



EUROPEAN UNION

*“Investing in Maasai women for improving rural community well-being”*



Contract n. DCI-HUM/2014/341-127

**INTERVIEW BENEFICIARIES - POST TRAINING  
- MARKETPLACE LITERACY TRAINING SESSIONS -**



DATE, PLACE	
Beneficiary name	
Village, sub-village	
First session started on	

<b>Customer’s skills</b> Please describe your behavior as a buyer after attending the Marketplace Literacy Training.	
<b>When purchasing...</b>	<b>(Answer YES or NO)</b>
1. Do you check the <u>price</u> of products?	
2. Do you check the <u>quality</u> of products?	
3. Do you <u>bargain</u> ?	
4. Do you <u>seek advices</u> on products?	
5. Do you <u>plan</u> to buy specific products before shopping?	



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<b>- If you are a seller - Entrepreneur’s skills</b>	
<b>Please describe your behavior as a seller after attending the Marketplace Literacy Training.</b>	
<b>When selling...</b>	<b>(Answer YES or NO)</b>
1. Do you <u>provide quality products</u> ?	
2. Do you know how <u>products</u> move from <u>production to consumption</u> ?	
3. Do you serve <u>customer needs</u> ?	
4. Do you know about the existence of <u>different customer groups</u> ?	
5. Do you assess <u>competition</u> ?	
6. Do you <u>gather information</u> about the market (i.e., market research)?	