



Study on the Marketing Structure of Milkfish

Reference Period: October - December 2006

GUIDE QUESTIONS FOR TRADERS

TYPE OF TRADER: _____

A. Geographic Information

Region: _____	City/Municipality: _____
Province: _____	Barangay: _____

B. Trader's Identification

Name of Trader: _____	Business Address: _____
Name of Respondent (if not the trader)/designation : _____	Years in Business: _____
Home Address of trader: _____	Type of Business Ownership (enter code): _____
Name of Business: _____	

C. Marketing Information

C.1 Fish Species handled and Percentage share			C.2 Capital investment in marketing	
Species	Quantity (kg)	%	Source of Capital	Amount
1. _____	_____	_____	1. self financed/owned	_____
2. _____	_____	_____	2. loan	_____
3. _____	_____	_____	3. others, specify:	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

Interest rate: _____
(per annum)

Type of Business Ownership 1/ :

1 - single proprietorship

2 - partnership

3 - corporation

4 - cooperative

5 - others, specify

C.3 Quantity Procured (last one week transaction)

Source		Mode of Procurement (enter code)	Quantity (one day transaction)				Average Price per kilogram (P/kg)	Frequency of Buying (enter code)	Terms of Payment (enter code)	Total Quantity for one week (for CO use)	Total Value for one week (for CO use)	Total Quantity for one year (for CO use)	Total Value for one year (for CO use)
Name	Location		Local unit (enter code)	No. of local unit	Conversion factor of local unit to kg.	Total (kgs)							
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
1													
2													
3													
4													
5													
6													
7													

Column 3 - Mode of Procurement

- 1 - Picked-up
- 2 - Delivered

Column 4 - Local unit

- 1. Tub
- 2. Cooler
- 3. Styropor box
- 4. Pail
- 5. Others, specify

Column 9 - Frequency of Buying

- 1. Daily
- 2. Twice a week
- 3. Thrice a week
- 4. Four times week
- 5. Others, specify

Column 10 - Terms of Payment

- 1. Cash
- 2. Credit
- 3. Consignment
- 4. Others, specify

C.4 Quantity Distributed (last one week transaction)

Destination		Mode of Distribution (enter code)	Quantity (one day transaction)				Average Price per kilogram (P/kg)	Frequency of Selling (enter code)	Terms of Payment (enter code)	Total Quantity for one week (for CO use)	Total Value for one week (for CO use)	Total Quantity for one year (for CO use)	Total Value for one year (for CO use)
			Local unit (enter code)	No. of local unit	Conversion factor of local unit to kg.	Total (kgs)							
Name	Location	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
1													
2													
3													
4													
5													
6													
7													

Column 3 - Mode of Distribution

- 1 - Picked-up
- 2 - Delivered

Column 4 - Local unit

- 1. Tub
- 2. Cooler
- 3. Styropor box
- 4. Pail
- 5. Others, specify

Column 9 - Frequency of Selling

- 1. Daily
- 2. Twice a week
- 3. Thrice a week
- 4. Four times week
- 5. Others, specify

Column 10 - Terms of Payment

- 1.Cash
- 2. Credit
- 3. Consignment
- 4.Others, specify

C.5 Labor Cost incurred in the Procurement and Distribution of Milkfish (last one week transaction)

Activity (1)	Trader Labor								Family Labor							
	No.of persons (2)	Ave. no of		Rate per day (5)	Rate per local unit (6)	No. of local unit (7)	No. of Mandays (8)	Total cost (for CO use) (9)	No of persons (10)	Ave. no of		Rate per day (13)	Rate per local unit (14)	No. of local unit (15)	No. of Mandays (16)	Total cost (for CO use) (17)
		days per person (3)	hours per day (4)							days per person (11)	hours per day (12)					
Procurement																
Loading																
Hauling																
Unloading																
Sorting/Classifying																
Weighing																
Packing																
Chilling																
Rechilling																
Selling																
Others																
Distribution																
Loading																
Hauling																
Unloading																
Sorting/Classifying																
Weighing																
Packing																
Chilling																
Rechilling																
Selling																
Others																

...continuation

Activity	Exchanged Labor								Hired labor								
	No of persons	Ave. no of		Rate per day	Rate per local unit	No. of local unit	No. of Mandays	Total cost (for CO use)	No. of person	Ave. no of		Rate per day	Rate per local unit	No. of local unit	Meal cost	No. of Mandays	Total cost (for CO use only)
		days per person	hours per day							days per person	hours per day						
(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)	(29)	(30)	(31)	(32)	(33)	(35)	(36)
Procurement																	
Loading																	
Hauling																	
Unloading																	
Sorting/Classifying																	
Weighing																	
Packing																	
Chilling																	
Rechilling																	
Selling																	
Others																	
Distribution																	
Loading																	
Hauling																	
Unloading																	
Sorting/Classifying																	
Weighing																	
Packing																	
Chilling																	
Rechilling																	
Selling																	
Others																	

C.6 Transportation Cost incurred in the Procurement and Distribution of Milkfish (one week transaction)

Item (1)	No. of local unit (2)	Name of local unit (3)	Weight per local unit (4)	Amount paid per unit (5)	Total Quantity per trip (6)	No. of Trip (7)	Amount paid per trip (8)	Total Quantity (for CO use) (9)	Total Cost (for CO use) (10)
Procurement									
A. Land									
- truck									
- refrigerated van									
- close van									
- elf									
- tricycle									
B. Water									
- Bangka									
- Ship									
Distribution									
A. Land									
- truck									
- refrigerated van									
- close van									
- elf									
- tricycle									
B. Water									
- Bangka									
- Ship (shipping)									

For shipping : Wharfage fee: _____ Arrastre (labor cost): _____ Stevedoring (labor cost): _____

C.7 Materials, Supplies and Equipment used in marketing

Item (1)	Quantity (2)	AcquisitionCost (P) (3)	Month / Year acquired (4)	Life Expectancy (5)	Repair and Maintenance (6)	Depreciation Cost (for CO use) (7)	Percentage of Use (for CO use) (8)	Total Cost (for CO use) (9)
A. Packaging materials								
- tubs								
- styropor with or without wood								
- plastic bag								
- cooler								
- fish net								
- others								
B. Supplies & Equipment								
- boots								
- gloves								
- scaler								
- Steel tray								
- knives								
- chopping board								
- belt bag								
- apron								
- pail								
- stroller								

...continuation

Item (1)	Quantity (2)	AcquisitionCost (P) (3)	Month / Year acquired (4)	Life Expectancy (5)	Repair and Maintenance (6)	Depreciation Cost (for CO use) (7)	Percentage of Use (for CO use) (8)	Total Cost (for CO use) (9)
- push cart								
- bucket								
- weighing scale								
- puller								
- rope								
- white board								
- chair								
- table								
- cellphone								
- electric fan								
- others								
C. Transportation Facilities & Equipment								
- truck								
- refrigerated van								
- close van								
- elf								
- tricycle								
- bangka (pituya)								
- others								

C.9 Other Operating Expenses

Item (1)	Frequency of Payment (enter code) (2)	Amount per payment (P) (3)	Percentage of use (%) (4)	Total amount (for CO use) (5)
- ice				
- water				
- electricity				
- gas and oil				
- toll fee				
- parking fee				
- entrance fee				
- business permit				
- sanitary permit				
- licenses				
- weighing scale calibration				
- entrance fee				
- salaries				
- market fees				
- stall rental				
- commission fees				
- meals and beverages				
- packaging tape				
- cell card				
- telephone bills				
- interest on loan				
- others				

Column 2 - Frequency of Payment

1. Daily

2. Weekly

3. Monthly

4. Others, specify

D. Problems Encountered and Actions taken

Problem 1	Cause 2	Effect/Implication 3	Action taken 4

Date: _____
Interviewer: _____