



The First Independent
Research Agency
in Myanmar

Myanmar Business Information
EXPLORE
THE OPPORTUNITY

WITH

MSR  **MYANMAR SURVEY RESEARCH**

MTT  **MYANMAR THINK TANK**

Who Is MSR?

The First Independent Research Company in Myanmar.

- Operating since 1981
- Officially established in 1995



TODAY

- Two offices in Yangon, one in Mandalay
- 58 Myanmar locals, 1 Indian and 1 German and 100 freelancers
- Key staff hold MA degrees from universities in USA, Japan, Australia
- Multi-disciplinary team with backgrounds in business, marketing, statistics, psychology, computer science
- Over 1200 completed projects

Qualitative Research



What is the craze about Thanaka? Why are most cars in Myanmar white? What are the beliefs impacting on nutrition? To know your target group you need to understand their context. We employ different qualitative techniques to get the bigger picture:

- Focus Group Discussions
- In-depth Interviews
- Home Visits
- Intercepts
- Key Informant Interviews
- Shop Alongs
- Diaries
- Concept Recycling Workshops
- Ethnographic approaches: we observe and escort consumers in whatever context – when going out, at play, cooking, cleaning etc.



Our Facilities



one-way mirror viewing facilities

MSR is the only agency in Myanmar offering one-way mirror viewing facilities to our clients.

We have two different facilities – one living room set-up and one large discussion room with a big table for those energetic workshops that need space. Both are equipped with HD TVs. Sessions can be video taped. The clients' room can fit up to 10 people.

Quantitative Research

We are most experienced quantitative research team in Myanmar.

Our service includes:

- Sampling design
- Questionnaire development
- Pilot test and Interviewer training
- Field data collection by face-to-face interviews
- Quality control in the field
- Data entry and tabulations
- Analysis and report writing

We conduct nation-wide sample surveys in Myanmar.

Our field team strength:

- 30 supervisors and over 100 well-trained interviewers
- QCs check 20% of interviews

We do double data entry with CS Pro, data analysis with SPSS and tables can be provided in Excel and Word.



MARKET RESEARCH

We let you know the why behind the what to reveal the meaning of the obvious.

We track what happened in the past. We explore and evaluate the present. To come up with strategic recommendations for your future.

Each project is approached with a fresh & creative eye to ask the obvious and not so obvious questions as results need to be put into a bigger picture to understand the market..



SOCIAL RESEARCH

We successfully collaborate with local, international NGOs and UN Agencies to conduct social research and gather information in Myanmar.

Most of our research is undertaken in partnerships with individual implementing agencies or in consortia with multiple implementing agencies. Our relation is based on a strong foundation to providing services of the highest standard and complying with ethics.



ENVIRONMENTAL IMPACT ASSESSMENT (EIA)

- Flora & Fauna - Soil - Water - Air
- Noise - Landscaping & Topography

SOCIAL IMPACT ASSESSMENT (SIA)

- Population Displacement - Livelihoods
- Architectural and Historic
- Heritage - Recreational Uses

MITIGATION MEASURES

Key Professionals



Win Tin Win (BA)
Chairman



Kyaw Hlaing (MA, Int'l Mgnt, IUJ, Japan)
President & Research Director



U Maung Than (BA)
Research Program Director



San Tun Aung, Ph.D.
Research Director



Marita Schimpl
M.A. (Psychology, Germany)
Head of Marketing Research



Ye Nyunt (MA, IUJ, Japan)
Associate Director



U Hla Shwe (BA, B.Ed.)
Senior Analyst



Dr. Aung Myoe (Ph.D., ANU, Australia;
MA, IUJ, Japan) Advisor



Hnin Nu Hlaing
(MBA, IUJ, Japan)
Senior Research Executive

Services We Render

We provide local insights paired with international expertise to reveal the context of your target group.

MARKET RESEARCH

- MARKET STUDIES
- USAGE & ATTITUDE STUDIES
- CONSUMER BEHAVIOUR/ TRENDS
- ADVERTISING RESEARCH
- CONCEPT & PRODUCT TESTS
- BRAND AUDITS/ IMAGE
- FEASIBILITY AND PRE-LAUNCH STUDIES
- COMPANY RESEARCH STUDIES
- RETAIL AUDIT FOR ELECTRONIC GOODS, PHARMACEUTICALS
- EXPORT & IMPORT STATISTICS
- CONSUMER PRICE INDEX
- PRESS CLIPPINGS
- COMPANY WATCH
- ANNUAL SALARY SURVEY

INDUSTRIAL RESEARCH

NEW SERVICES

- CONSUMER PANEL
- RETAIL AUDIT
- MEDIA RESEARCH
- OMNIBUS SURVEY
- CATI

SOCIAL RESEARCH

- SOCIO-ECONOMIC SURVEY
- KAP SURVEY
- RAPID ASSESSMENT
- NEED ASSESSMENT
- BASELINE SURVEY
- PROJECT EVALUATION
- COMMUNITY FEEDBACK SURVEY
- OPINION POLL
- MEDIA

ENVIRONMENTAL IMPACT ASSESSMENT (EIA)

SOCIAL IMPACT ASSESSMENT (SIA)



FISHING FOR INSIGHTS IS APPROACHED BEST WITH A COMBINATION OF TOOLS

MSR MARKET RESEARCH – FINDING WAYS TO HELP YOU GROW

MSR SOCIAL RESEARCH – INSIGHTS FOR DEVELOPMENT

EIA / SIA – WE HELP YOUR PROJECT SAVE ENVIROMENT AND HELP THE SOCIETY



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