

Annex A – Profile of the applicant

Profile of the Applicant

Company Name	Myanmar Survey Research Co., Ltd.
Company Address	MSR Head office, Yangon Central Railway Station Building, Mingalataungnyunt Township, Yangon
Country	Myanmar
Websites	http://www.myanmarsurveyresearch.com
Tel:	+95-1- 370464
Fax:	+95-1- 254263
E-mail	msr@myanmar.com.mm
Company President	U Kyaw Hlaing

MSR Experience and Qualifications

Myanmar Survey Research (MSR) is a leading research agency in Myanmar with over 21 years' experience and expertise in the design, deployment and completion of research studies across the country. We have conducted over 1,350 research projects, including media projects, census of retail outlets, health related surveys and nation-wide surveys. MSR has a strong track record of successfully implementing projects for clients such as the World Bank, UNDP, UNICEF, USAID, Save the Children and DFID. MSR staff is highly skilled in undertaking surveys, conducting interviews and facilitating focus group discussions using both quantitative and qualitative techniques on data collection and analysis.

MSR has 130 full-time staff and a network of over 300 pre-qualified project staff that can be rapidly mobilized to conduct social research throughout Myanmar. We believe that our experience in conducting health surveys, local knowledge and technical and managerial capacity to undertake nation-wide projects put us in a very strong position to undertake this assignment.

Experience in designing and implementing social research

Established in 1995, Myanmar Survey Research has conducted over 1,350 research projects in social, market and environmental research over the past 21 years, a third of which are social research projects for such clients as, UNOPS, HELPAGE, UNICEF, WFP, CARE, Save the Children and PSI. We offer both quantitative and qualitative research services in Myanmar with a team full time and part time staff that are highly skilled in undertaking surveys, interviews and focus group discussions.

Please find below a list of surveys conducted by MSR

Sr.	Project Name in Myanmar	Type of Research	Client	Year
1	Migration as Livelihood Diversification Strategy	Qualitative & Quantitative	IOM Myanmar	2016
2	Sanitation and Water for All Independent Process Monitoring and Evaluation	Qualitative & Quantitative	AquaConsultant	2016
3	Improving Child Protection in Emergencies	Qualitative	MRCS	2016
4	Climate Change Risks in the Dry Zone of Myanmar	Qualitative & Quantitative	UNDP	2016 (Ongoing)
5	ICCM study	Qualitative & Quantitative	Malaria Consortium	2016 (Ongoing)
6	Myanmar Enterprise Survey and Follow-Up Survey 2016	Quantitative	World Bank	2016 (ongoing)
7	Evaluation of a JICA Funded Project	Quantitative	JICA	2016 (ongoing)
8	Implementation of Household and School Surveys for Myanmar Decentralizing Funding to Schools	Quantitative	World Bank	2015-2017 (ongoing)
9	Formative and Baseline research for a workplace education and life skills program (Base Line and Endline)	Qualitative & Quantitative	ICRW	2016
10	LIFT Household Survey 2015	Qualitative & Quantitative	UNOPS Livelihoods and Food Security Trust Fund (LIFT) ICF International	2015
11	Implementation of Myanmar and Living Conditions Survey (MPLCS)	Quantitative	The World Bank	2015
12	Climate Change Study	Quantitative	BBC Media Action	2015
13	Implementation of Local Governance Mapping in fourteen states/regions of Myanmar (Phase I, II, and III)	Qualitative & Quantitative	UNDP Myanmar	2013-15
14	Nationwide Public Opinion Poll	Quantitative	IRI	2013
15	Knowledge, Attitude and Practice (KAP) Study on Child Survival and Development	Qualitative & Quantitative	UNICEF Yangon	2013
16	Survey on Ageing in Multiple Regions in Myanmar	Qualitative & Quantitative	HelpAge International Country Office	2012
17	ShaeThot Project Baseline Survey in Myanmar	Qualitative & Quantitative	PACT Myanmar	2012
18	LIFT Delta-1 project evaluation	Qualitative & Quantitative	LIFT Fund, UNOPS	2011

MSRs Technical Staff Details

At MSR we have 130 full-time staff trained to do qualitative and quantitative research.

Sr.	Job Title	Number of staff
1	President/Research Director	6
2	Research Executive	7
3	Senior Analyst	2
4	Statistician	2
5	Analyst	4
6	Junior Analyst	4
7	Field Staff (Supervisors/Interviewers/etc)	66
8	Data team	22
9	Marketing Consultant	2
10	Moderator	4
11	Librarian	1
12	Monitoring Section	3
13	Administrative Staff/Account	7
	Total ►	130

In Addition, we have over 300 project staff (moderators and interviewers) on a roster of Myanmar Survey Research and who have been trained to do surveys and have had experiences.

Capability Statement

Established in 1995, Myanmar Survey Research is a well-experienced research company in Myanmar. We offer both qualitative and quantitative research services in the country. We have produced over 1,300 research reports in the fields of social, market, and environment over the past 21 years for UN agencies, INGOs, and business organizations.

SOCIAL RESEARCH

- Socio-economic Survey
- KAP Survey
- Migration Studies
- Project Baseline Survey
- Project Evaluation or End-Line Survey
- Environmental and Social Impact Assessment (EIA/SIA)
- Quantitative and Qualitative Analysis and Report Writing

• **Our Clients include:** UNOPS, UNDP, UN-Habitat, Unicef, CARE, Save the Children, PSI, World Vision, IOM, ACTED, CESVI, Mercy Corps, WFP

MARKET RESEARCH

- Industrial Survey
- Market research and Feasibility Study
- Survey on Consumer Behaviour
- Media Survey

• **Our Clients include:** Japan External Trade Organization, Itochu Corporation, Sumitomo Japan, Sponsorship Information Services-UK, Fujitsu Research Japan, Daiwa Research Japan, Matsushita Electrical, Sampo Electrical, APL Logistics Singapore, AC Nielson-Indonesia, ASEAN Secretariat-Jakarta, Nestle-Thailand

METHODOLOGIES

- Face-to-face Interviews (including Computer-Assisted Personal Interviewing, CAPI)
- One-on-one In-depth Interviews
- Key Informant Interviews
- Focus Group Discussions