**Checklist – Modern Retailer**

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| Information about the interview (to be recorded at the end of the interview) | * Date and time of interview
* Duration of interview
* Name of key informant
* Position of key informant
* E-mail contact of key informant
* Telephone contact of key informant
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| Introduction | * Provide to the key informant some background information about the project, the implementing partners and our study
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1. At the moment how many outlets do you have in Phnom Penh? When did they open? Are you planning to open new stores in the coming years? How many to you plan to have by 2020?
2. Who are your target customers? What is their profile (e.g. gender / age / income)?
3. What type of vegetables do you sell? Conventional? GAP? Chemical-free? Organic? Can you explain the different types of vegetables you sell?
4. From whom do you buy vegetables? Who are your suppliers? Could you rank them in terms of importance?
5. How many suppliers of Cambodian vegetables do you have? Where are they located? Can you name them?
6. How many suppliers of imported vegetables do you have? Where are they located? Can you name them?
7. During the rainy season do you sell more Cambodian or imported vegetables? What would be the share of imported vegetables?
8. And during the dry season? What would be the share of imported vegetables?
9. What are the main areas within Cambodia where your Khmer vegetables come from?

1. What are the main origins (countries) for your imported vegetables?

1. What are the advantages and disadvantages of Cambodian vegetables?
2. What are the advantages and disadvantages of imported vegetables?
3. What are the main challenges you face to access supplies of quality vegetables?
4. Are you looking for new suppliers? Why or why not?
5. How many kilograms of vegetables approximately do you sell per day or per week?
(Note: make sure the key informant provides information for vegetables only, not for vegetables and fruits)
6. What are your recommendations for projects trying to support the development of the modern retail channel?