

# Report

## Plateau Central Focus Groups and Market Research

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Submitted to the,



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## Contents

Overview of the Research .....	1
1. Overview of the Plateau Central .....	1
2. History .....	2
3. NGOs and Associations .....	2
Focus Groups.....	3
1. What are the biggest wishes and needs of the community? .....	3
2. How far is an average resident's walk from home to the nearest place to make monetary purchases? .....	3
3. Do residents own modes of transportation, such as wheelbarrow, horse, bicycle, motorcycle or car? .....	3
4. Is there anything that the government or NGO's are handing out in this community?.....	4
5. Cellular service in the community?.....	4
Marketing.....	5
6. What things do residents of this community want to buy but are either not available or available but too expensive?.....	5
7. The best way to make sales? Traveling door to door, on the street, stationed at one location such as a local marché, or at community events? .....	5
8. What difficulties would this <i>machann</i> face in doing her job? .....	6
9. Are there women in your community who would be <i>both</i> interested <i>and</i> good at working as a <i>machann</i> ?.....	6
10. How might husbands react to their wives becoming salespeople or a <i>machann</i> ? .....	6
11. How much <i>machann</i> have to earn per week for women to be interested in becoming one?....	7
12. Which of the following would be the most attractive salary option? a) Entirely fixed salary, b) Partially fixed salary, partially commission based on sales c) Entirely commission based salary .....	7
13. What would be the best way to recruit salespeople? .....	7
General Products .....	8
14. Shampoo .....	8
15. Skin Lotion.....	8
16. Eyeglasses .....	8
17. Thread and Yarn.....	8
18. Tooth Paste and Tooth Brush .....	8
19. Sponges and Scrub Pads .....	9
20. Clothes .....	9
21. Clean Cook Stove .....	9
22. Solar lamp .....	9
Agricultural Products .....	9

23.	Pesticides .....	9
24.	Fertilizers.....	9
25.	Other Agricultural Products in Demand.....	9
26.	Government and NGOs.....	10
27.	Credit.....	10
	Healthcare Products.....	10
28.	Aspirin .....	10
29.	Vitamins .....	10
30.	Health Screening .....	10
31.	Most Popular Products .....	10
	Investigation of <i>Boutik</i> /Stores Sales .....	12
	Inventory.....	12
	Profits.....	13
	(All Figures in USD at 43 <i>goud</i> to 1 US Dollars).....	13
	Items <i>Boutik</i> Owners Want to Sell but Do Not .....	15
	Place of Purchases, Restocking, Amount Spent, Credit, Means and Cost of Transport .....	15
	Survey of Street and Market Vendors .....	16
	Survey of Items Imported from the Dominican Republic .....	17
	Recommendations .....	18
	ANNEX .....	19
	Peasant Associations on the Plateau Central .....	19
	Focus Group Guide in English .....	20
	Focus Group Guide in Creole .....	26
	Bibliographical Resources .....	33

## Tables

Table 1: Plateau Central Major Livelihood Strategies, Livestock and Crops.....	1
Table 2: Items Stocked in Local Boutik (Survey of 5 boutik).....	12
Table 3: Total Profits (USD) for 5 Boutik Owners.....	13
Table 4: Profits (USD) Boutik Owner 1 (Tierra) .....	13
Table 5: Profits (USD) Boutik Owner 2 (Corporant) .....	13
Table 6: Profits (USD) Boutik Owner 3 (Tierra) .....	14
Table 7: Profits (USD) Boutik Owner 4 (Corporant) .....	14
Table 8: Profits (USD) Boutik Owner 5 (Bayas) .....	14
Table 9: Items Boutik Owners Want to Sell But Do Not .....	15
Table 10: Place of Purchases for Restocking, Amount Spent (USD), Credit, Means and Cost of Transport.....	15
Table 11: Survey of Vendors and Wares in Mirabalais Market and Street.....	16
Table 12: Items Imported from the Dominican Republics.....	17
Table 13: List of Associations on the Plateau Central.....	19

## Overview of the Research

The market research presented in this report was commissioned by the Clinton Foundation (hereon referred to as CF) and facilitated by TechnoServ Haiti, a NGO dedicated to “business solutions to poverty.”

The research target area was Haiti’s Plateau Central (hereon referred to as the Plateau). The research team was comprised of four investigators: an international consultant from the U.S. with a PhD in anthropology who functioned as team leader; a female Haitian national with a University degree in marketing research who performed as focus group leader; a male Haitian national, with a degree in economics and statistics who managed field research and part of the analysis; a chauffeur-anthropologist with a US degree in Sociology. The research was conducted on November 19<sup>th</sup> to 21<sup>th</sup> and included,

- three focus groups conducted in Haitian Kreyol with 15 to 20 market women from three different communities (Tierra, Corporant, and Bayas), located near to prospective TNS-CF peanut depots.
- a survey of the contents of 5 *boutik* (convenience stores) in the same communities as the focus groups and included data regarding profits, re-stocking, location of purchase, and products the owners hoped to sell but did not
- a survey of street and market vendors in the town of Mirabalais

### 1. Overview of the Plateau Central

The Plateau Central (2012 pop: 712,138; Urban: 19%; area 150 miles<sup>2</sup>) is one Haiti’s ten Departments. It has 10 towns, the largest of which are Hinche (pop ~34,000) and Mirabalais (pop ~17,000). The Plateau is distinct from the rest of Haiti geographically, historically, culturally, economically and in terms of infrastructure. Located in the interior of the island, the Plateau has an average elevation of 1,000 feet above sea level. It completely surrounded by a wall of mountain ranges that protects the region from hurricanes. It has a moderate mean temperature of ~72°F, and relatively high rainfall. Electricity from Haiti’s only hydroelectric dam (Peligre) is widely available and cost free for most inhabitant. Four recently paved roads, the best in the country, transect the Plateau and connect all the major towns in the region as well as the region to Port-au-Prince and the Dominican Republic. Over 100 miles of porous border with the Dominican Republic permits brisk and largely untaxed trade as well as an intense flow of labor migrants into and out of the DR. A plentitude of motorcycle taxis and cell phone service further facilitate the flow of goods, information and people into and out of the most remote rural areas of the Plateau. Access to low cost and high quality healthcare supported by Partners in Health adds to the quality of life in the area. All the preceding makes the Plateau Central special in terms of potential for development and access to trade.

Table 1: Plateau Central Major Livelihood Strategies, Livestock and Crops

Livelihood Strategies	Livestock	Major Crops
1. Agricultural	1. Cows	1. Peanuts
2. Livestock	2. Goats	2. Corn
3. Commerce/Trading	3. Sheep	3. Millet
4. Charcoal production	4. Hogs	4. Plantains
5. Remittance (DR & US)	5. Chickens	5. Pigeon Peas
6. Fishing (lake Peligre)	6. Guinea Fowl	6. Black beans
	7.	7. Manioc
		8. Sweet potatoes

## 2. History

Much of Plateau Central was seized from the neighboring Dominican Republic in 1801 during the Haitian Revolution. By the early 1900s the Plateau was part of a transnational cultural linguistic area that extended some 50 miles into the current Dominican Republic. On both sides of the border region Creole was the dominant language, names of many towns and geographical features were Creole, the Haitian Gourde was the dominant currency, and trade was oriented toward Port-au-Prince. In 1937 the mixed transnationalism border culture came to an abrupt end when the Dominican Dictator Ralph Leonidas Trujillo ordered the massacre of 12,500 to 30,000 ethnic Haitians living on the Dominican side of the border and drove the entire remaining population of 150,000 + ethnic Haitians into Haiti. The border was closed. Troops from both countries patrolled and severely restricted immigration and trade. But in 1986 the situation changed again. With the fall of the second Duvalier regime Haitian troops were withdrawn from the border. In view of the high demand for cheap labor to work in what was by that point in time rapidly developing Dominican industrial and tourist sectors, the Dominican military only weakly regulated Haitian immigration. A process of re-Haitianization of the Dominican side of the border began again. Today the Haitian side of the border is entirely ethnically Haitian. The Dominican side is heavily Haitian in many rural areas, such as the South. In all areas Haitian work in a type of serf relationship for Dominican landowners, taking care of homesteads, crops, and livestock. Haitians make up the bulk of the labor force in highly productive Dominican agro-industrial endeavors. Labor migration of Haitians into the Dominican Republic to work both in the agro-industry and more distance tourist and business sector represents a major influence and source of revenue for people on the Plateau. Dominican influence in agriculture on the Haitian side can be seen in financing of highland agro-industrial vegetable and potato cultivation. There is heavy trade of Dominican agricultural products and produce, industrial food items, legal rum and illegal arms, parrots, cocaine and marijuana. There is a highly disruptive industry of organized livestock thievery, something made possible by the remoteness of the region, different legal entities on either side of the border, and complicity of corrupt Dominican authorities.

## 3. NGOs and Associations

World Vision has a strong presence in the region, including massive USAID food security and school feeding programs as well as assistance in agricultural livestock and reforestation. Zanmi Agricol works with farmers as well. Mercy Corps too developed a strong presence after the 2010 earthquake. The area region is also characterized by a strong tradition of farmers associations, including the 60,000 member MPP (Mon Papay Peasant Movement) active in politics, development, health, agriculture and education (see Annex for list of Associations).

## Focus Groups

### 1. What are the biggest wishes and needs of the community?

Responses included mills, pumps, high schools, hospital, orphanage, store, health clinic, pharmacy, water spigot, electricity, help with animals, agricultural extensive service and garden supplies, pesticides, and irrigation. They reflected the general needs communities and throughout Haiti. They also reflected the expectation that we had come to give aid. Despite the demands, notable is that many people noted they have direct access to electricity, hard roads and water.

“We have water and electricity but we don’t have anything else. If you want to buy something you have to go to Thomond or Mirabalais”

*Corporant*

No store, no pharmacy, we have to go to Mirabalais or Lascahobas to buy all the things we need.

*Bayas*

We can’t plant gardens, we don’t have money for livestock... You can’t find products to help you get ahead.

*Tierra*

### 2. How far is an average resident’s walk from home to the nearest place to make monetary purchases?

In all cases in is less than 20 minutes. Every area is within one hour of major towns and markets: Tomond, Mirabalais, Lascahobas, and the border town Elias Pina are all commonly mentioned. Hinche, the major city on the Plateau is seldom mentioned. The three options for purchasing are the *boutik*/store, the market, and from people selling out of their home. Participants consistently complain about higher costs we purchasing from people selling out of the home, it is almost entirely foods that are sold. *Boutik* are less common. Respondents prefer to purchase at markets where they say items are less expensive; this despite the cost of transport discussed below.

When it’s on foot you go to Kass, it can take an hour. On moto it’s 15 minutes.

*Tierra*

On moto it’s ten minutes. On foot, 30 minutes or even and hour. It depends how fast you walk.

*Bayas*

Everything you need to buy, you have to go to Mirabalais... 15 minutes on Moto

*Corporant*

### 3. Do residents own modes of transportation, such as wheelbarrow, horse, bicycle, motorcycle or car?

Most do not own any of the above. Wheelbarrows are only used in town or markets. The primary mode of transport is motorcycle taxi. It is fast. But animals are preferred because they cost less. Vehicles are less available. The cost of transport is the primary complaint regarding cost of trading.

They have trucks but they pass here all loaded down. We don't really use them around here. *Bayas*

Nowadays there is a way that's easier. You pay 50 *goud* and you take a moto to carry you. Before we went on foot or animal. *Tierra*

If you have the means you go on moto. If you don't have the means you go on foot or horse. *Corporant*

#### 4. Is there anything that the government or NGO's are handing out in this community?

There was an upsurge of aid after the earthquake. Aquatabs are distributed during Cholera outbreaks. World Vision give animals out in Tierra; respondents in Bayas mentioned activity of both World Vision and Mercy Corps. This was the extent of direct response to the question. However, when asked elsewhere about credit respondents mentioned TNS credit program and in Corporant—where all respondents said there was no NGO activity—we were sitting in Zanmi Agrikol which has extensive services in the area. All focus group respondent in all three groups mentioned the availability of medical care through PIH hospital in Cange. And in fact, most participants also participate in some way with TNS peanut production program.

“No” (despite sitting inside Zanmi Agricol facility and participating in TNS program and using the Cange hospital—best in Haiti) *Corporant*

They put a bureau in town to loan us a little money. But when you borrow there you become worse off because sometimes you can't even make a profit to pay neither them or for yourself. *Tierra*

There was a lot because after the earthquake Mercy Corp came and gave stuff away. Even if everyone didn't get something. But now, you can say we don't get anything. *Bayas*

#### 5. Cellular service in the community?

A minority of respondents do not own phones. Most do. Only Bayas has no signal (people must go to hilltops to make phone calls). Only a minority of respondents ~30% use text messaging.

People in my house have one. But I don't. *Tierra*

We use telephones to speak to people. *Corporant*

We don't have an antenna around here. When we need to talk we look for a little mountain, go up to the top and call. *Bayas*



## Marketing

6. What things do residents of this community want to buy but are either not available or available but too expensive?

Responses were confined to items that are locally available or available in urban area. Food (vegetable oil, rice...), cosmetics, pesticides, pumps, garden tools were mentioned most commonly. Typical was one Bayas woman comment,

“We need food products, cosmetics... It’s to Mirabalais we have to go for those things.”

7. The best way to make sales? Traveling door to door, on the street, stationed at one location such as a local marché, or at community events?

The best place to sell is in the market where the only danger is being tricked and thievery. In terms of tone and enthusiasm there was a clear enthusiasm for the market. In part this seemed to be because a) women sold greater quantities and more rapidly when in the market, and b) in the market they do not give credit. To sell out of the home one must give credit to neighbors, friends, and family; it is often hard to recuperate money owed on credit; but selling from the home has the advantage of greater benefits. Walking (approximate equivalent of door to door) was cited as effective but not as common as it is in towns and Port-au-Prince; it is also tiresome because of the distances one has to walk; and even dangerous because of traffic. Overall, women preferred to sell in the market vs. out of the home at a rate of about 3 to 1. Despite some enthusiasm and claims several women made in all the focus groups that one could sell faster this way. walking was not seen as a significant option. It should be noted that most women sell from the home by default: because they tend to specialize in products. Neighbors, family and friends are aware of which woman specialize in a product and if in need of an item will seek the women out. [Marketing in rural Haiti is probably best thought, not as a temporary endeavor that occurs in one place, but rather as a woman’s fulltime time occupation that occurs wherever she is—at home, walking to and from the market, or at the market. It is reasonable to expect that just as stores are distributed in the US at naturally occurring frequencies, women specializing in specific products—tobacco, rum, spices, cloths, etcetera—occur at predictable frequency throughout Haiti].

Thomond and Kass, like on Tuesday and Wednesday when they have market. But others, they sell from their homes, they sell more expensive, they make more profit.

*Tierra*

You could take a little walk, me, I walk around and sell sweet rolls... Sometimes I walk around and sell green, or a little meat. Sooner or later someone will call me, ‘*machann*, come here and let me buy some of what you got.’

*Bayas*

Around here we don’t have walking and selling... It’s in Port-au-Prince they do that... Go sit in the market is better.

*Corporant*

8. What difficulties would this *machann* face in doing her job?

The biggest cost women confront is transport. As mentioned, animals are preferred in this regard because costs are low. However, it takes greater time to travel. Having to give credit to clients is the second greatest difficulty. Getting credit is mentioned. A perennial problem slow turnover.

Selling on credit and they don't pay you. If you go ask for your money they curse you.

*Bayas*

Transport is the biggest difficulty.

*Corporant*

Selling in the market doesn't have any problems at all. You buy, you sell right there, this for that. Thievery and trickery is the only problem a *machann* encounters in the market.

*Tierra*

9. Are there women in your community who would be *both* interested *and* good at working as a *machann*?

All the women indicated they would be interested and good at working as a *machann*. All are *machanns*: it is the career of default for the 90% plus Haitian women who do not become professionals or skilled workers.

“That's what we're looking for.” *Corporant*

The women were especially interested in the prospect of getting items on credit and in being able to return the items if they did not sell. The only notable dissenter was one woman who said that food sold best and that is all that interests her.

10. How might husbands react to their wives becoming salespeople or a *machann*?

All of the women insisted that their husbands would not object to their marketing. As indicated it is what they do.

“We're working people, we have to get by” *Bayas*

“Our husbands could be even more interested than us because we will make money and they won't have to give us as much.” *Tierra*

“They don't have any problem with that. It's money I'm going to earn.” *Corporant*

11. How much would a *machann* have to earn per week for women to be interested in becoming one?

Most women indicated 1,500 to 5,000 *goud* per week (US\$30 to 125) was expected. However, this was not expected all the time and appears to have been an optimistic base case scenario. There may have been a tendency to try to convince the moderator they could sell so as to win the opportunity to do so. Others referred to 250 to 500 *goud* (US\$6-US\$10) profits per week. Although not conclusive, research elsewhere suggests that, after costs, a reasonable expectation is US\$50 per month (Schwartz 2010: Chapt 10).

In one week, sometimes I make 5,000 *goud*, (US\$116) but it could be 1,500, or 2,000 (US\$35- US\$46). It depends. *Corporant*

Sometimes I go to the market and I make 2,000 *goud* (US\$46) in profit. But it's not all the time. *Tierra*

You buy something there for 50 *goud* (US\$1.16), but you sell it for the same 50 *goud*. Sometimes it a loss you take. *Bayas*

12. Which of the following would be the most attractive salary option? a) Entirely fixed salary, b) Partially fixed salary, partially commission based on sales c) Entirely commission based salary

In Bayas all women enthusiastically chose salaries. Corporant was similar. In Tierra all the women chose a smaller salary with a commission on sales.

Lè se sou sa w fè a pou ou touche, si w pa vann ou pap gen kòb donk pa mwa a pi bon. *Tierra*

Ba m Sale ! *Bayas*

Sale t ap bon. *Corporant*

13. What would be the best way to recruit salespeople?

Giving a seminar, choosing people in the TNS program, and networking (making sure that the women were trustworthy) were suggestion. Warned against giving credit to just any one.

That's going to depend on who you invite because if you just choose people to come then they're going to come with an expectation. The people who choose the participants should know what kind of people they are and if they're reliable. *Corporant*

Now it's credit you're going to be giving and it's not everyone who's honest. You could give credit and it ruins the whole thing for all of us. *Bayas*

I would rather that it's someone in the area who choose participant so we don't have any problems because there are a lot of people around here who are scammers.

*Tierra*

## General Products

### 14. Shampoo

Considered a popular product available only in towns or the market. All respondents thought it would sell briskly but only if the price is reasonable. Principal buyers are older school children and pre-nuptial adults. Many adults wash their hair with detergent. Several respondents insisted that shampoo must be sold with soap, lotion, and other feminine beauty products—as it usually is in the market. Twenty-five to 150 *goud* was the given price range. The less expensive the better but respondents cautioned against a product that was too inferior.

### 15. Skin Lotion

Considered a product even more marketable than shampoo. Everyone but especially women—the respondents themselves—are interested in and want to use the product. Prices range with quality from 60 to 300 *goud* (US\$1.40-US\$7.00). But one woman cautioned that, similar to shampoo, that it the primary buyers are people without other expenses—pre-nuptial adults.

### 16. Eyeglasses

Neither sunglasses nor reading glass were seen to be highly marketable. Sunglasses are purchased during holidays to be “*chelbè*”—dressy. They sell for 50 to 150 *goud* (US\$1.20- US\$3.50) . At other times they do not sell. Eyeglasses are purchased from pharmacies, town stores or clinics and hospitals. They are sold or given away cheap as part of treatment programs. No one viewed them as a desirable product.

### 17. Thread and Yarn

Thread is sold everywhere in order to repair school uniforms. The popular thread sells 2 cigarette sized spool with 2 needles for 5 *goud* (US\$0.12); others cited one spool and 2 to 4 needles for 15 *goud* (US\$0.35). Regarding cloths and tailor business, one woman aptly cited the importation of used cloths as having reduced interest in repairing cloths. However, embroidery for the artisan market is common and appropriate thread could be sold in bulk. The only local use for yarn is in small strips to braid hair; rolls of yarn are only available in the town of Mirabalais.

### 18. Tooth Paste and Tooth Brush

All focus groups cited these as popular and highly marketable items. Responses on availability varied from everywhere to only Mirabalais. Everywhere is more likely, a conclusion underscored by the fact that every focus group cited the cost of a tooth brush as 10 *goud* (US\$.023) and a tube of tooth paste at 25 to 30 *goud* (US\$0.58- US\$0.70).

### 19. Sponges and Scrub Pads

Sponges are rare but “pay fè”—metal scrub pads or brillo pads—are highly marketable (everyone uses them daily). They are available in rural *boutik*. They sell for 5 to 7 *goud* (US\$0.12- US\$0.16).

### 20. Clothes

Highly marketable at low prices. All focus group participant responded enthusiastically to cloths as a sales item (the interest was focused on chiefly on female cloths). They are generally available only in towns. Prices vary from 50 to 250 *goud* (US\$1.16- US\$5.81) for a blouse

### 21. Clean Cook Stove

Marketable but at very low price. Currently unavailable even in towns. Enthusiasm for the product was generally low because of the expectation that it is expensive. Respondents emphasized that they could not spare money for such items, i.e. that they had inexpensive alternatives. A marketable price ranged from 100 to 500 *goud* (US\$2.30- US\$11.60). One Tierra informant said that it would sell for 1,000 *goud* (US\$23.26) but slowly.

### 22. Solar lamp

Similar to the preceding, considered marketable at a very low cost: 250 to 750 *goud* (US\$5.81- US\$17.44). Currently available in Port-au-Prince for 500 *goud* (US\$11.60). One commonly cited drawback in marketing this product is the regional availability of electricity. However, in more rural areas there is no electricity.

## Agricultural Products

### 23. Pesticides

Responses were varied between focus groups. In Tierra respondents report the seasonal availability and high marketability of pesticides, particularly for tobacco. They are sold in small quantities for 25 *goud*. In Corporant, where Zanmi Agricol distributes pesticides there was less interest in pesticide. In Bayas there was very little interest in pesticide. Note that powdered pesticides is used as to help preserve seed crop. Respondents report making pesticides, probably from the neem tree, and purchasing it as the Kass market—near the border.

### 24. Fertilizers

Like pesticide, it is used with tobacco. But overall there was very little interest in fertilizers. One Bayas respondent said that if they started to use them the soil would be depleted of nutrients. Compost is preferred.

### 25. Other Agricultural Products in Demand

A high demand for garden tools, particularly hoes, picks and machetes. Also highly marketable are pumps. Currently available pumps are gas powered and range in price from 40,000 to 75,000 *goud*. (US\$930- US\$1,744). Mills were mentioned elsewhere. Hog supplements were mentioned once.

## 26. Government and NGOs

Several respondents mentioned that World Vision and Zanmi Lasante occasionally provide tools and access to fertilizers and pesticides.

## 27. Credit

TNS program was the only one mentioned providing credit to farmers for investment in crop production. We know from CF and TNS quantitative surveys that farmers are receptive to credit at reasonable interest rates. In border areas Dominican agro-entrepreneurs provide pesticides, fertilizers and seed stock to Haitian farmers in exchange for being able to purchase the harvest. This occurs in the highland border areas where farmers can plant cabbage, lettuce, carrots, onions and potatoes. It occurs to a lesser extent with tobacco in the upper reaches of Lake Peligre—which because of sedimentation is, for 6 months of the year, a large and highly fertile flood plain

## Healthcare Products

### 28. Aspirin

Considered marketable. Currently available only in *boutik* and more so in pharmacies, clinics and hospitals. One drawback is that people tend to associate aspirin with doctors and prescriptions, and are thereby apprehensive about purchasing it on their own volition. A second obstacle is a fear that aspirin sold outside of medical facilities could be expired. Nevertheless, it is marketable. Sold in small quantities: 2 tablets for 5 *goud* (US\$0.05- US\$0.12).

### 29. Vitamins

Possibly marketable at low price. Currently vitamins are only sold in pharmacies, clinics and hospitals. Similar to aspirin they are associated with prescriptions and a drawback is that when prescribed they are usually given away after consultations with doctors or nurses. Recommended prices are 10 to 25 *goud* for 10 vitamin tablets.

### 30. Health Screening

Highly marketable but at low price. The only health screening kits available outside of clinics and hospitals are pregnancy tests. PIH in Cange and hospitals in Mirabalais, Thomond, Hinche, and Boukan Kare provide a wide range of health screening exams for 25 to 50 *goud* (US\$0.58- US\$1.16), inexpensive but considered costly in terms time waiting and having to deal with indifferent doctors and nurses. Screenings at private clinics in Hinche, Mirabalais and Port-au-Prince cost 500 to 1,250 *goud* (US\$11.62- US\$29.06), considered prohibitively expensive.

### 31. Most Popular Products

When asked which product respondents were most interested in selling, by far the most desirable were soap, shampoo, and skin cream. Next most popular were cloths followed distantly by agricultural tools, pesticides and fertilizers.

Investigation of *Boutik*/Stores Sales  
Inventory

**Table 2: Items Stocked in Local *Boutik* (Survey of 5 *boutik*)**

Items	Frequency	Items2	Frequency
Body lotion	5	Cigarettes	2
Candles	5	Cooking oil	2
Canned milk	5	Corn Flakes	2
Dish pads/scrubbers	5	Corn meal	2
Juice	5	Hair externsions	2
Notebook	5	Light bulb	2
Rum	5	Malt drink	2
Sardines	5	Matches	2
Toilet paper	5	Matches	2
Tooth brush	5	Pasta (Angel Hair)	2
Tooth paste	5	Plastic bag	2
Cake/sweet bread	4	Protein Shake	2
Corn in grain	4	Shampoo	2
Glue	4	Soda	2
Margerine	4	Bleach	1
Soap	4	Catchup	1
Soda	4	Chalk	1
Baby food	3	Condoms	1
Beans	3	Cup/glasses	1
Boullion cube	3	Deoderant	1
Cool aid	3	Detergent	1
Energy drink	3	Diapers	1
Gum	3	Disinfectant	1
Hair relaxer	3	Ear cleaners	1
Hard candy	3	Envelopes	1
Headache pills	3	Forks	1
Kotex	3	Hard candy	1
Mosquito coils	3	Juice mix	1
Paper plate	3	Mayonaise	1
Pata (Spaghetti)	3	Napkins	1
Pen	3	Pasta (Macaroni)	1
Razors	3	Pencil	1
Rice	3	Perfume	1
Sugar	3	Plantain	1
Telephone card	3	Popcycle	1
Vegetable oil	3	Porridge	1
Water	3	Rope	1
Wine (swil)	3	Salami	1
Batteries	2	Tomatoe Paste	1
Beer	2	V8	1
Cheese	2	Wheat flour	1
Cheese Puffs	2	Whole wheat flour	1

## Profits

(All Figures in USD at 43 *goud* to 1 US Dollars)

**Table 3: Total Profits (USD) for 5 *Boutik* Owners  
(profit profiles based on most popular sales items)**

Items	Purchase price	Sale price	Profit	Percent Profit
Vendor 1	\$55.70	\$60.16	\$4.47	8%
Vendor 2	\$26.60	\$30.70	\$4.09	15%
Vendor 3	\$24.67	\$26.53	\$1.86	8%
Vendor 4	\$29.05	\$30.00	\$0.95	3%
Vendor 5	\$12.79	\$13.88	\$1.09	9%
<b>Total</b>	<b>\$148.81</b>	<b>\$161.28</b>	<b>\$12.47</b>	<b>8%</b>

**Table 4: Profits (USD) *Boutik* Owner 1 (Tierra)**

Items	Purchase price	Sale price	Profit	Percent Profit
Matches ( 20 match boxes)	\$0.58	\$0.70	\$0.12	20%
Sugar	\$9.30	\$10.23	\$0.93	10%
Rice	\$4.65	\$4.88	\$0.23	5%
Oil	\$3.49	\$3.72	\$0.23	7%
Bouillon cubes	\$16.28	\$17.44	\$1.16	7%
Malta	\$2.09	\$2.33	\$0.23	11%
Corn	\$3.26	\$3.49	\$0.23	7%
Beans	\$13.95	\$15.12	\$1.16	8%
Salami	\$0.23	\$0.28	\$0.05	20%
Spaghetti	\$1.86	\$1.98	\$0.12	6%
<b>Grand Total</b>	<b>\$55.70</b>	<b>\$60.16</b>	<b>\$4.47</b>	<b>8%</b>

**Table 5: Profits (USD) *Boutik* Owner 2 (Corporant)**

Items	Purchase price	Sale price	Profit	Percent Profit
Cake/sweet bread	\$3.72	\$4.19	\$0.47	13%
Chanceler	\$0.79	\$1.16	\$0.37	47%
Juice (Jumex)	\$2.33	\$2.79	\$0.47	20%
Notebook	\$0.58	\$0.81	\$0.23	40%
Chalk	\$0.58	\$0.93	\$0.35	60%
Canned Milk	\$4.19	\$4.65	\$0.47	11%
Juice ( )	\$4.65	\$5.12	\$0.47	10%
Tooth paste	\$0.81	\$1.05	\$0.23	29%
Rum	\$4.65	\$5.12	\$0.47	10%
Energy Drink	\$4.30	\$4.88	\$0.58	14%
<b>Grand Total</b>	<b>\$26.60</b>	<b>\$30.70</b>	<b>\$4.09</b>	<b>15%</b>



**Table 6: Profits (USD) Boutik Owner 3 (Tierra)**

Items	Purchase price	Sale price	Profit	Percent Profit
Cheese puffs	\$0.81	\$0.88	\$0.07	9%
Rice	\$4.77	\$5.12	\$0.35	7%
Hair extensions	\$0.14	\$0.16	\$0.02	17%
Rum	\$1.40	\$1.63	\$0.23	17%
Canned milk	\$3.72	\$3.95	\$0.23	6%
Oil	\$1.40	\$1.51	\$0.12	8%
Bouillon cubes	\$0.35	\$0.37	\$0.02	7%
Malt drink	\$2.09	\$2.33	\$0.23	11%
Sugar	\$8.37	\$8.84	\$0.47	6%
Spaghetti	\$1.63	\$1.74	\$0.12	7%
<b>Grand Total</b>	<b>\$24.67</b>	<b>\$26.53</b>	<b>\$1.86</b>	<b>8%</b>

**Table 7: Profits (USD) Boutik Owner 4 (Corporant)**

Items	Purchase price	Sale price	Profit	Percent Profit
Cake/sweet bread	\$3.19	\$3.26	\$0.07	2%
Beer	\$3.02	\$3.14	\$0.12	4%
Cheese puffs	\$0.95	\$1.05	\$0.09	10%
Rice	\$4.65	\$4.77	\$0.12	3%
Garlic	\$1.63	\$1.74	\$0.12	7%
Corn meal	\$3.26	\$3.37	\$0.12	4%
Beans	\$0.93	\$0.98	\$0.05	5%
Sugar	\$8.26	\$8.37	\$0.12	1%
Soda	\$1.63	\$1.74	\$0.12	7%
Spaghetti	\$1.53	\$1.58	\$0.05	3%
<b>Grand Total</b>	<b>\$29.05</b>	<b>\$30.00</b>	<b>\$0.95</b>	<b>3%</b>

**Table 8: Profits (USD) Boutik Owner 5 (Bayas)**

Items	Purchase price	Sale price	Profit	Percent Profit
7UP	\$2.56	\$2.79	\$0.23	9%
Matches	\$0.23	\$0.28	\$0.05	20%
Rum (moonshine)	\$1.40	\$1.51	\$0.12	8%
Rum (bottled)	\$5.81	\$6.05	\$0.23	4%
Cigarette	\$2.79	\$3.26	\$0.47	17%
<b>Grand Total</b>	<b>\$12.79</b>	<b>\$13.88</b>	<b>\$1.09</b>	<b>9%</b>

Items *Boutik* Owners Want to Sell but Do Not

**Table 9: Items *Boutik* Owners Want to Sell But Do Not**

Area	Product	Why he/she does not sell the product
Tierra	Cloths Cloth (fabric) Sandals Shoes Radios Television Motorcycle parts	I do not have enough money to buy products
Corporant	Protein shakes Rum punch (bottled) Tennis shoes T-shirts Beer Cloths for men	I do not have enough money to buy products
Tierra	Cloths Shoes Jewelry (fantasy) Socks Sandals	I do not have enough money to buy products
Corporant	Jewelry (fantasy) Sandals Cloths for women Body soap,lotions, perfumes, makeup...	They do not sell so fast

Place of Purchases, Restocking, Amount Spent, Credit, Means and Cost of Transport

**Table 10: Place of Purchases for Restocking, Amount Spent (USD),  
Credit, Means and Cost of Transport**

<i>Boutik</i> Location	Where Purchases	Amount spent	Credit	Frequency of Restocking	Means of Transport	Cost of Transport
Tierra	Hinche P-au-P	\$55.81	No	Once per week	Bus/truck	\$4.65
Corporant	Mirabalais P-au-P	\$116.28	No	Every two weeks	Bus/truck	\$1.40
Tierra	Thomond Hinche	\$27.91	Yes	Every two weeks	Moto taxi	\$1.16
Corporant	Mirabalais	\$69.77	No	Once per week	Moto taxi	\$0.70
BAYAS	Mirabalais P-au-P	\$139.53	No	Once per week	Bus/truck	\$2.33

## Survey of Street and Market Vendors

**Table 11: Survey of Vendors and Wares in Mirabalais Market and Street**

Merchandise Assortment	Sex of vendor
Soap, shampoo, tooth brush, tooth paste, body lotion, makeup, perfume	Female
Matches, candles, mosquito coils	Male
Cloths women	Female
Cloths men	Male
Sunglasses & watches	Male
Medicines (Pharmaceuticals)	Male
Hard candy, cheese puffs, gum, lolipops, sweet bread, ments (sometimes cigarettes and cookies)	Female
Rum & cigarettes	Male
Shoes women	Female
Meat	Female
Liver	Female
Greens and viv (sweet potatoes, plantains, yams, manioc)	Female
Sugar, flour, corn meal, beans	Female
School books, notebooks, pencils, pens	Male
Dried fish	Female
Salt	Female
Spices	Female
Cold drinks (sodas, energy drinks, protein shakes, water)	Male
Cell phones, chargers, radios, earphones, batteries	Male
Telephone cards	Male
Fried doe	Female
Cooked food (rice, beans, viv, sauce)	Female
Laundry soap (bars), detergent, bleach, blue clothing die (for whites)	Female
Pasta, tomato paste, canned milk, tabasco sauce, mayonnaise, margarine, grated cheese	Female
Charcoal, kerosine, kindling twigs	Female
Artisan	Female
Panties & bras	Female

## Survey of Items Imported from the Dominican Republic

**Table 12: Items Imported from the Dominican Republics  
(survey of 10 inhabitants from different communities of the Plateau Central)**

Foods		Non-Foods	
Item	Frequency Mentioned	Item	Frequency Mentioned
Pasta	10	Paper plate	3
Chicken	10	Shampoo	3
Eggs	9	Detergent	3
Pasta	8	Soap	2
Salami	7	Cement	2
Hot dogs	4	Fabric softener	2
Corn meal	4	Clothing die	1
Plantain	3	Cardboard box	1
broken rice	3	Bleach	1
Tomato paste	3	Lotion	1
Sugar	3	Disinfectant	1
Cool aid powder	3	Toilet paper	1
Tabasco sauce	3	Hair relaxer	1
Smoked herring	2	Hair lubricant	1
Cookies and	2	Hair conditioner	1
Cheese puffs	2	Liquid soap	1
Lime	2	Hog supplement	1
Wine	2		
Malt drink	2		
Flour	2		
Catchup	2		
Vegetable oil	2		
Mayonnaise	2		
Squash	2		
Sardines	2		
Lime	2		
Drinking ups,	2		
Margarine	1		
Corn flakes	1		
Carrots	1		
Coconut	1		
Sweet potatoes	1		

## Recommendations

- Focus on selling to *boutik* owners and the higher end *machann* as a type of wholesale outlet. The logic is that they self-selected entrepreneurs and by virtue of their success have demonstrated perseverance, reliability, and an understanding of the local economy.
- Focus on productive/industrial items suited to rural Haiti: gasoline, solar, and hand-powered pumps; mills, grinders, mixers, tillers, and generators; moto-parts; plastic containers of all sizes— for food storage, gasoline, water storage and transport.
- Take a closer look at cross border trade with the Dominicans: specifically what is being sold in markets.
- Do not give salaries; only sell on a commission basis, making maximum use of the prevailing market system and avoiding identifying the project as charity-related NGO endeavor.

## ANNEX

### Peasant Associations on the Plateau Central

**Table 13: List of Associations on the Plateau Central (incomplete)**

Name	Commune
Tet ansanm	La Chapelle
Solidarite	La Chapelle
Asosyasyon Pwodikte pou Avansman Matino	La Chapelle
AFAZDAH	La Chapelle
Asosyasyon Pwodikte pou Avansman Kabay	La Chapelle
Inyon pwodikte pou Devlopman Vodrey	La Chapelle
Selil Oganize Ti Figye	La Chapelle
Tet ansanm	Maissade
Nap travay	Maissade
Tet Ansanm	Hinche
NAP KOLABORE	Thomonde
Linyon	Hinche
Pwodiksyon pam	Thomonde
COEPDA	Mirebalais
ATPS	Hinche
Tet Ansanm Bayas	Mirebalais
Konbatan Koupgoj	Mirebalais
Etwal briyan de Noyau	Mirebalais
GPML (Devarye)	Mirebalais
NAP KOLABORE	Thomonde
Vikori	Mirebalais
Mouvman plate Mango K-dwa	Mirebalais
ODPP	Mirebalais

## Focus Group Guide in English

### Easing into Discussion; Background

FEMALE MODERATOR TO CONDUCT THE FOLLOWING SURVEY IN KREYOL ONLY. ALL QUESTIONS TO BE ASKED VERBALLY AND ANSWERS RECORDED BY A SCRIBE (AS SOME WOMEN MAY NOT BE ABLE TO READ / WRITE).

MODERATOR: I am here to gauge the interest of local women in a potential distribution enterprise model where women would sell products door to door in villages that are far away from a central market. This business would create jobs for local women and would bring needed products to the customer's doorstep. The information we collect is for research purposes only to see if this business model could succeed in your market and all responses will remain confidential. Please note that we do not represent any branch of the government or other public entity nor is this charity. This is strictly relating to current market needs and accessibility, and how a business may be able to help get products to harder to reach areas.

1. What specific things could help address these wishes and needs?
2. How far is an average resident's walk from home to the nearest place to make monetary purchases?

In all cases in is less than 20 minutes. Every area is within one hour of major towns and markets: Tomond, Mirabalais, Lascahobas, and the border town Elias Pina are all commonly mentioned. Hinche, the major city on the Plateau is seldom mentioned. The three options for purchasing are the *boutik*/store, the market, and from people selling out of their home. Participants consistently complain about higher costs we purchasing from people selling out of the home, it is almost entirely foods that are sold. *Boutik* are less common. Respondents prefer to purchase at markets where they say items are less expensive.

3. Do residents own modes of transportation, such as wheelbarrow, horse, bicycle, motorcycle or car?

No, most do not own any of the above. The primary mode of transport is motorcycle taxi. It is fast. But animals are preferred because they cost less. Vehicles are less available. The cost of transport is the primary complaint regarding cost of trading.

4. Is there anything that the government or NGO's are handing out in this community?
5. How is cellular service in this community? If you own a cellular, what do you use it for?
  - a. Do you use SMS/text messages?

### Easing into sales discussion

6. What things do residents of this community want to buy but are either not available or available but too expensive?
7. If a salesperson or *machan* wants to sell these things to the residents of this community, what is the best way to make sales? Traveling door to door, on the street, stationed at one location such as a local marché, or at community events?

*For the facilitator: For each possibility mentioned, there are follow up questions: ¿where, when and how?*

8. What difficulties would this *machann* face in doing her job?
9. Gauging Interest for Products in Consideration

From now on, please imagine that you will be a *machann* for the following items. I would like you to think from a seller's perspective. I will ask the same questions for each item.

*Facilitator: Follow these steps when showing each item*

- a. Hold up item so it can be seen
- b. Explain and demonstrate to the most basic detail how to use it
- c. Mention duration of usability, if applicable
- d. Pass item around to group

#### SHAMPOO

10. Can residents of your community currently buy or receive this item?
  - a. If yes, from where and whom?
  - b. How much do they currently cost? What are the lowest and highest prices?
11. If a *machann* offered residents this product, would they be interested in buying?
  - a. If yes, how much would you sell it for?
  - b. How often would residents buy it?

#### FACE CREAM

12. Can residents of your community currently buy or receive this item?
  - a. If yes, from where and whom?
  - b. How much do they currently cost? What are the lowest and highest prices?
13. If a *machann* offered residents this product, would they be interested in buying?
  - a. If yes, how much would you sell it for?
  - b. How often would residents buy it?

#### GLASSES

14. Can residents of your community currently buy or receive this item?
  - a. If yes, from where and whom?



- b. How much do they currently cost? What are the lowest and highest prices?
15. If a *machann* offered residents this product, would they be interested in buying?
- a. If yes, how much would you sell it for?
  - b. How often would residents buy it?

#### YARN/BUYING MATERIALS (TO MAKE CLOTHES)

16. Can residents of your community currently buy or receive this item?
- a. If yes, from where and whom?
  - b. How much do they currently cost? What are the lowest and highest prices?
17. If a *machann* offered residents this product, would they be interested in buying?
- a. If yes, how much would you sell it for?
  - b. How often would residents buy it?

#### TOOTHBRUSHES AND TOOTHPASTE

18. Can residents of your community currently buy or receive this item?
- a. If yes, from where and whom?
  - b. How much do they currently cost? What are the lowest and highest prices?
19. If a *machann* offered residents this product, would they be interested in buying?
- a. If yes, how much would you sell it for?
  - b. How often would residents buy it?

#### CLEAN COOK STOVES

20. Can residents of your community currently buy or receive this item?
- a. If yes, from where and whom?
  - b. How much do they currently cost? What are the lowest and highest prices?
21. If a *machann* offered residents this product, would they be interested in buying?
- a. If yes, how much would you sell it for?
  - b. How often would residents buy it?

#### SOLAR LAMPS

22. Can residents of your community currently buy or receive this item?
- c. If yes, from where and whom?
  - d. How much do they currently cost? What are the lowest and highest prices?

23. If a *machann* offered residents this product, would they be interested in buying?

- c. If yes, how much would you sell it for?
- d. How often would residents buy it?

#### ASPIRIN

24. Can residents of your community currently buy or receive this item?

- a. If yes, from where and whom?
- b. How much do they currently cost? What are the lowest and highest prices?

25. If a *machann* offered residents this product, would they be interested in buying?

- a. If yes, how much would you sell it for?
- b. How often would residents buy it?

#### VITAMINS

26. Can residents of your community currently buy or receive this item?

- a. If yes, from where and whom?
- b. How much do they currently cost? What are the lowest and highest prices?

27. If a *machann* offered residents this product, would they be interested in buying?

- a. If yes, how much would you sell it for?
- b. How often would residents buy it?

#### AGRICULTURAL INPUTS \_\_\_\_\_

28. Can residents of your community currently buy or receive this item?

- a. If yes, from where and whom?
- b. How much do they currently cost? What are the lowest and highest prices?

29. If a *machann* offered residents this service, would they be interested in buying?

- a. If yes, how much would you sell it for?
- b. How often would residents buy it?

30. What other agricultural inputs do you use in your farming?

- a. Seeds
- b. Fertilizer
- c. Other \_\_\_\_\_

31. Are there any inputs which you need but cannot afford to purchase?

32. Do you take credit in order to purchase any of the inputs you use?
33. Are there any inputs which are provided to you by the government or NGOs?
34. Would any agricultural services (e.g. fertilizing techniques) be of use to you?
35. How much would you be willing to pay per week for these services?

#### HEALTH SCREENING\_\_\_\_\_

36. Are health screenings available in this community?
  - a. If so, which ones are where are they performed?
  - b. How much do you pay per screening?
37. Which health screenings are critical but difficult to access due to travel distance required?
38. Which health screenings are critical but difficult to access due to costs?
39. If someone could provide you with screening for \_\_\_\_\_ would you be interested?
  - a. How much would you be able to pay for these services?
  - b. How often would you be interested in these services?

#### CLOTHES

40. Can residents of your community currently buy or receive this item?
  - a. If yes, from where and whom?
  - b. How much do they currently cost? What are the lowest and highest prices?
41. If a *machann* offered residents this service, would they be interested in buying?
  - a. If yes, how much would you sell it for?
  - b. How often would residents buy it?

#### Seeking input on entrepreneurs: Recruitment, selection and challenges

42. Are there women in your community who would be *both* interested *and* good at working as a *machann*?
  - a. What kind of challenges might you face in becoming a *machann*?
43. How might husbands react to their wives becoming salespeople or a *machann*?
44. How much would a *machann* have to earn per week for women to be interested in becoming one?

45. Which of the following would be the most attractive salary option?

- a. Entirely fixed salary
- b. Partially fixed salary, partially commission based on sales
- c. Entirely commission based salary

46. What would be the best way to recruit salespeople? Please give any suggestions.

Seeking input on supply chain logistics opportunities/constraints (to be asked to Boutique operators only)

47. Do you currently operate a boutique?

48. What types of products do you sell?

- a. Personal hygiene (please specify) \_\_\_\_\_
- b. Food \_\_\_\_\_
- c. Clothes \_\_\_\_\_
- d. Over the counter drugs \_\_\_\_\_
- e. Other \_\_\_\_\_

49. What are your top 3 best selling products?

50. What products do you wish you could sell that you currently do not offer?

- a. Why do you not sell these products?

51. How much in sales do you make per month?

52. Where do you purchase products for your boutique?

53. Do you currently borrow money to buy product? If so, how much do you currently owe?

54. How frequently do you travel to purchase products for your boutique?

- a. Would you still make the trips if you no longer had to travel to buy products?

55. How far do you travel?

56. What type of transportation do you take (tap tap, taxi, walk, etc.)?

- a. How much does the transportation cost each way every time you travel there?

57. If a transporter/distributor delivered all the products you currently sell to your boutique for a fee that was lower than you own transportation cost would you use this service? If no, elaborate why.

58. How frequently would you buy product from the transporter/distributor?

- a. What day/time would you want the transporter/distributor to deliver at your boutique?

59. Do you buy higher quantities than you need to stock to avoid having to travel often?
60. Would you be interested in growing your sales by selling some products door to door in your neighborhood?
61. What types of products do you think you could sell door to door?

## Focus Group Guide in Creole

### Entrodiksyon

MODERATE: Mwen isit la poum ka teste eske medam nan zon lan ta enterese a yon tip antrepriz ki distribye prodwi kote medam yo ta dwe ale pwonmenen nan yon zon ki pa pre ak mache. Biznis sa a tap kreye djòb pou medam nan zon lan e tap pemet kliyan yo jwenn prodwi yo bezwen lakay yo. Enfòmasyon nap pran la se Selman nan lide pou nou fe yon rechèch pou nou we si stil biznis sa a ap mache e repons yo ap rete konfidansyel. Silvouple, note ke nou pa reprezante okenn branch nan gouvènman an, ni okenn enstitisyon piblik e se pa yon ev charite. Sa gen selman rapò ak kisa ke nou bezwen nan zon lan e eske yo aksesib e koman biznis sa a kapab sa ka ede fe prodwi sa yo disponib nan zon sa yo.

Nou envitew patisipe nan rankont sa a paske ou se yon abitan nan zon lan e ou konnen kisa ki plis bezwen nan zon lan. Kisa bezwen zon lan ye ?

62. Kisa ou panse ki kapab ede satisfè bezwen sa yo?
63. A ki distans an mwayen yon abitan nan zon lan mache pou li ka ale achte?
64. Eske abitan nan zon lan gen mwayen transpo tankou bouet, cheval, bisiclet, motosiclet ou machin?
65. Eske gen bagay ke gouvènman an oubyen yon ONG ap distribye kounye nan zon sa a?
66. Koman afe telefòn selilè ye nan zon lan? Si ou gen yon telefòn selilè, pou kisa ou itilize li?
  - b. Eske ou itilize SMS oubyen mesaj-tekst?

### Diskisyon sou vant

67. Kisa abitan nan zon lan ta ka bezwen achte men ki ta disponib ou pa men ki che?
68. Si yon machan ta renmen vann nan zon lan, ki mwayen ki tap pi bon? Pwonmennen chita nan yon plas tankou nan mache oubyen nan yon aktivite kominote?

*Pou moderate a: Pou chak posibilite yo site, mande: ki kote, kile e koman?*

69. Ki difikilte machan sa ka rankontre pandan lap fe travay sa a?

70. Teste entere pou prodwi ki konsidere yo

Kounye a, silvouple, fe kom si w se yon machan prodwi m pral site yo. M ta renmen ke nou panse tankou yon machan. M pral poze nou menm kesyon an pou chak prodwi yo.

*Moderate: Suiv etap sa yo le wap montre chak prodwi*

- e. Kenbe prodwi a pou yo ka we li*
- f. Eplike e montre nan pi piti detay koman yo ka itilize li*
- g. Bay dire itilizasyon an, si li posib*
- h. Pase prodwi a bay group la*

## CHAMPOU

71. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?

- a. Si wi, nan men kiyes e ki kote?
- b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?

72. Si yon machan ofri moun nan zon lan prodwi sa, eske yap enterese achte li?

- a. Si wi, konbyen ou tap vann li?
- b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

## KRÈM POU FIGI

73. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?

- a. Si wi, nan men kiyes e ki kote?
- b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?

74. Si yon machan ofri moun nan zon lan prodwi sa, eske yap enterese achte li?

- a. Si wi, konbyen ou tap vann li?
- b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

## LINET

75. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?

- a. Si wi, nan men kiyes e ki kote?
- b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?

76. Si yon machan ofri moun nan zon lan prodwi sa, eske yap enterese achte li?

- a. Si wi, konbyen ou tap vann li?
- b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

#### FIL/MATERYEL (POU KOUD RAD)

77. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?

- a. Si wi, nan men kiyes e ki kote?
- b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?

78. Si yon machan ofri moun nan zon lan prodwi sa, eske yap enterese achte li?

- a. Si wi, konbyen ou tap vann li?
- b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

#### BROS DAN AK PAT

79. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?

- a. Si wi, nan men kiyes e ki kote?
- b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?

80. Si yon machan ofri moun nan zon lan prodwi sa, eske yap enterese achte li?

- a. Si wi, konbyen ou tap vann li?
- b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

#### ATIK POU NETOYE VESO

81. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?

- a. Si wi, nan men kiyes e ki kote?
- b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?

82. Si yon machan ofri moun nan zon lan prodwi sa, eske yap enterese achte li?

- a. Si wi, konbyen ou tap vann li?
- b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

#### LAMP SOLÈ

83. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?

- a. Si wi, nan men kiyes e ki kote?
- b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?

84. Si yon machan ofri moun nan zon lan prodwi sa, eske yap enterese achte li?

- a. Si wi, konbyen ou tap vann li?
- b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

#### ASPIRIN

85. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?

- a. Si wi, nan men kiyes e ki kote?
- b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?

86. Si yon machan ofri moun nan zon lan prodwi sa, eske yap enterese achte li?

- a. Si wi, konbyen ou tap vann li?
- b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

#### VITAMIN

87. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?

- a. Si wi, nan men kiyes e ki kote?
- b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?

88. Si yon machan ofri moun nan zon lan prodwi sa, eske yap enterese achte li?

- a. Si wi, konbyen ou tap vann li?
- b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

#### ENTRAN AGRIKOL \_\_\_\_\_

89. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?

- a. Si wi, nan men kiyes e ki kote?
- b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?

90. Si yon machan ofri moun nan zon lan sevis sa, eske yap enterese achte li?

- a. Si wi, konbyen ou tap vann li?
- b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

91. Ki lot prodwi agrikol nou itilize nan agrikilti isit la?



- a. Semans
- b. Angre
- c. Lot\_\_\_\_\_

92. Eske gen prodwi ke nou bezwen ke nou pa ka achte?
93. Eske nou konn fe kredi pou nou ka achte prodwi ke nap itilize yo?
94. Eske gen prodwi ke gouvènman oubyen ONG konn ba nou?
95. Eske gen de sèvis agrikòl (tankou teknik fètilizasyon) ki tap itil pou nou?
96. Konbyen nou prè pou nou peye pa semen pou sèvis sa yo?

#### EGZAMEN SANTE\_\_\_\_\_

97. Eske gen egzamen santé ki disponib nan zon sa?
- a. Si wi, ki kote yo fèt?
  - b. Konbyen nou peye pou egzamen?
98. Ki egzamen sante ki enpotan men ki difisil pou jwenn a koz distans lan ?
99. Ki egzamen sante ki enpotan men ki difisil pou jwenn a koz pri li koute?
100. Si yon mount tab a nou aksè pou egzamen sante\_\_\_\_\_ eske nou tap enterese?
- a. Konbyen nou tap ka peye pou sèvis sa yo?
  - b. Chak kilè nou tap enterese a sèvis sa yo?

#### RAD

101. Eske moun nan zon lan ka achte ou konn resevwa prodwi sa a?
- a. Si wi, nan men kiyes e ki kote?
  - b. Konbyen li koute kounye a? Ki pi ba pri e ki pri ki pi che?
102. Si yon machan ofri moun nan zon lan prodwi sa, eske yap enterese achte li?
- a. Si wi, konbyen ou tap vann li?
  - b. Chak kile moun lan zon lan tap achte l ? Eske yo tap achte li souvan ?

Enfomasyon sou antreprenè: Rekritman, seleksyon ak defi

103. Eske medam nan kominote a ap enterese e kapab travay kòm machan?

- b. Ki defi ou ka rankontre si ou ta travay kòm machan?
104. Koman mesye yo tap reaji si madanm yo ta vini trvay tankou machan ?
105. Konbyen yon machan ka rantre kom lajan nan yon semen?
106. Kiyès nan opsyon sa yo ki ap pi enteresan kòm sale?
- d. Yon salè total fiks
  - e. Yon pati salè fiks, yon pati komisyon pa rapò a sa ou vann
  - f. Sèlman komisyon ki base sou kantite vant
107. Ki mwayen ki ka pèmèt rekrute moun ki pou vann. Silvouplè, bay nenpòt sijesyon.

Enfòmasyon sou chèn aprovizionman Opòtinite/kontrent (mande moun ki gen *boutik* sèlman)

108. Eske wap jere yon *boutik* aktyèlman?
109. Ki kalite prodwi ou vann?
- a. Prodwi pou ijèn (silvouplè site yo) \_\_\_\_\_
  - b. Manje \_\_\_\_\_
  - c. Rad \_\_\_\_\_
  - d. Medikaman ki vann sa preskripsyon \_\_\_\_\_
  - e. Lòt \_\_\_\_\_
110. Ki 3 prodwi ou plis vann?
111. Ki prodwi ou ta renmen vann ke ou poko ofri?
- a. Poukisa ou pa vann prodwi sa yo?
112. Ki kantite lajan ou vann pa mwa?
113. Ki kote ou achte prodwi pou *boutik* ou a?
114. Eske ou konn prete lajan pou ou achte prodwi? Si wi, konbyen kòb ou dwe aktyèlman?
115. A ki frekans ou vwayaje pou al achte prodwi pou *boutik* ou a?
- a. Eske ou ap toujou vwayaje si ou pa gen nesite vwayaje ale achte prodwi?
116. A ki distans ou vwayaje?
117. Ki mwayen transpò ou konn pran pou ale achte (tap tap, taksi, mache a pye, esk.)?
- a. Konbyen kob transpò a koute w pou chak trajè lè ou ap vwayaje pou ale achte?

118. Si yon distributè pote tout prodwi ou vann yo ba ou nan *boutik* ou pou yon frè ki pi piti pase sa ou konn peye pou transpò, eske ou tap itilize sèvis sa a? Si ou pa tap itilize li, di nou poukisa.
119. A ki frekans ou tap achte prodwi nan men transpòtè/distributè a?
- a. Ki jou/a kilè ou ta renmen transpòtè/distributè a vini livre prodwi yon an *boutik* ou a?
120. Eske ou achte plis kantite prodwi ou bezwen pou ou evite vwayaje souvan?
121. Eske ou tap enterese ogmante vant ou nan ale pwomenn nan prodwi nan zòn ki pa lwen isit la?
122. Ki tip prodwi ou panse ou te ka vann nan pwomenn?

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