



## Research Consultant Briefer

### BASIC FUNCTIONS

- 1) Extensive consultation with Microventures Foundation (MVF) and project sites to align with MVF partner-funder for monitoring and evaluation of project;
- 2) Development of necessary methodology and tools for the identified research areas;
- 3) Regularly analyze and report on the identified research areas;
- 4) Regular field research in the next 35 months on the identified research areas.

### RESEARCH AREAS\*

| RESEARCH TOPIC                       | RESEARCH QUESTION  | RESEARCH OBJECTIVE   | DESCRIPTION   |
|--------------------------------------|--|--|---|
| <i>Communication Plan Assessment</i> | Are the terms used relatable to the beneficiaries/nanays, which are and which are not and how much is the likability and not of such?                            | <p>To provide feedback on module names and terms used in the training on the beneficiaries' likeness and dislikeness of both</p> <p>To provide a list of which terms used are liked and disliked</p> <p>To provide a statistical presentation on the likability of the terms</p> | This research area aims to improve the communication plan which includes the terminologies and branding used for the next batches of training based on the perceptions of the beneficiaries.                                  |
| <i>Brand Health Evaluation</i>       | <p>Does the Hapinoy intervention promote affection to the Hapinoy brand?</p> <p>What factors enable or hinder participants towards affiliation to the brand?</p> | <p>To evaluate the activities of Hapinoy training if they have good emotional impact to the beneficiaries</p> <p>To know the perceptions of beneficiaries to the Hapinoy brand</p>   | This research aims to capture the emotional impact to and perceptions of the beneficiaries on the Hapinoy brand, and to properly align them on what Hapinoy really is and also catering to their moral needs during training. |





*Helpfulness and Satisfaction Survey towards the Participants*

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| Do the participants find the training topics and training sessions helpful?    | To capture if the modules covered are both helpful and satisfying to the beneficiaries | This research aims to provide for other training needs based from the learning of the project, and improvement on trainers and logistics. |
| Do the participants find the training topics and training sessions satisfying? | To evaluate the trainer and logistics of the training                                  |   |
| How many of the participants find the training both helpful and satisfying?    |  |   |

*Behaviors of Micro-entrepreneurs*

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| What are the key behaviors to a growth-oriented and resilient micro-entrepreneur in the context of Samar and Leyte? | To cite the key behaviors (segmentation and questioning of clients among others) of successful micro-entrepreneurs who were able to expand to a new category | This research aims to highlight key behaviors of successful micro-entrepreneurs in Samar and Leyte through case studies to bank on these behavioral traits for the next batches |
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**Other Research Needs**

*Top Products to Carry in Preparation for a Typhoon*

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|---|---|---|
| What are the top products to carry by sari-sari store owners to prepare for typhoons? | To prepare a list of top products in the area of the cohort sari-sari store owners should carry in preparation of a typhoon | This research should list down the top most important products to carry by sari-sari store owners to make them well-prepared for the impending typhoon. |
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*Store Makeover Research*

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| What should a store have in its structure/equipment or implement to recover quickly from a calamity? | To prepare a list of suggested store designs to increase immediate evacuation and immediate recovery of business | This research should provide a list on the improvements/makeover to be done on a store to make evacuation easier, and recovery immediate. |
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*Increased Individual Knowledge on Business Cashflow and with Better Management of their Business*

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| Does the training increase the participant's knowledge on business cashflow?                 | To know the level of knowledge of the participants on the business cashflow and strengths and weaknesses of their business | This research aims to analyze the available data on the understanding of the participants on the training modules, especially the cashflow template and business management skills |
| Does the training increase the participant's knowledge on business strengths and weaknesses? |  |  |





## QUALIFICATIONS

- Degree on any research-related course/program from a reputable university
- At least three years research experience in both qualitative and quantitative methodology
- Background in micro-entrepreneurship or development management is a plus
- Willing to do field visits in South Luzon, Leyte and Samar
- Can engage research enumerators for the implementation of the research

