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## **CALL FOR MCU SURVEY ON E-COMMERCE**

Under the second phase of USAID’s Private Sector Development Activity Grant, Myanmar Consumers Union is seeking new proposal for outsourcing to conduct a survey on e-commerce in Myanmar (Location: Mandalay, Mawlamyaing, Naypyitaw, and Yangon) to understand current status of e-commerce in Myanmar, its barriers and to make recommendations for better consumer protection.

### **About Myanmar Consumers Union (MCU)**

MCU was formed on November 18, 2012 with 15 EC members of different professional backgrounds with a vision to strive for a better world through consumer’s justice based on the principles of non-political, non-profit and not accepting funding from commercial or trading companies. After being founded and run by volunteer professionals with self-funding, the MCU was able to hire full-time paid staff and rent an office in 2016 after receiving a grant from USAID’s Private Sector Development Activity.

### **About USAID’s Private Sector Development Activity**

USAID’s PSDA is a Yangon-based five-year project that runs from July 2015 to July 2020. It aims to accelerate inclusive economic growth in Myanmar throughout the country by supporting policy reform, better policy implementation, more effective private-public policy dialogue and enhanced public awareness for key economic development issues. Working with the Union government and parliament and private-sector and civil society groups throughout the country, it provides specialized technical assistance, support workshops and forums for policy dialogue and training, organize study missions and support strategic equipment purchases.

### **About Survey**

MCU will outsource conducting survey on “E-Commerce” to assess awareness, knowledge, attitude, and practices (AKAP) and problem finding in e-commerce, the ways how they solve these problems, and barrier to solve them. The survey will be conducted in (4) areas: Mandalay, Mawlamyaing, Naypyitaw, and Yangon with (300) respondents.

Coverage:	Online shopping, iBanking, Mobile Banking, Online-registration, E-payments, etc.
Time Allowance:	4.5 months
The deadline for submission of proposal:	October 1 <sup>st</sup> , 2018
Reporting: <ul style="list-style-type: none"> <li>• First draft of survey report</li> <li>• Final survey report</li> </ul>	January 31 <sup>st</sup> , 2019 February 28 <sup>th</sup> , 2019
Location:	Mandalay, Mawlamyaing, Naypyitaw, and Yangon cities
Sample size:	Total 300 respondents

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### **Objectives of the Survey**

1. To know AKAP (Awareness/Knowledge/ Attitude/Practice) of E-Commerce
2. To identify Problems/ difficulties/barriers in using E-Commerce
3. To know what services available/taking for solving
4. How they solve
5. To identify consumers' needs: what adjustments need to be made in order to ensure consumer protection (How they want to solve -consumer advice)
6. To know what are the gaps to solve the problems?
7. To make recommendations for better protection for consumers and e-commerce legislation harmonization in ASEAN

If you have any questions please feel free to contact [consumers.union.myanmar@gmail.com](mailto:consumers.union.myanmar@gmail.com)

**Remark:** Survey Report is belong to "Myanmar Consumers Union".