



## MBE Members Survey 2014 Final Report

### Summary of results and new strategic goals for the organization

#### **A) Part 1: 30 responses**

##### **Summary of results/responses**

- Most of Part 1 results (Name, credentials, experience, skills etc.) will be integrated in our new stakeholder management platform (to be created at the end of November 2014).
- Networks, here is a breakdown of MBE's strongly diversified network by sector (note this includes only 43.5% of its members) :

Agriculture	3.45%
Banking	10.34%
Business Development	6.90%
Civil Society	6.90%
Consumer goods	8.62%
Cooperatives	1.72%
Corporate Social Respon:	3.45%
Education/Training	12.07%
Entertainment	1.72%
Environmental care	0.00%
Event management	5.17%
Fishing	0.00%
Forestry	0.00%
Health	6.90%
Infrastructure/Constructio	5.17%
IT/Computers technology	13.79%
Media	0.00%
Mining	3.45%
Other Natural resources	0.00%
Other Services	6.90%
Other Manufacturing	5.17%
Public Sector / Specify w/	5.17%
Real Estate	1.72%
Retail	5.17%
Telecommunications	3.45%
Textile	1.72%
Trade (Import/Export)	15.52%
Travel Agency/Transport/	1.72%
Other	5.17%

- What do members want to contribute in? The answers were no surprises but it was good to see everyone is keen on participating in the growth of the organization and in the following activities/sectors:

- > Leadership and experience
- > Training/teaching
- > Network building
- > Idea generation
- > Lectures contribution
- > Dialogue and meeting participation
- > Promoting responsible business practices
- > Financial contribution
- > Financial investment for micro-finance
- > Sector-specific knowledge

## **B) Part 2: 24 responses**

### **Summary of results/responses**

=> Do you feel personally attached to MBE?

- A lot of people are strongly attached to MBE
- Some evoke the strong ties and support among members
- Some evoke their personal engagement for MBE, becoming a "baby" for many people
- Some evoke the quality of the members
- Some evoke the quality of the MBE programs

=> Do you think promoting social responsibility and positive community impact practices for Myanmar business is part of what MBE is?

- Response: 100% Yes
- A lot say that MBE can be a key actor for implementing CSR and good practices as part of the country's development

=> Where do you think MBE could improve?

- Has the potential to become larger, needs to be more professional, more nationwide impact and programs
- Bigger impact activities, attract bigger entities
- More advocacy and policy implementation
- More operational management
- Capacity development of employees, staff
- Participation of members
- BCB can grow to a Business Management University or Online university
- Engage with other business associations
- More space for training
- International relations

=> What new activities do you think MBE could get involved in?

- Advocacy
- Involvement with government bodies
- English Language promotion
- More income generating activities
- Extending network and social enterprises

- Interactive activities for Members, get member's businesses involved.
- Nation wide Financial Literacy Program
- Personal growth and time management training
- Human development

=> Do you believe re-thinking MBE's strategy is a good idea?

- Responses: 3 no, 17 yes, 4 no comment
- More focus, more precise
- Something more selfless, bigger then personal interests, recognition or financial gain.
- MBE as part of the country's positive development

=> Do you believe MBE should improve its work management processes and tools?

- A lot of answers say that staff should be empowered and members should step back to take policy and some critical decisions only.
- Improve staff and more efficient member input
- Recruit strong professionals
- Members/EC should step back and just do policy and some critical decisions only
- Have some special volunteer work on special days together (International volunteers Day, Democracy day, Peace day etc.
- Create web portal to communicate with members and public

### **C) Conclusions**

MBE members want:

- 1) MBE to grow and become a key player for the promotion of responsible business development in Myanmar
- 2) MBE staff to be strengthened and empowered
- 3) To expand its impact (do more national oriented program, policy-type activities as well as local projects in other regions)
- 4) To Have better communication
- 5) To Have more efficient meetings/committees
- 6) MBE to have a clearer mission which follows its current mission
- 7) To engage its members within MBE activities
- 8) To strengthen its rural development and education activities

### **D) MBE's response - New pending objectives and activities for 2015**

Responding to 2) and 4)

- Creation of a new online work management platform for staff and members (Trello - already established, for information contact Flo - [florestanfillon.mbe@gmail.com](mailto:florestanfillon.mbe@gmail.com) or Kiaw Zay Ya - [kokyawzaya42@gmail.com](mailto:kokyawzaya42@gmail.com) )

Responding to 1) and 4)

- Creation of a new online stakeholder relationship management platform that will shape MBE's network (creation on

Responding to 6)

- Re-think MBE mission, vision and strategic orientation, to follow past mission but become more precise. Set a clearer identity

Responding to 4) and 7)

- Creation of a new website

Responding to 4) and 7)

- Creation of more dynamic social media page (especially Facebook, but also LinkedIn and Twitter profiles)

Responding to 2)

- Recruitment of new staff

Responding to 5)

- Simplification of MBE committees to provide efficient and meaningful meetings for members with regular meetings but which ask less time demands

Responding to 1) 3) and 7)

- Participation in collaboration with MCRB in a transparency program that will engage MBE members to improve their transparency and prepare them better for the future (more information will be communicated on this within the next few months).

Responding to 1) 3) and 7)

- New major CSR nationwide project: Creation of the "Myanmar CSR tool kit" which will give concrete and easy to implement tools for efficient responsible business practices. Will work with national and international organization on this to create a comprehensive and very practical tool to increase CSR engagement (more information will be communicated on this within the next few months).

Responding to 3)

- Prospection for the development of a new program in Nyaungshwe/Inle region on business development, eco-tourism, microfinance and capacity development

Responding to 8)

- Improvement of our BCB center and education programs: a) Better student/alumni relations and follow-up, as part of MBE network b) Increased CSR element within curriculum

Responding to 8)

- Improvement of our programs in the Delta a) Better evaluation methodology b) Developing value added elements for our microfinance program c) Community-driven collective programs d) Sharing ideas, making Delta villages meet (working potentially in partnership with PACT) e) Looking at the long term possibility of developing a fair trade program for agriculture and fisheries f) Diversify crops, maybe partner with agronomes g) Construction of water reserve