

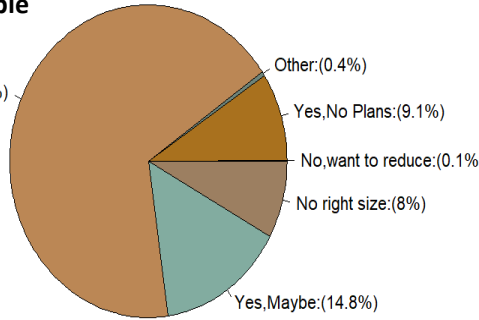
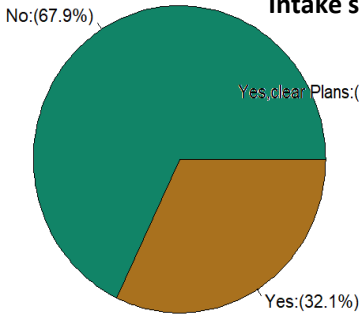
What Women Want (3W)

Financial diaries for product development

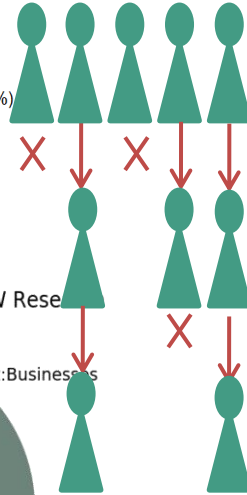
Nov 2017– Jan 2019

Business out of Choice?(Intake)

Do you want to grow your business?(Intake)



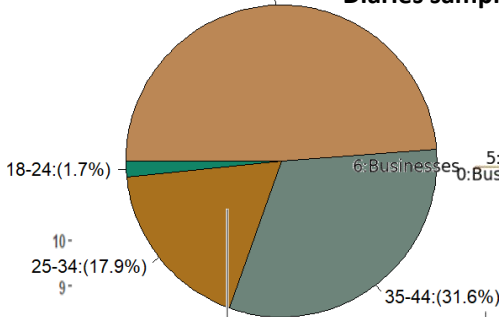
The Diaries selection process



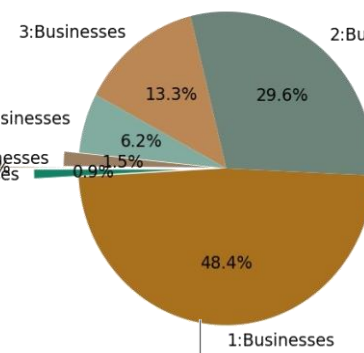
Respondent Ages Distribution

45+:(48.8%)

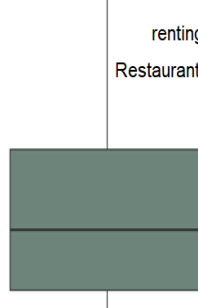
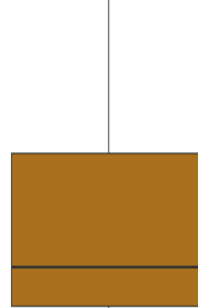
Diaries sample



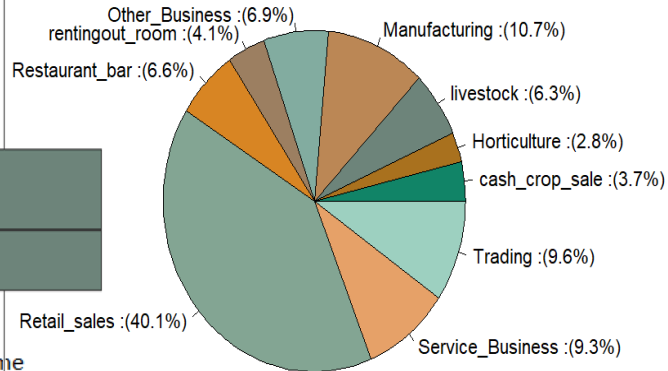
Businesses Per Respondent in 3W Research



Amount in millions Kyat



Types of Businesses 3W Research



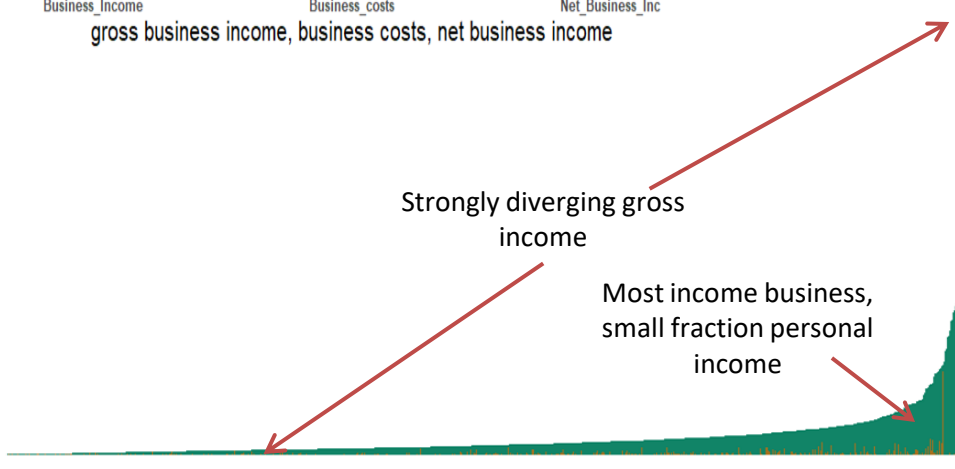
Business_Income

Business_costs

Net_Business_Inc

gross business income, business costs, net business income

Gross Income in Millions



Respondents

Business_income Personal_Income

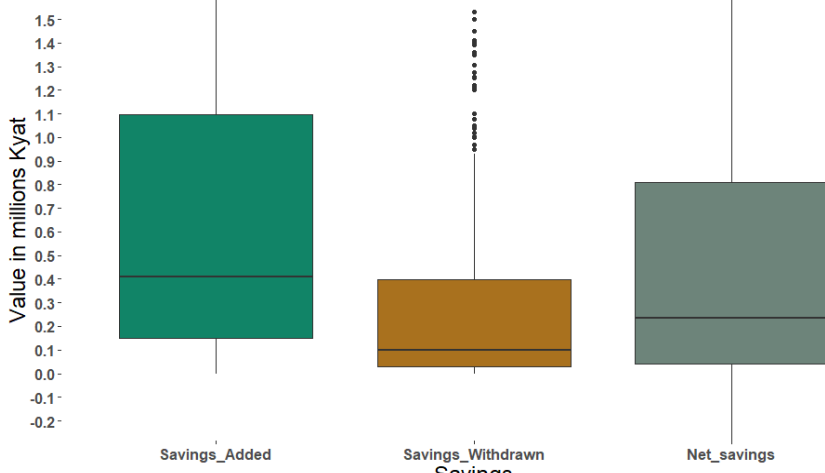


SHIFT

L-IFT



Savings Box Plot 3W

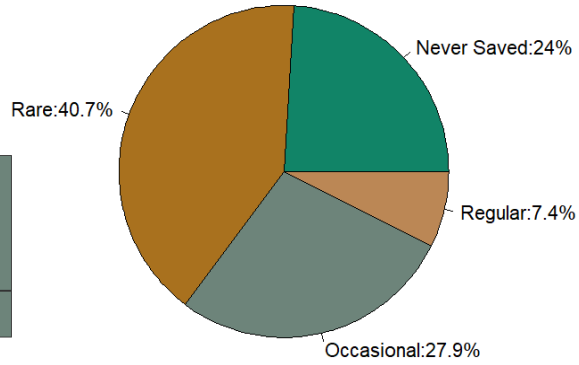


Median savings deposited is 4.1 lakh Kyat (+- 280 USD)

Median savings withdrawn is 1.0 lakh Kyat (+- 74 USD)

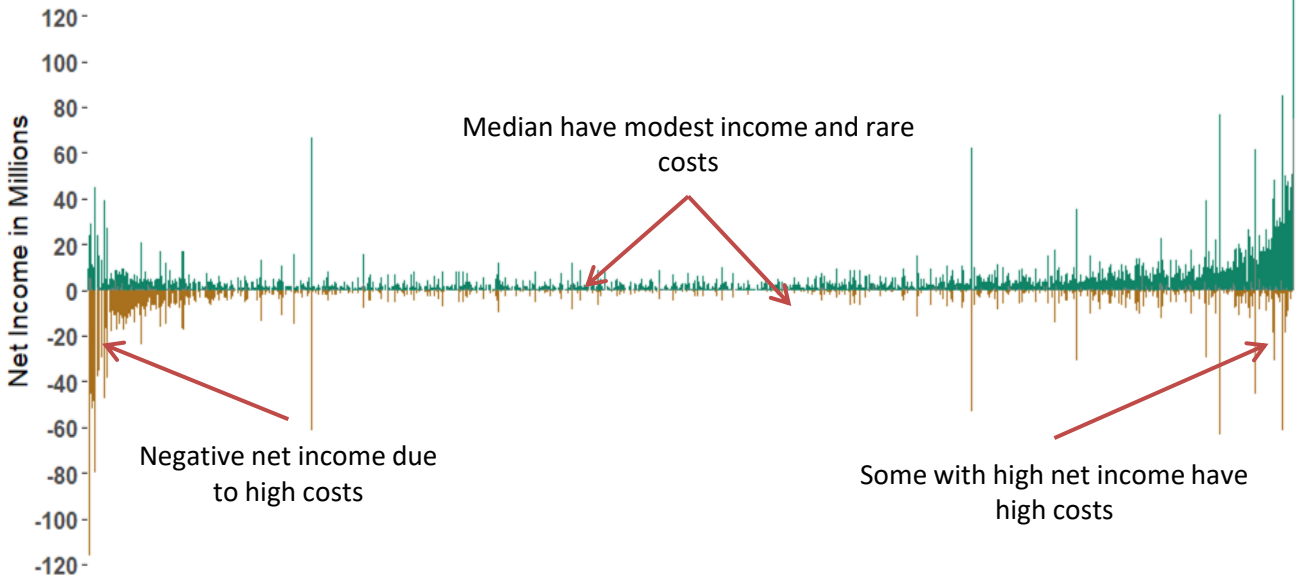
Median net savings is 2.35 lakh Kyat (+- 156 USD)

Types of Savers 3W

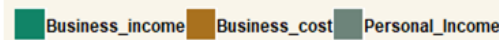


Criteria (# times out of 22 interviews, saved money)

- 0 – Never saved
- 1-3 Rarely saved
- 4-10 Occasionally saved
- >10 Regular savers

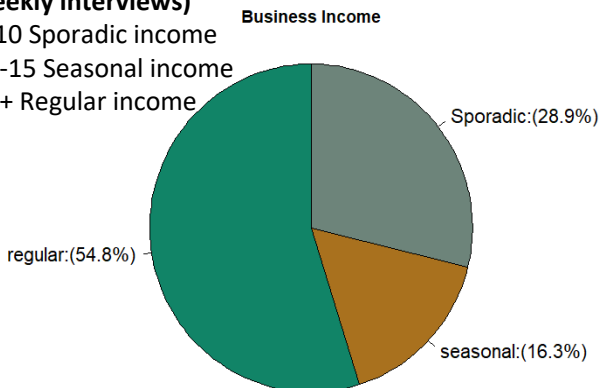


Respondents



Criteria (over 22 bi-weekly interviews)

- 0-10 Sporadic income
- 11-15 Seasonal income
- 16+ Regular income



Wide range of business active patterns

