

EUROCHAM MYANMAR'S CORPORATE TRAINING COURSE

Market Research for Business Leaders

A Hands-On Guide for Turning Data into Smarter Decisions

DATE

**2nd November 2026
(Monday)**

TIME

**9:00 AM to 4:00 PM
Registration starts at 8:30 AM**

VENUE

**Park Royal Hotel
Padamyr Room 3**

TRAINING OBJECTIVE

By the end of this course, business leaders and managers will learn to identify exact business research needs, design fit-for-purpose market research, manage outsourced research projects effectively, critically evaluate research findings, and translate insights into informed business decisions.

PARTNER ORGANISATION

This training course is proudly organized in partnership with Thura Swiss. Founded in 2012 by former investment banker with Swiss professional experience Dr. Aung Thura, Thura Swiss is a market research and consultancy firm operating across Myanmar, Cambodia, and Singapore.

Backed by international standards and deep cross-sector expertise, Thura Swiss delivers rigorous social and market research, business intelligence, and advisory services. Over the years, the firm has built a strong track record of working with a diverse portfolio of clients, including multinational and local companies, international development organizations, NGOs, and public-sector institutions across a wide range of industries.

TRAINING OUTLINE

1. Market Research as a Business Decision Tool
2. Research Needs Across Different Businesses
3. Understanding the Research Lifecycle - Where Research Begins and Where It Often Fails

- Defining the business challenge and research objectives
- Choosing the right research approach
- Designing sound research
- Data collection and quality assurance
- Data analysis and turning findings into insights
- Reporting, storytelling, and recommendations
- Monitoring, learning, continuous improvement
- Lessons from the Ground: What Years of Research Have Taught Us
- Common pitfalls and how to overcome
- Latest needs across different businesses

4. Simulation - Putting It All Together

REGISTER HERE



REGISTRATION FEE

(including two coffee breaks and a networking lunch)

Early Bird Rate (Valid until 16 October 2026)

Members: 360,000 MMK | Non-members: 400,000 MMK

Normal Rate (Valid until 1 November 2026)

Members: 400,000 MMK | Non-members: 440,000 MMK

Click [here](#) to register for the course. For more information on the course and on registration, please contact: events@eurocham-myanmar.org | +959 787377245

Trainer Profile & Agenda

The training will be delivered by a senior member of Thura Swiss's Research and Consulting team, a qualitative and quantitative research expert with more than 13 years of experience in market research, consulting, project management, and social research. Thura Swiss's research leadership team brings expertise across quantitative and qualitative research, business and market analysis, regulatory assessment, and impact assessment across diverse industries. The team has led and supported large-scale assignments for private-sector clients and international development organizations, including the World Bank, WHO, UNICEF, UNDP, USAID, GIZ, and The Asia Foundation etc. Drawing on extensive project experience, the trainer will bring an evidence-based and business-oriented perspective to the training, combining research concepts with practical applications and real-world examples.

9:00–9:15 AM	INTRODUCTION
9:15–9:45 AM	MARKET RESEARCH AS A BUSINESS DECISION TOOL
9:45–10:30 AM	RESEARCH NEEDS ACROSS DIFFERENT BUSINESSES
10:30–10:50 AM	COFFEE BREAK & NETWORKING
10:50–11:50 AM	UNDERSTANDING THE RESEARCH LIFECYCLE - WHERE RESEARCH BEGINS AND WHERE IT OFTEN FAILS - PART 1
11:50 AM - 12:00 PM	RECAP MORNING SESSION
12:00 PM - 1:00 PM	LUNCH BREAK
1:00 PM - 2:00 PM	UNDERSTANDING THE RESEARCH LIFECYCLE - WHERE RESEARCH BEGINS AND WHERE IT OFTEN FAILS - PART 2
2:00 PM - 2:15 PM	COFFEE BREAK
2:15 PM - 3:15 PM	LESSONS FROM THE GROUND: WHAT YEARS OF RESEARCH HAVE TAUGHT US • COMMON PITFALLS AND HOW TO OVERCOME • LATEST NEEDS ACROSS DIFFERENT BUSINESSES
3:15 PM - 4:00 PM	SIMULATION - PUTTING IT ALL TOGETHER

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