

Developing an Effective Marketing Information System: The SIMA Experience

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Overview: SIMA Development Strategy

- How did SIMA evolve?
 - Start up - assure routine output with project support
 - Improved client service – National and Provincial
 - Balance of data and market assessment
 - Facilitate others to using the data base
 - Integrated into MADER
- SIMA needs to diversify support via partnerships: keep public base, but add selected partners
- SIMA growth strategy: provide public good data with selected client
 - focused market analysis
 - decentralize services
 - don't try to do everything

Main Services Provided by SIMA

- From 1991 to mid 1994: monthly bulletins with domestic market information
- In 1994: weekly bulletins with information on domestic markets
- In 1998: provides information on regional and int'l markets, in addition to domestic information
- In 2000, SIMA conducted its user needs assessment.
 - One of the major findings was that SIMA should have local-based, user-oriented branches.
- In 2001: a pilot program for strategic marketing information service was established in northern Mozambique since 2001.

Importance of Decentralization

- TIA results show that:
 - 35% of the national HH received market information (good but still a long way to go)
 - At provincial level it shows the impact of SIMAPs
 - Nampula: 67%
 - Manica: 50%
 - Gaza: 8%
 - Clear links with income and productivity demonstrated by regression analysis

Challenge 1: Institutional Home

- With SIMA within MINAG
 - Advantages
 - Access to public funding to provide strategic public good
 - Basic infrastructure
 - Nationwide presence, down to local levels
 - Disadvantages
 - Risk on decision autonomy
 - Delay on disbursement of funds
 - Lack of flexibility (e.g. revenue streams diverted to general funds)

Challenge 2: Sustainability

- Investment in human capital
- Provincial Marketing Information Systems (SIMAPs) new opportunity for:
 - Expansion in terms of:
 - Products to be included
 - Markets
 - Human capital
 - Diffusion efforts
 - Partnerships with local NGOs and private sector