

Template: Market Assessment Report

A. Executive Summary

B. Objectives and Methodology

B.1. Goals and Objective

B.2. Methodology

Identify specific methodology used, including documents reviewed, data collection methods used, number of people interviewed/participating in focus groups, how groups are organized (age, gender, other factors), dates and location of interviews, any limitations to the data collection methods and how those limitations were taken into consideration/addressed, if they were]

Copies of questionnaires, participant lists, contact lists, etc., should be provided as annexes.

C. Findings

C.1. Context and Market Environment

Provide information about the market dynamics that impact a host community and refugees in their pursuit of livelihoods. This section should include specific analysis of the following sub-topics.

C.1.1. Community Characteristics & Market Environment in [Specific Locality]

C.1.2. Impact of Syria (and Iraq) Crisis on local economies

C.1.3. Impact of Lebanon's Financial and Economic crisis on local economies

C.1.4. Market Environment and Specific Needs Related to Refugee Livelihoods in [Specific Locality].

C.1.5. Market Environment and Specific Needs Related to Women in [Specific Locality].

C.1.6. Market Environment and Specific Needs Related to Youth in [Specific Locality].

C.1.7. Market Environment and Specific Needs Related to PWD in [Specific Locality].

C.1.8. Private enterprises in [Specific Locality]

C.1.9. Labor Market and employability in [Specific Locality].

C.1.10. Key value chains in [Specific Locality] (if relevant)

C.2. Market Opportunities and Constraints [by sector or niche/subsector]

C.2.1. Opportunities for Business Creation (start-ups)

- » Identify, describe and assess livelihood opportunities related to these local markets, including promising business niches, potential employment and self-employment opportunities
- » As relevant, distinguish specific opportunities for Lebanese or refugee beneficiary engagement in the identified sectors

C.2.2. Constraints for Business Creation (start-ups)

- » Identify potential constraints to economic opportunities
- » As relevant, distinguish specific limitations for Lebanese or refugee beneficiary engagement in the identified sectors

C.2.3. Opportunities for Business Scale up

- » Identify opportunities for potential economic growth sectors
- » As relevant, distinguish specific opportunities for Lebanese or refugee beneficiary engagement in the identified sectors, including how they related to business creation and business expansion

C.2.4. Constraints for Business Scale up

- » Identify potential constraints to economic opportunities
- » As relevant, distinguish specific limitations for Lebanese or refugee beneficiary engagement in the identified sectors

C.2.5. Struggling Businesses

- » Identify, describe and assess business profiles and sectors related to these local markets, including struggling businesses in need of Business Development Support (BDS) to survive for refugees and vulnerable community members, noting how these differ for each demographic

C.2.6. Green Business opportunities and constraints in local markets

- » Identify key areas of struggle to energy and water shortages that are relevant to existing businesses
- » Identify eco-efficient business adaptation strategies and green business opportunities in local markets

C.3. Livelihood Capacities and Competencies

- » Identify skills and capacities of target income seekers, including as related to areas listed below. Specific attention should be given to the specific needs, constraints, risks, and opportunities related to women, youth, and refugees.
- » Analyze the gaps between the skills of target income seekers and those needed for growing market sectors

C.3.1 Education & Skills

- » Education attained (formal and informal)
- » Access to informal or formal education
- » Access to Vocational or Other Technical Training

C.3.2. Financial Capital

- » Income: (Amount and primary sources)
- » Savings and Debt: Access to Financial Services

C.3.3. Social Capital

- » Access to Existing Services (e.g., Humanitarian Aid, Government and Host Community Support, Shelter): Refugee and Host Community Tensions (e.g. opportunities for fostering social stability, awareness-raising, community-building): Sexual and Gender Based Violence (existing legal, medical and social services to support survivors as well as organizations/other providing job skills and other related support to survivors): Existing Risk Mitigation and coping Strategies

C.3.4. Physical capital

- » Access to Livelihood / Productive Assets
- » Mobility: Access to basic services and infrastructure (e.g., quality of and access to sewage, water, workspace, etc. - how these are affected by the Syrian crisis)

C.3.5. Markets & Work

- » Sources of Work
- » Alternative Livelihood Strategies
- » Child Labor (Prevalence and Causes)
- » Prostitution, other exploitative forms of labor
- » Regulatory Environment

C.4. Employment

- » A comprehensive analysis of local employment trends, including job growth patterns, high-demand job sectors, and the current unemployment rate.
- » Insights into the dynamics of the labor market, guiding strategies for job creation, especially those in the digital sector.

C.5. Job Creation

- » Evaluate specific industries and sectors within the region to identify their potential for job creation, especially those in the digital sector
- » Market research, economic outlook, and alignment with regional strengths, informing recommendations for fostering employment opportunities in these sectors.

D. Noteworthy Emerging Policies or Initiatives

E. Conclusion and Recommendation

E.1. Recommendations Related to Market Opportunities & Constraints

- » Key Market Opportunities (for business creation and scale up)
- » Strategies to support entrepreneurship, particularly among women and youth
- » Strategies to support access to employment, particularly among women and youth
- » Strategies to ensure access to and sustainability of project benefits - The role of civil society and market actors - The role of local and central government
- » Considerations related to conflict and risk mitigation
- » Other recommendations

E.2. Recommendations Related to Struggling Businesses

- » Key areas of support for struggling businesses
- » Strategies to support entrepreneurship, particularly among women and youth
- » Strategies to support access to employment, particularly among women and youth
- » Strategies to ensure access to and sustainability of project benefits - The role of civil society and market actors - The role of local and central government
- » Considerations related to conflict and risk mitigation

- » Other recommendations

E.3. Recommendations Related to Green Businesses

- » Key areas of green business opportunities in local markets
- » Strategies to support eco-efficient business adaptation
- » Potential solutions to energy and water shortages that are relevant to existing businesses
- » Identify innovative, practical solutions that will enable vulnerable nano-entrepreneurs to overcome energy and water shortages that impact their business success and survival
- » Strategies to ensure access to and sustainability of project benefits - The role of civil society and market actors - The role of local and central government
- » Considerations related to conflict and risk mitigation
- » Other recommendations

E.4. Recommendations Related to Livelihoods Capacities & Competencies

- » Demand for skill building (be as specific as possible)
- » Strategies to support capacity building related to entrepreneurship, particularly among women, youth, people with disabilities, and other marginalized groups
- » Strategies to support capacity building related to access to employment, particularly among women and youth
- » Strategies to ensure access to and sustainability of project benefits
- » Considerations related to conflict and risk mitigation
- » Other recommendations

III. ANNEXES

Any questionnaires used, contact lists, etc.