



EUROPEAN UNION

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



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

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



DATE, PLACE	
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Personal details	
1. Beneficiary name	
2. Gender	
3. Residence (village, sub village)	
4. Age	
5. Marital status	
6. Number of children	
7. Literacy level (grade completed)	
8. Occupation	
9. Your own individual monthly income	
10. Your total household monthly income	



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Customer’s skills	
When purchasing...	(Answer YES or NO)
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?	

- If you are a seller - Entrepreneur’s skills	
When selling...	(Answer YES or NO)
1. Do you <u>provide quality products</u> ?	
2. Do you know how <u>products</u> move from production to consumption?	
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)?	