

ADROIT SNAPSOLUTIONS SERVICE PACKAGE

Snap Market Research & Mini Assessment

Snap Market Research & Mini Assessment provides actionable market intelligence combining rapid desk reviews, targeted fieldwork, and expert analysis. It delivers verified insights on feasibility, pricing, demand, and supply chains for program design and proposal development.

What You Gain

- Feasibility, cost, and timeline ready to plug into proposals or designs
- Field-validated findings across diverse markets with GPS, photos, and timestamps
- Reusable assets: tools, codebooks, dashboards, and personas for future use

Service Category	Monitoring, Evaluation, and Learning (MEL)
Delivery Format	Hybrid: Short desk review + targeted fieldwork (on-site CAPI/CATI) + remote KIIs
Ideal Use Cases	<ul style="list-style-type: none"> • Emergency market analysis (EMA) for CVA programming • Value chain mapping and bottleneck identification • Market entry feasibility and consumer preference studies • Price monitoring and inflation tracking • Mini-assessments of trader capacity or supply chain disruptions • Feasibility studies for enterprise or livelihood development • Needs assessments to inform program design and resource planning
Scope of Work	<ul style="list-style-type: none"> • Collaborate with clients to define research questions and design tailored tools • Deploy trained field teams using mobile data collection platforms • Apply mixed methods: structured surveys, KIIs, and FGDs • Maintain daily field supervision and quality checks • Clean, analyze, and interpret data within market context • Produce concise, action-oriented reports highlighting key findings

Tools Used	<ul style="list-style-type: none"> • KoBoToolbox • SurveyCTO • ODK • NVivo / Atlas.ti • SPSS • STATA • Excel • Power BI • Tableau • SharePoint • Google Drive
Delivery Process	<ol style="list-style-type: none"> 1. Co-develop and pilot tools with client input 2. Conduct rapid enumerator training and protocol orientation 3. Deploy field teams with GPS tracking and live dashboards 4. Apply multi-tier data quality control (flagging, back-checks, supervisor review) 5. Validate and analyze data systematically to generate insights 6. Present findings through reports and tailored client briefings
Deliverables	<ul style="list-style-type: none"> • Cleaned and documented datasets (Excel/SPSS/STATA) • Field data report summarizing collection and data integrity • Analytical report (20–30 pages) with key findings • PowerPoint summary slides for donors or stakeholders • Optional interactive dashboard for ongoing monitoring
Add-On Services	<ul style="list-style-type: none"> • Interactive dashboards (Power BI) for ongoing market tracking • Stakeholder validation workshops • Thematic briefs on emerging issues (gender dynamics, value chain bottlenecks) • Donor-ready Market Evidence Notes (2–3 pages) • Concept testing (digital or in-person)
Sample Size	Typical sample: 200–3,000 respondents
Duration	1–4 weeks from inception to reporting
Staff Time	Teams mobilized within 72 hours in priority areas
Geographic Coverage	
Pricing Structure (Individual)	Base Cost: Starts from USD 1,800 (Standard Mini-Assessment)

Pricing Structure (Organization)	Base Cost: Starts from USD 2,700 (Standard Mini-Assessment)
Pricing Logic	Tiered pricing based on scope, number of methods, and analysis depth
Team Composition	<ul style="list-style-type: none"> • Research & MEL Specialists • Enumerators • Data Analysts • Quality Officers • Report Writers
Key Considerations	<ul style="list-style-type: none"> • Ideal for clients needing rapid, evidence-based insights without large-scale studies • Continuous client engagement ensures alignment with goals • Strict adherence to ethics and safeguarding; data anonymized • Client retains full ownership; SnapSolutions keeps backups for 90 days
Lead Consultant Profile	Led by a Senior Research & Analysis Specialist with over 10 years of experience in market systems research, value chain development, and qualitative methods in fragile contexts. Expert in EMAs, PCM analyses, and market-based program design.

Past Experience

DRC's Value Chain Assessment	Transformed internal field reports into a unified 40-page deliverable with visual icons, donor-ready charts, APA citations, and formatting per EU requirements. Learn More
BBC Media Action - DAWAM Radio Program	Analyzed 2,000+ responses across 7 provinces and produced summary statistics, region-wise dashboards, and visual insights that guided media planning. Learn More

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