



MFC Research Offer

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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



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