



Local area and market assessment



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Managing or starting a hire service business requires a deep understanding of the local context in which owners/managers work or intend to work. This course defines practical steps for conducting a local area, support services, and financial assessment, providing examples of findings.



20 minutes



Available in English and French

You will learn about

- The steps in conducting a local area and market assessment.
- How to define information needed and collect it.
- How to identify potential customers, services in highest demand and their profitability.

Digital badge



Who is the course for?

This course is designed for a range of stakeholders with an interest in agricultural mechanization and the basics of running a hire service business. More specifically, the course is targeted towards:

- Smallholder farmers and rural youth interested in mechanization hire service provision.
- Existing or new mechanization hire service providers along the food value chain.
- Mechanization and agri-business specialists.
- Staff from organizations providing training in mechanization hire service provision.

Key partners

This course was developed by the Food and Agriculture Organization of the United Nations (FAO) Plant Production and Protection Division, and the International Maize and Wheat Improvement Center (CIMMYT). The creation of this course was possible through funding provided by the Mechanization Working Group of the German Development Agency (GIZ) Global Programme for the Green Innovation Centres through the Federal Ministry for Economic Cooperation and Development (BMZ), Germany.

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