

MARKET STRUCTURE: MAPPING MARKET PLAYERS

OBJECTIVE: Map the market structure, focusing on the relevant players along the production to use spectrum, to understand how the product/service

QUESTIONS FOR ANALYSIS

- Who are the key players (direct market players) in the value chain (production to use spectrum) of your product or service?
- Will you focus your analysis on all or a portion of the value chain (e.g. focus on the provider – consumer interface)?
- What are the major types or levels under each key player (direct market player category)? For example, under providers, are there public sector, private sector, large regional hospitals, small outlet pharmacies, etc. that offer the product/ service?
- How do the different consumer segments interact with the value chain? For example, do youth only interact with certain provider types or outlets?
- How do different key player (direct market player) types interact? For example, do private sector distributors get supplies from public sector central medical stores?
- How do the value chains differ for each product in a category (e.g. each method in the FP category)?

Production to Use Spectrum (Value Chain)					
Direct Market Player Category →	Manufacturers	Importers	Distributor/ Wholesalers	Providers/ Retailers	Consumers
1. Identify the relevant Categories of Market Players →					
2. List the key types of Direct Market Players in each Category →					