













# Data Collection for Myanmar Business Survey: Data Analysis and Policy Recommendation

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## Outline

- Introduction to MyanmarBDC
- Myanmar Business Survey 2014
- Objectives of the survey
- Cooperating agencies
- Expected outcome
- Issues covered
- Targeted sectors
- Targeted population
- Questionnaire
- Survey team
- Methodology
- Collected samples by state/region
- Challenges in collecting data and solutions



## MyanmarBDC

- MyanmarBDC is a result-oriented consulting, research and advisory firm
- that enables businesses, particularly the SMEs in Myanmar to flourish,
- providing unique opportunities for foreign investors
- and driving inclusive social and economic development.





## MyanmarBDC

#### Strategic Pillar 1

#### Strategic Pillars

Services

#### **Enhancing** Competitiveness

#### **Business Registration**

- Feasibility Studies
- Business Plan
- Strategic Planning
- Market Analysis
- Industrial Analysis
- Strategic Marketing
  - Planning and Service
- Management Improvement
- Finance and Accounting Improvement
- HR Development
  - Short, Long-Term Training
  - In-house training
- IT and Online-marketing

#### **Strategic Pillar 2**

#### **Facilitating Investment** & Trade

- Market Survey & Analysis
- Industrial Survey & **Analysis**
- Partner Search
- Due Diligence
- **B2C Survey & Research**
- B2B Survey & Research
- Organize consultation events
- Project Management

#### **Strategic Pillar 3**

#### **Driving Inclusive Development**

- Survey
- Research
- Consultation
- Project Management

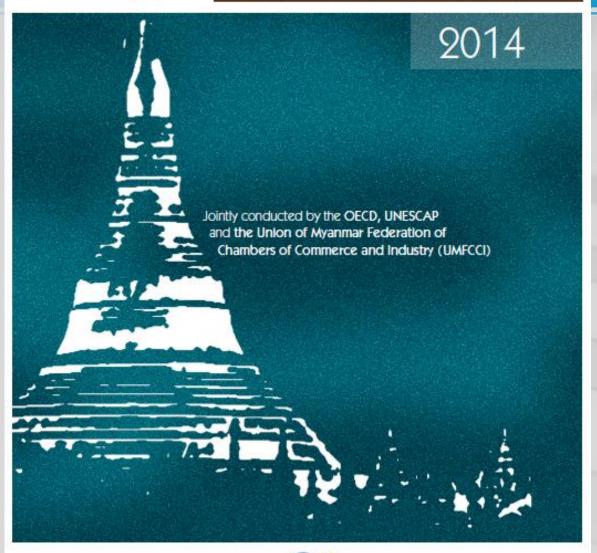
Other customize Services

Strong team and network of consultants to deliver services



## Myanmar

### Business Survey

























# Myanmar Business Survey 2014

- The first-ever nation-wide comprehensive business survey
- One of the world's most representative and most challenging business surveys conducted in a country
- Covered all 14 States/Regions, Union Territory and all major cities – such as border trade towns and commercial cities
- All types, sizes and sectors
- Over 3,000 samples January April 2014

















# Project objectives

- To address the lack of information on business conditions and environment
- To assess the status of the business community
- To identify major obstacles faced by businesses
- To provide effective policy recommendations

















# Cooperating agencies

- Executing agencies
  - OECD
  - UNESCAP
  - UMFCCI (hosts the survey team)
- Donors and other cooperating agencies
  - The Government of Japan
  - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
  - Swiss Agency for Development and Cooperation (SDC)

预览已结束, 完整报告链接和二维码如下:

https://www.yunbaogao.cn/report/index/report?reportId=5\_3697

