



# MFC Research Services

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Demand  
studies

Financial  
literacy/capa  
bility survey

Marketing  
research for  
MFIs

Over-  
indebtedness  
studies

Access to  
finance  
research

Policy-level  
work

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## Demand studies

**Demand for insurance, credit, deposit services**

**Access Frontier methodology of David Porteus**

Assessment of current and potential demand

**Population surveys in 6 countries**

Armenia, Azerbaijan, Georgia, Poland, Romania, Ukraine

## Over-indebtedness studies

**Overview of borrowing patterns**

Multiple borrowing  
Types of credit products, credit characteristics

**Assessment of the indebtedness level using objective and subjective indicators**

Household indebtedness index  
Perception of debt burden

**Methodology**

analysis of credit registry data and MIS data from MFIs  
population survey

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Financial literacy/capability survey

**Population survey for baseline assessment of the level of financial literacy, capability as well as financial inclusion**

Part of broader projects on financial literacy and financial inclusion

Belarus, Moldova

**Financial health research**

Development of framework for assessing financial health

Financial health research in Poland

Access to finance research

**Unique framework for comprehensive assessment of the conditions of access and financial inclusion**

Country-level studies in Belarus and Poland

# Marketing Research for MFIs



## Tools development

Client satisfaction survey

Client exit monitoring

Product testing

Client feedback collection through FGDs

## Staff training

Strategic marketing

Marketing research methods

# Policy-level work



## **Financial inclusion program with central bank**

Belarus

## **Strategy for the establishment of Financial Literacy Centers**

Azerbaijan, Kosovo

## **National Strategy for Financial literacy – programs with central banks**

Armenia, Moldova, Kyrgyzstan

# Contact us!



## Microfinance Centre

Noakowskiego 10/38  
00-666 Warsaw, Poland  
+48 22 622 34 65

[Justyna@mfc.org.pl](mailto:Justyna@mfc.org.pl)  
[www.mfc.org.pl](http://www.mfc.org.pl)  
[@MFC\\_Network](#)