



Agribusiness Master Class, Myanmar

Market and Consumer Research

8th to 12th January, 2018.

Location:

Summit Parkview Hotel, 350 Ahlone Road, Yangon, Myanmar

Program

Time	Sessions and contents	Responsible/ methods
Day 0		
	<ul style="list-style-type: none"> Welcome dinner – could be on 8th so that everyone can attend 	
Day 1 – 8th January		
8:30 – 9:00	Welcoming & Opening Short video: Capture of the previous training Expectations & ground rules <ul style="list-style-type: none"> Overview of program Expected learning outcomes Agree on ground rules 	Dr Rodd Dyer/Manager ACIAR Facilitators: Dr. Luong Pham & participants
9:00-10:00	Introduction and overview <ul style="list-style-type: none"> Introduction to the Market and Consumer Research Module 2 Market systems development approaches - implications for research 	Mr. Tiago Wandschneider The connection between VC research and MSD
10:00 – 10:20	Break – Coffee & Tea	
10:20 – 12:00	Market trends and implications in agri-food chains <ul style="list-style-type: none"> Real world agricultural and food market issues in both developed and less developed countries How value chain analysis and market research help us understand and address opportunities Impact of modern retailer procurement systems, certification, food safety & quality standards etc. Constraints to pro-poor agribusiness development in agri-food value chains Group discussion	Prof. Wendy Umberger (University of Adelaide)
12:00 – 13:30	Lunch	
13:30 – 13:45	Energizer	Tu Anh
13:45 – 15:00	Basics of market research: market fundamentals <ul style="list-style-type: none"> Market fundamentals, market orientation and strategic marketing concepts for agribusiness development Defining the objective(s) of market research Understanding end-markets vs. secondary markets What drives market dynamics? What determines price? Discussion	Prof. Wendy Umberger (University of Adelaide)

15:00 – 16:45	Case Study (CS) 1: Broad market issues that address supply and demand <ul style="list-style-type: none"> Broad market issues for coffee or gingers (Anne-Claire) Beef Trade relevant to Myanmar: Luong/Dom Discussion	Ms. Anne-Claire/Winrock Manager
16.45-17.00	Reflection and evaluation	Dr Luong Pham
Day 2 – 9th January		
8:30 – 9:00	Day 1 Reflection	Dr Luong Pham
9:00 – 10:30	Application of Market Fundamentals - with examples <ul style="list-style-type: none"> Spatial differences in Supply and Demand Seasonality's impact on Supply & Demand Temporal (trends) in supply and demand Price and income elasticity International trade issues Discussion	Mr. Tiago Wandschneider
10:30 – 10:45	Tea break	
10:45-12:00	Markets versus Marketing and Market Segmentation <ul style="list-style-type: none"> difference between “understanding markets” and actually doing “marketing” and “market segmentation.” 	Prof. Wendy Umberger (University of Adelaide)
12:00 – 13:30	Lunch	
13:30 – 13:45	Energizer	Participants
13.45 – 14.45	Mini projects <ul style="list-style-type: none"> Overview Market research objectives Research questions Teams work together to discuss market analysis and data needs Reflect on different markets, value chains, market fundamentals affecting their case 	Facilitators: Dr Luong Pham
16.45-17.00	Reflection and evaluation	Luong
Day 3 – 10th January		
8:30 - 9:00	Recap of day 2	Luong
9:00 – 9:45	Consumer Research and Behaviour /Consumption <ul style="list-style-type: none"> Foundations of consumer behavior/consumption Consumer values Consumer decision-making process 	Prof. Wendy Umberger (University of Adelaide)
9:45 – 10:00	Tea break	
10:00 -10:30	Consumer Research Methods <ul style="list-style-type: none"> basic methods more complex methods use of secondary data such as retail scanner data and how that differs from attitudinal research 	Prof. Wendy Umberger (University of Adelaide)
10:30 -11:00	Sensory Research Methods Market and consumer research methods conducted by MyanTrade	Ms. Marian (on maternity leave) Ms Myat Soe Moe/ Senior researcher / Myantrade
11:00 -12:00	Cases: Market insights: What do customers and consumers want?	Dr. Htein Lynn/ Senior Official - MYANTRADE

	<ol style="list-style-type: none"> 1. A market & consumer research from Myanmar- Ministry of Commerce 2. Consumer Research and Behavior /Consumption - Shwe Pyi Moe Htet Co., Ltd 	Mr Khie Lin /Director
12:00 – 13:30	Lunch	
13:30 – 13:45	Energizer	Luong/Giang
13:45 – 14:45	Consumer Market Segmentation –Understanding Market Segmentation <ul style="list-style-type: none"> • Why do businesses need to segment their markets? • What is segmenting and targeting the market? • What is meant by market targeting? • What is a capital market segmentation? 	Mr. Tiago Wandschneider
14:45 – 15:30	Market Segmentation in Practice <ul style="list-style-type: none"> • The case from Thanaka’s association 	Mr. Pyae Phyo Kyaw Secretary -Thanakha Subcommittee, Yangon
15:30 – 15:45	Tea break	
15:45 – 18:00	Mini project <ul style="list-style-type: none"> • Developing a research protocol - including methods, design & sampling strategy • Preparation for field day 	Participants
Day 4 – 11th January		
AM	Mini project field day	Participants
PM	Mini project analyzing data and preparing for presentation	Participants
Day 5 – 12th January		
8:30 - 9:00	Reflection and evaluation: lessons learned on field day	
9:00 – 10:15	Mini project presentations <ul style="list-style-type: none"> • Group 1 & 2 	Participants
10:15 – 10:30	Tea break	
10:30 – 12:00	Mini project presentations <ul style="list-style-type: none"> • Group 3 & 4 	Participants
12:00 – 13:30	Lunch	
13:30 – 14:30	Market System Development (capture main points) Market research implications and how to identify & evaluate market interventions Plenary discussion	Dr. Luong Pham & participants
14:30 – 15:30	Action plan and follow-up	
15:30 – 16:30	Course evaluation Presentation of certificates Closing	Participants Dr Rodd Dyer/Manager ACIAR
18:30 – 21:00	Farewell dinner	All