

## Overview: Rapid Assessment of Markets (RAM)

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| <b>Purpose</b>                       | The Rapid Assessment for Markets (RAM) provides a quick and basic snapshot of how key markets operate immediately after a shock, to support initial decision on feasibility of response options (cash vs in-kind, initial market support) and to identify whether or not more detailed market system analysis is needed, and if so, for what.   |
| <b>Type of Guidance</b>              | <p>Step by step guide through the process of market analysis immediately after the shock</p> <p>Greater emphasis on geographical locations, but also considers market systems to an extent</p> <p>Supports an understanding of commodity demand</p> <p>Provides some technical information on market concepts</p> <p>Provides guidance on reporting</p> <p>Annex includes worksheets and questionnaires to support all steps of the process</p> |
| <b>Overarching Questions</b>         | <p>Recommendations for response options for basic needs, including cash, in-kind and market support</p> <p>Also questions the need for more detailed analysis of specific market systems</p>  |
| <b>Information Collected</b>         | <ul style="list-style-type: none"> <li>▪ Physical damages</li> <li>▪ Basic understanding of market structure, management etc.</li> <li>▪ Capacity of traders</li> <li>▪ Demand of affected population</li> <li>▪ Prices of commodities or services in different market locations</li> <li>▪ Financial service provider capacity</li> <li>▪ Assistance preferences of affected population</li> </ul>   |
| <b>Applicable Crisis Types</b>       | Sudden onset (although could potentially be adapted to a slow onset crisis)   |
| <b>Optimal Timing of Use</b>         | 48 hours – 3 weeks after a rapid-onset shock  |
| <b>Use outside of optimal timing</b> | Data collection forms can be adapted and used for longer term analysis  |
| <b>Resources Required</b>            | <p>Variable – a RAM can be carried out using only one person, depending on how many market places need to be visited, however as a general rule a RAM should take 5 days or less. The team leader should have basic knowledge of how markets work. Generally considered to be resource light.</p> <p>Some RAM questionnaire were edited and developed into an APP and used in Nepal</p>   |

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