



Microfinance Council of the Philippines, Inc.



From margin to mainstream

Market Research for Microfinance

A series of sessions on Market Research for Microfinance was done last March and April 2007 at Legazpi City, Bicol. The Market Research for Microfinance Course for Philippine MFIs was organized by MCPI in partnership with the Bicol Microfinance Council of the Philippines, Inc.

The course aimed to develop MFIs capacity in market research. It also aimed to capacitate the MFIs in terms of their qualitative skills and provide them with tools that will help them in:

- Developing new products and modifying old ones,
- Understanding clients and their perceptions of the MFI and its services/products,
- Developing/refining marketing programmes,
- Analysis of clients' risks/vulnerability opportunities and how people use (formal and informal sector) financial services,
- Understanding the "financial landscape", or environment, within which the MFI is operating,
- Analysing problems such as drop-outs and growing trends loan default,
- Impact assessment and evaluation,
- Analysis of relative depth of outreach,
- Detecting fraud/rent-seeking, and
- Running strategic planning/staff meetings.

The course had 2 parts: the 1st part involved lectures on qualitative research and FGD moderation, and fieldwork that allowed participants to practice the use of the tools and collect client information needed for the research agenda. It ran for a total of 5 days. The field-based work was conducted under the close supervision of certified trainers who have used these qualitative research methods in a wide variety of settings. The 2nd part was focused on the analysis of the FGD results, writing of market research report, preparation of presentation materials, presentation of the market research findings and planning for MFI research.

The course was attended by the members of Bicol Microfinance Council of the Philippines. It was facilitated by Lalaine M. Joyas, Jesila M. Ledesma and Noemi A. Bonaobra

The Market Research for Microfinance course is developed by MicroSave – a CGPA-UNDP-DFIF initiative that aims to promote secure and high-quality financial services for poor people.

NEWS

- SPM Strategy Workshop in Subic
- SPM Promo Workshop in Bicol
- SPM Training of Trainers in the Philippines
- 7th MCPI Annual General Meeting
- SPM Promotional Workshops in Manila and Davao City
- Market Research for Microfinance
- TSPI and Valiant Bank honored by CGAP
- 1st SPM Working Group Meeting
- Roundtable Discussion on Agri-Microfinance

ARCHIVES

- Citigroup Outstanding Filipino Microentrepreneurs Announced
- Moving Forward with Innovations for Microfinance
- Forum on Social Performance Increases Awareness on MFIs' Impact
- MCPI Seeks Reversal of EO 558
- MCPI Holds Its 6th Annual General Meeting

