary.

To gather **primary data** this study favored formal survey methods over key informant interviews for the following reasons:

Firstly, to attain statistically significant results, especially when the population of the target group is unknown, the usual rule of thumb of statistics for the determination of sample sizes applies: "more is better than less".

Secondly, the socio-cultural context surrounding some of the key informants precludes reliable disclosures of vital collective information.

Thirdly, organizing ad-hoc meetings with key informants may be time consuming while respecting meeting schedules are usually unreliable.

Annex B reproduces all the questionnaires and key informant interviews used during the study. In all, 6 types of formal questionnaires and 3 types of key informant interviews were designed in order to address 14 target groups.

Formal questionnaires:

1. local authorities and market managers;
2. farmers and herders;
3. craftsmen, retailers and wholesalers;
4. transporters;
5. origin and destination: population at large;
6. ambulants: agricultural producers and manufactured product retailers;

Key informant interviews:

1. chamber of commerce;
2. syndicate of transporters;
3. prefectoral agricultural section;

3. Sample sizes

The determination of sample sizes in order to attain statistically significant results requires either known population levels of target groups or reliable approximations, and assumptions about their distribution across market-towns and/or regions.

Given that this study focused on economic activities performed mainly through informal channels, we could make the assumption of a normal distribution. However, real population levels for most target groups were unknown while up-dated approximations were unavailable.

Another problem was the time available for each market-town and thus for each target group. Even if adequate sample sizes had been determined for each target group, trying to respect all of them would have necessarily jeopardized some. That option was not attractive to the study since it was thought more significant to acquire information on the "direction" of a large array of target groups as opposed to the "magnitude" of a small one.

Finally, it was supposed premature to determine sample sizes prior to on-site visits given that their validity is in major part determined by the level of activity in the market-town on that particular market day.

The study opted to maximize the number of samples within each market given the time constraint imposed by the schedule and the level of activity during the market day.

Once all the data will have been tabulated and analyzed, the statistical significance of each result will be provided along with their confidence intervals. See Table 14 for distribution of questionnaries by market town and target group.

TABLE 14

DISTRIBUTION OF QUESTIONNAIRES COMPLETED BY MARKET TOWN AND TARGET GROUP
RESULTATS DE L'ENQUETE-TERRAIN: GROUPES CIBLES PAR VILLE-MARCHE.

QUESTIONNAIRES	MARKET VEGE-TABLES	VENDORS OTHER	ORIGIN-DESTIN-ATION	TRANS-PORTERS	CRAFTERS	COMMERCANTS BOUTIQUES	COMMERCANTS STANDS	WHOLE SALERS	FARMERS	HERDERS	Total/ marche
VILLES-MARCHES											
GUINEE MARITIME											
BANGOUYA	0	28	13	7	11	3	0	0	3	1	66
WOLEAH	12	8	11	4	3	1	0	0	0	0	39
KONKOURE	20	10	39	8	0	0	5	0	0	3	85
SOUS-TOTAL	32	46	63	19	14	4	5	0	3	4	190
MOYENNE GUINEE											
TIMBI-MADINA	19	15	32	5	6	2	13	4	7	0	103
POREDAKA	31	0	40	9	8	2	15	3	2	2	112
SOUS-TOTAL	50	15	72	14	14	4	28	7	9	2	215
HAUTE GUINEE											
TOKOUNOU	19	20	39	12	6	0	24	6	3	3	132
FARANAH	15	9	30	8	7	3	5	4	0	0	81
DOUAKO	0	0	0	0	3	0	0	0	4	0	7
SOUS-TOTAL	34	29	69	20	16	3	29	10	7	3	220
GUINEE FORESTIERE											
YENDE-MILIMOU	20	10	45	10	5	0	18	4	6	2	120
GUECKEDOU	14	14	30	8	0	0	0	0	0	0	66
SOUS-TOTAL	34	24	75	18	5	0	18	4	6	2	186
TOTAL PAR CATEGORIE	150	114	279	71	49	11	80	21	25	11	811

II. Limitations of the study

A. Access to Information on Markets

The primary source of information on market-towns available prior to field research was the UNDP study which outlined the schedule of periodic markets in the four natural regions and briefly described the primary products flowing through the market centers. The UNDP study was of primary value in the provision of basic information (market days, products available).

Access to previous study was limited, particularly in the areas of intra- and inter-regional economic linkages, distribution of agricultural and manufactured products, movement of traders through the marketing system, and economic benefits achieved by traders.

B. Market Days

The schedule of field research was determined by the days on which the periodic markets occurred throughout the four natural regions in which we collected data. We relied heavily on the results of the UNDP study which detailed the periodic markets throughout the country with listings of most market days. When schedule information was unavailable, we consulted with transporters at the taxi station in Conakry to determine and/or confirm market days in the regions.

As the time frame for site visits was limited to a total span of four weeks, the number of markets we could attend was determined to a great extent by the day of the week on which the weekly market day fell. We found, for example that in Moyenne Guinée, the three most important periodic markets all occurred on Sunday, which is a popular market day as people are generally freer to attend the market. In selecting which of the three markets to include in the study, we made a determination based on the degree to which the market most aptly met the criteria set forth in Section 1.2. At times, important weekly markets had to be eliminated from the study because it was logistically impossible to include them due to the time frame of the study.

C. Economic and Seasonal Context

It is important to point out that the study results may be influenced by the economic conditions present in the regions at the time of our study. Field research was performed in the dry season, a time which is characterized by a lack of garden vegetables and certain produce. If the study had occurred during a harvest period (December, for example), more people would have been present in the markets in certain regions, and the purchasing power would have been greater for some.

D. Time Frame

The time frame for field work was delineated as follows:

Week 1-2: (A) Consultation with key officials from USAID and concerned government officials in Conakry; (B) Design of study;(C) Design of 6 sets of questionnaires tailored to the various target groups and 3 sets of key informant interviews; (D) field test of questionnaires in Friguiagbé; and (E) questionnaire refinement.

Weeks 2-6: (A) Data collection in 9 periodic market centers and 6 urban distribution centers in Guinée Maritime, Moyenne Guinée, Haute Guinée, and Guinée Forestière.

Week 7: (A) Data compilation, preliminary data analysis, and preparation of preliminary research findings.

Due to the rapid nature of this study, time limitations precluded the inclusion of a number of important market or distribution centers as case study sites. However, the market sites selected do serve as regional representatives. Furthermore, in order to address activities in areas not visited, complementary information on these sites is provided as available.

III. Results of field trip/mission

A. Effective sample sizes and distribution

Table A.1. shows the sample sizes attained per target group in each market-town. The results are satisfactory with respect to the total sample size and with respect to their distribution across regions, market-towns and target groups.

Important variations between market-towns and across target groups are explained through various factors, the major ones being:

- level of activity in the market on that particular day;
- nature of predominant activity in the market (agricultural produce, livestock, imported products);
- number and efficiency of local counterparts provided in each market-town;

A-priori, the number of farmers and herders may seem to be insufficient to derive significant estimates of flows. However, given the travel-time between farmers/herders, it was impossible to reach more than 3 farmer/herder per day per team.

To make-up for this drawback, the number of ambulants selling agricultural products was increased. The rationale being that most of the farming activity practiced at the sub-prefectoral level is either for subsistence needs or for small-scale commercialization. Those farmers that can afford to sell their produce do so by attending weekly markets as ambulants. As such, it was estimated that by increasing the number of "farmer" ambulants surveyed, the study could do without actually visiting numerous small-scale farmers.

The results of two market-towns deserve more explanation. Douako was recommended to the study by the Décentralisation since it was planned as a potential market-town in which to establish a CRD. As we arrived in Douako, the mission concluded that the level of market activity did not meet the basic requirements to warrant a full-fledged survey. Instead, it was decided to perform a few key interviews and to select Faranah as an adequate substitute.

Conversely, the level of market activity in Guéckédou was too dynamic to expect all target groups to allow us precious time during their most active day of the week. However, Guéckédou represents one of the most active importing market of Guinea and interviews performed with key informants from various sectors provided valuable information on the role that this market town plays in the distribution of imported goods.

APPENDIX B

ENQUETE DE VILLE MARCHE

COMMERCANTS, FABRICANTS, SERVICES

Nom de l'enqueteur________________________

Date________________________

Ville/Village/Marche________________________

Sous-prefecture________________________

Prefecture________________________

Nom de l'entrepreneur________________________

Sexe de l'entrepreneur________________________

Type d'entreprise: (se referer a la liste)

Commercant: grossiste________________

boutiquier________________

Fabricant:________________________

Services:________________________

I. Profil du proprietaire/locataire

1. Etes-vous le proprietaire?: (unique ou plusieurs?)

Oui______, depuis quand________________

Non______, precisez________________

2. De quelle ethnie etes-vous?________________

3. De quelle ville ou village etes-vous originaire?________

4. Ou habitez-vous ? ________________________

5. Combien de fois par mois venez vous ici?______

6. Activites:

Activite principale:________________________

Depuis quand:________________________

Activite secondaire:________________________

Depuis quand:________________________

7. Depuis combien de temps vendez-vous des produits ici?

____

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8. L'entreprise est-elle agreee, enregistree ou detient-elle un permis legal d'operer ?

Non________; pourquoi ______________________________

Oui_____, agree par qui________________; quand_______

9. Quels types de taxes payez-vous ?

. foncier batiment ___________
. patentes ___________________
. licence ____________________
. droits de marche____________
. location de stands__________
. autres _____________________

10. A qui payez-vous ces taxes?

. tresor national ____________
. paierie ____________________
. contributions diverses _____
. autres _____________________

II. Moyens de transports

1. Quel moyen de transport empruntez-vous d'habitude ?

Moyens		Frais de transports
_____	Camion	_____________
_____	Bache	_____________
_____	Taxi brousse	_____________
_____	Autobus	_____________
_____	Voiture prive	_____________
_____	moto	_____________
_____	bicyclette	_____________
_____	charrette	_____________
_____	a pied	_____________
_____	autres moyens	_____________

III. Operations economiques

1. Principaux produits vendus et estimation du revenu?

(la question des prix est importante mais la question de temps par entrevue est plus importante...Donc, il faut bien juger)

Produits	prix vente	prix revient	volume/marche

2. Estimation du couts de ces principaux produits (ou des principaux intrants pour les fabricants)

Produits/intrants	couts	volume/marche

3. De qui et ou achetez-vous ces produits (intrants pour les fabricants) ?

ville/village sous-pref. pref.

fermier______________________________

grossiste______________________________

detaillant______________________________

importateur______________________________

4. Connaissez-vous l'origine de ces produits?

Produits	ville/village	sous-pref.	pref.

5. Quels sont les outils/equipements les plus importants et ou les achetez-vous?

Outils/equipements	lieu d'achat

6. Qui sont vos clients et d'ou viennent-ils?

ville/village sous-pref. pref.

fermier______________________________

grossiste______________________________

detaillant______________________________

exportateur______________________________

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7. Connaissez-vous la destination finale de vos produits?

Produits	ville/village	sous-pref.	pref.

7. Comment voyez-vous l'avenir de ce marche ?
plus______ ou moins_____dynamique.

pourquoi________________________________

8. Quels sont les autres marches dans lesquels vous vendez?

a)____________________ b)__________________ c)__________________

9. Parmi ceux-ci, lequel est le plus dynamique?

____

10. Est-ce que vos affaires sont meilleures cette annee comparativement a:

moins	egale	plus		pourquoi
			1 an	
			2 ans	
			Iere Rep	

11. Combien de personnes a charges avez-vous?________________

12. Est-ce que vos revenus vous permettent de faire vivre votre famille?

oui_______ ; non___________

si non, pourquoi____

13. Si vos revenus etaient superieurs, quelle serait la repartition (en pourcentage) du surplus?

nourriture________________________________

vetements_________________________________

investissements (ou)______________________

autres____________________________________

IV. Emploi

1. Combien d'employes______et/ou d'apprentis_____ avez-vous?
2. Combien sont membres de votre famille?________________
3. Combien travaillent regulierement?________________
4. Ou habitent vos employes?

   ici________________
   zone rurale________________
   autres villes________________

5. Combien payez-vous vos employes?

   _______/jour ;__________/sem;

V. Contraintes

1. Si votre ville-marche beneficie des services d'infrastructures et administratifs suivants, pouvez-vous indiquez le degre de qualite de couverture de ces services?

(par exemple: s'il y a de l'electricite un tiers du temps, on fait une coche sous 1/3, etc)

fonctionnement/temps

	Pas	0	1/3	2/3	1
electricite					
systeme d'egouts					
eau courante					
telecommunications					
dispensaire					
routes urb-rurale					
police					
poste					

2. Types de contraintes autres que celles d'envergure nationale.

Nature de la difficulte	degre de la difficulte aucun	mineur	majeur	serieux
Infrastructure:				
entreposage				
disposition du marche				
stands/kiosques				
moyens de transport				
structures d'acceuils				
Services administratifs:				
vulgarisation				
veterinaires				
autogare				
station de taxi				
station d'essence				
facilites de financement				
charges fiscales				

Nature de la difficulte	degre de la difficulte aucun	mineur	majeur	serieux
Approvisionnements:				
matieres premieres locales				
matieres premieres importees				
carburant				
outillage				
main d'oeuvre qualifiee				

Autres:

fournir les garanties pour les prets________________
trop de concurrence dans ville/marche________________
autres (precisez)________________

3. Parmi les difficultes mentionnees ci-haut, quelles sont les quatre plus importantes?

1.________________

2.________________

3.________________

4.________________

4. Quels types d'assistances/actions specifiques aimeriez-vous voir dans le court terme, autres que les services d'envergure nationale?(si possible, autres que les 4 contraintes serieuses)

1.________________

2.________________

3.________________

4.________________

ENQUETE DE VILLE MARCHE

FERMIERS ET ELEVEURS

Nom de l'enqueteur________________________

Date________________________

Ville/Village/Marche________________________

Sous-prefecture________________________

Prefecture________________________

Nom de l'entrepreneur________________________

Sexe de l'entrepreneur________________________

Type d'entreprise: (se referer a la liste)

. ferme agricole ________________________

. eleveur ________________________

. ferme mixte ________________________

I. Profil du proprietaire/locataire

1. Etes-vous le proprietaire?:

Oui_______, depuis quand________________________

Non_______, precisez________________________

____

2. De quelle ethnie etes-vous?________________________

3. De quelle ville ou village etes-vous originaire?________

4. Combien de personnes avez-vous a charge? ______________

II. Operations economiques

1. Quelles sont vos principales productions ?

Cultures/betail	prix/unite	volume
________________	__________	____________
________________	__________	____________
________________	__________	____________

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Cultures/betail	prix/unite	volume
______	______	______
______	______	______
______	______	______
______	______	______
______	______	______

2. Quelle part de ces productions vendez-vous?

Cultures/betail	prix/unite	volume
______	______	______
______	______	______
______	______	______
______	______	______
______	______	______

3. Etes-vous membre d'un groupement ou d'une cooperative ?

   Oui__________, Non____________;

   Si oui, quels sont les avantages ou desavantages ?

   ____

   ____

   Si non, pourquoi ? (manque de sensibilisation, manque de moyens, d'infrastructures, de volonte, tradition, etc) ?

   ____

   ____

4. Ou se font vos transactions (ventes/achats) ?

   a la ferme____________________

   au marche hebdo_______________

   a la cooperative ______________

   autre ________________________

5. Quels sont les principaux intrants de votre production et ou les achetez-vous ? (engrais,pesticide,graines)

Intrants	ville/village	sous-pref.	pref.

6. De qui achetez-vous ces intrants ?

Intrants	grossiste	impor.	gouv.	autres

7. Qui sont vos clients et d'ou viennent-ils?

	ville/village	sous-pref.	pref.
fermier			
grossiste			
detaillant			
exportateur			
autres			

8. Quelles sont les villes-marches dans lesquels vous vendez?

a)________________ b)______________ c)______________

9. Parmi celles-la, laquelle est la plus dynamique?____________

10. Quels moyens de transports utilisez-vous pour envoyer votre production au marche ?

____

11. Qui payent les frais de transports? ____________________

12. Rencontrez-vous des difficultes dans la production et/ou l'ecoulement de vos produits dans ces marches dus au manque de services et d'infrastructure (medicaux, administratifs, education, etc)?

Oui _____ ; Non ______ .

Si non, indiquez le degre de difficultes que pose les services suivants:

	mineur	majeur	serieux
route ferme-marche			
moyens de transport			
reseau de commercialisation			
services de vulgarisation			
organisation du marche			
problemes lies a l'eau			
acces aux engrais			
acces aux pesticides			
acces aux semences ameliorees			
acces au credit			
information sur le marche			
electri.,carburant, etc			
facilite d'entreposage			
conser. et transfor. des produits			

13. D'apres vous qu'est-ce qu'il faudrait faire pour ameliorer cette ville-marche? (vision de projets specifiques)

____

____

14. Est-ce que vos affaires sont meilleures cette annee comparativement a:

moins	egale	plus		pourquoi
			1 an	______________________
			2 ans	______________________
			Iere Rep	______________________

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15. Est-ce que vos revenus vous permettent de faire vivre votre famille?

oui______ ; non__________

16. Si vos revenus etaient superieurs, quelle serait la repartition (en pourcentage) du surplus?

nourriture____________________________

vetements_____________________________

investissements (ou)__________________

autres________________________________

17. Payez-vous des taxes ? Oui_____, Non________

Si oui, lesquelles______________, combien__________

A qui____

18. Seriez-vous pret a payer des taxes si les recettes seraient utilisees pour ameliorer les services et equipements collectifs ? (ecole, dispensaire,marche,etc)

____

____

IV. Emploi

1. Combien d'employes______et/ou d'apprentis_____ avez-vous?
2. Combien sont membres de votre famille?_______________
3. Combien travaillent regulierement?__________________
4. Ou habitent vos employes?

ici__________________________

zone rurale__________________

autres villes________________

5. Combien payez-vous vos employes?

______/jour ;_________/sem;

ENQUETE DE VILLE MARCHE

TRANSPORTEURS

Nom de l'enqueteur______________________________

Date______________________________

Ville/Village/Marche______________________________

Sous-prefecture______________________________

Prefecture______________________________

Nom de l'interviewe______________________________

I. PROFIL DU TRANSPORTEUR

1. Residence du proprietaire ______________________________
2. Depuis combien de temps habitez-vous la? ______________
3. Quel type de vehicule avez-vous?______________________
4. Etes-vous proprietaire de votre vehicule? Oui__________
   Non________; prix de location/jour____________________
5. Avez-vous d'autres activites? ______________________
6. Combien de kilos (tonnes) transportez-vous en moyenne? ______

II. LES VOYAGES

1. Combien de voyages aller-retour faites-vous habituellement ___
2. D'ou etes-vous parti ___________et quand_______________
3. Pour quel autres villages assurez-vous le transport le jour du marche? ______________________________

   ____
4. Quelle distance parcourez-vous chaque jour en moyenne?______

5. Quels sont les marches pour lesquels vous faites du transport regulierement? Response chronologique (1ere, 2eme, etc.)

Jours	Marche	Jours	Marche

6. Parmi ces marches, quels sont les plus dynamiques?

____

III. LES FRETS

1. Quels sont les principaux produits que vos clients amenent?

Produits	Volume	Origine	Frais de transp.

2. Quels sont les principaux produits que vous ramenerez ?

Produits	Volume	Destination	Frais

3. Combien de passagers avez-vous amene aujourd'hui?

Ville/village	Nb de passagers	Prix/passager

4. Combien de passagers ramenerez-vous ce soir?

Ville/village	Nb de passagers	Prix/passager

5. Enumerez vos plus grandes difficultes_______________

&6. Quels sont vos projets d'avenir ? ___________________

ENQUETE DE VILLE MARCHE

GOUVERNEMENT LOCALE

VILLE: ____________________

PREFECTURE: ____________________

SOUS-PREFECTURE ____________________

ENQUETEUR ____________________

DATE: ____________________

1. EST-CE QUE TOUS LES COMMERCANTS PAYENT DES TAXE? LESQUELLES ET COMBIEN?

TYPE	FREQUENCE (JOUR,MOIS)
GROSSISTE ________	________
FABRIQANTS ________	________
BOUTIQUE/KIOSQUE ________	________
TABLIERS ________	________
AMBULANTS ________	________

2. ESTIMEZ LE NOMBRE DE COMMERCANTS PERMANENTS DANS LA VILLE.

	NOMBRE QUI PAYE
GROSSISTE ________	________
FABRIQANTS ________	________
BOUTIQUE/KIOSQUE ________	________
TABLIERS ________	________
AMBULANTS ________	________

3. ESTIMEZ LE NOMBRE DE COMMERCANTS QUI VIENNENT LE JOUR DE MARCHE.

		NOMBRE QUI PAYE
GROSSISTE	______________	______________
FABRIQANTS	______________	______________
BOUTIQUE/KIOSQUE	______________	______________
TABLIERS	______________	______________
AMBULANTS	______________	______________

4. QUI FAIT LA COLLECTE?______________________________

5. IL Y A COMBIEN DE COLLECTEURS?____________________

6. PAR QUELLE METHODE FAITES-VOUS LA COLLECTE? TICKETS?

7. EST-CE QUE LES COLLECTEURS, OU LA VILLE, FAIT CREDIT AUX COMMERCANTS? ______

OU EST-CE QUE LES COMMERCANTS REFUSENT PARFOIS DE PAYER LEUR TAXES? NON______ OUI______ SI OUI, POURQUOI?

8. POUVEZ-VOUS ESTIMEZ LE POURCENTAGE DE COMMERCANTS QUI NE PAYENT PAS?__________

9. QUELLES METHODES DE SUIVI AVEZ-VOUS POUR VOTRE COMPTABILITE, NOTAMMENT POUR LES RECETTES DES COMMERCANTS PERMANENTS ET CELLES DU MARCHE?

10. D'APRES VOUS, EST-CE QUE CETTE METHODE EST EFFICACE?

11. QUELLES RECOMMENDATION FERIEZ-VOUS POUR ALEMELIORER LE SYSTEME DU COMPATABILITE DE VOTRE BUREAU?

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INVENTAIRE DE FONCTIONS ECONOMIQUE

VILLE: ______________________ ENQUETEUR ______________

PREFECTURE: __________________ DATE: _________________

SOUS-PREFECTURE ______________

FONCTIONS

SERVICE	X	QUANTITE
BANQUE	:	:
AGENCE DE CREDIT	:	:
BAR	:	:
HOTEL	:	:
RESTAURANT	:	:
STUDIO DE PHOTO	:	:
STATION D'ESSENCE	:	:
REPARATION VOITURES, BICYCLETTES	:	:
PIECES DETACHEES (VEHICULE)	:	:
TAILLEUR	:	:
COIFFEUR	:	:
LAVOIR/BLANCHISSERIE	:	:
ABBATOIR/SECHOIR	:	:
MANUFACTURE/FABRICANT	:	:
TANNERIE	:	:
FORGERON	:	:
MENUISIER	:	:
MACON	:	:
CHAUDRONNIER	:	:
TISSERAND	:	:
POTTERIE	:	:

SOUDURE		
BIJOUTERIE		
ARTISINALE		
PRODUCTION		
PRODUCTION INDUSTRIELLE		
PRODUCTION MINERAUX		
PRODUCTION D'HUILE		
AGRICULTURE/ALIMENTATION		
INTRANTS POUR L'AGRICULTURE		
MAGASIN DE STOCKAGE/ENTREPOTS		
MOULIN A GRAINS		
MOULINS, AUTRES PRODUITS		
BOULANGERIE/PATISSERIE		
BOUCHERIE		
PRODUITS FRAIS		
CONDIMENTS		
AUTRES ESPECES D'ALIMENTATION		
PRODUITS DIVERS		
EQUIPEMENT DE BUREAU		
VETEMENTS,CHAUSSURES,TISSUS		
MARCHANDISES DE MENAGE/CUISINE		
DIVERS MARCHANDISES		
MATERIAUX DE CONSTRUCTIONS		
VENTES D'EAU		
BOIS DE CUISINE/CHAUFFE		
PRODUITS PHARMACEUTIQUES		
BOISSONS		
OUTILLAGE		

INVENTAIRE DES FONCTIONS COMMUNAUTAIRE

VILLE: ________________________ ENQUETEUR: ____________________

PREFECTURE: ____________________ DATE: _________________________

SOUS-PREFECTURE: _______________

FONCTIONS	QUANTITE	ETAT MAUVAISE	PASSABLE	BON
SERVICE EDUCATIFS				
JARDIN D'ENFANTS				
ECOLE PRIMARIE				
LYCEE				
ECOLE TECHNIQUE				
ECOLE NORMALE				
ECOLE ARABE				
SERVICE MEDICAUX				
HOPITAL				
DISPENSAIRE				
PHARMACIE				
DISPENSAIRE RURAL				
SERVICE ADMINISTRATIF				
POSTE DE POLICE				
POSTE DES POMPIERS				
SERVICE DE VULGARASIATION				
VETERINAIRE				
COOPERATIVE DE FEMMES				
COOPERATIVE AGRICOLE				
AFFAIRES SOCIALE				
BUREAU DE POSTE				

MAISON DES JEUNES				
CASE DE PASSAGE				
TERRAIN DE SPORT				
AUTOGARE				
STATION DE TRAIN				
STATION TAXI				
EXTENSION AGRICULTURE				
EXTENSION ELEVAGE				
INFRASTRUCTURE				
TELEPHONE PUBLIC				
ELECTRICTE				
EAU POTABLE				
EAU COURRANT				
SYSTEME D'EGOUT				
VOIRIE				
MENAGERES DES ORDURES				
SOCIALE				
EGLISE				
MOSQUEE				

ENQUESTE DE VILLE MARCHE

TABLIERS ET AMBULANTS

Nom de l'enqueteur____________________Date____________________

Village/Marche____________________Sous-prefecture____________________

Tablier____________________, Ambulant____________________

Sexe de l'entrepreneur____________________

1. Ou habitez-vous ? ____________________
2. De quelle ethnie etes-vous?____________________
3. De quelle ville ou village etes-vous originaire?____________________
4. Combien de fois par mois venez vous ici?____________________
5. Activite principale:____________________Depuis quand:____________________

   Activite secondaire:____________________Depuis quand:____________________
6. Depuis combien de temps vendez-vous des produits ici?

   ____
7. Est-ce que vous payez des taxes ?____________________
8. Categorie de produits vendus? (se referer a la liste)

   ____

   ____

   ____
9. Quel moyen de transport empruntez-vous d'habitude ?____________________
10. Connaissez-vous l'origine de ces produits?____________________
11. Quels sont les autres marches dans lesquels vous vendez?

    a)____________________ b)____________________ c)____________________
12. Parmi ceux-ci, lequel est le plus dynamique?____________________
13. Rencontrez-vous des difficultes dans votre commerce ?

    ____
14. Quels sont vos projets ?

    ____