

Market Identification Exercise

Group Assignment

1. Pick a facilitator to keep the group on track, keep track of time and report
2. Read the following (fictitious) case description of the natural products and ecotourism industry in Manaliya
3. Identify the different product/service markets by naming the
 - service
 - location where it is provided
 - small enterprise customers
 - service provider
 - form of transaction.

Use the table on the backside of this page.

4. Be prepared to report these markets back to the group.

Case description

Manaliya is a country rich in natural resources including a tropical reef near the coastal province of Peroos. Parks have been created to protect these resources, but violations are numerous and the resources are at risk. An association of concerned local and global environment groups have commissioned a sub-sector analysis of the ecological products and ecotourism industry around reef communities in the hope of creating a more sustainable development plan for both the country and the communities living in and around the reefs. People earn a living primarily through fishing and tourism.

The illegal fishing is primarily for both food and for ornamental fish. The government has tried to reduce fishing for food. They trained several entrepreneurs to build and train farmers to use fish ponds, and the fishermen who own land in Peroos have responded by building fish ponds and selling fish commercially because it is more lucrative than fishing along the reefs. However, the ornamental fish is caught from the sea, most often by landless fishermen. A black market fish trader in Annevilore, the capital of the province, subscribes to online magazines and websites to follow the global ornamental fish market and tells his fishermen what fish to catch.

The tourist market is dominated by a few large, internationally owned hotels and resorts. But, local residents are starting to get into the game thanks to a travel agent in Annevilore. For a fee, the travel agent lists and books local hotels and residences for rent. Restaurants and shops can advertise on the agent's site. The travel agent and the black market fish trader buy internet services from a local internet service provider.

Service	Location	Customers	Providers	Transactions

Service	Location	Customers	Providers	Transactions
Information on ornamental fish market		Fishermen	Black market fish trader	Embedded in price paid for fish
Advertising, listing of hotels and bookings	Annevilore	Local hotels and restaurants	Travel agent	Direct payment
Training in fish pond use		Fishermen who own land	Training entrepreneurs	Government pays, free for fisherment
Selling fish		Probably hotels and restaurants, and private people	Fishermen who own land	Probably mostly direct payment
Subsector analysis		Association of environment groups		
Internet services	Annevilore	Black market fish trader Travel agent	Local internet service provider	