



## Firm's References

Relevant services carried out over the last five years  
that illustrate the firm's capability

(to be prepared by each firm in a consortium)

Assignment title: **Bankoroshich**

Country of assignment: **Armenia**

Name of client: **Syndicated survey initiated, developed and implemented by Armenian Marketing Association**

Address of Client: **2 Baghramyan Ave, app. 28, Yerevan, Armenia**

Client Reference contact: Aram Navasardyan, President. Address: **2 Baghramyan Ave, app. 28, Yerevan, Armenia. E-mail: [president@armenianmarketing.com](mailto:president@armenianmarketing.com). Fax: +37410 540719**

Start Date: **February/2011**

Contracted completion date: **on-going (regular project)**

Actual or estimated completion date (if on-going): [month/year]

Value of services: **4000 EUR**

Total number of expert months: **3/2**

Name of associate consultant(s): **Union of Banks of Armenia**

Number of staff months of experts provided by associated consultant(s): **1/2**

Description of actual services provided by your firm: conducting syndicated research for finding out some characteristics of banks of Yerevan such as ratings, trust of clients, etc. Experts and specialists of MRP provided all ne necessary services for the project implementation: questionnaire development and design, quotations, telephone polls, data collection and analysis, report. The research made it possible to view and analyze the banking system not only as a whole but also to see each bank through the prism of its clients' assessments.

Experts provided by your firm:

Number of experts: **3**, specialists (interviewers, field workers) – **12**.


Number of expert months: **8**

Name of Project Director/Team Leader/Lead Expert: Ms. Carine Selikyan

The above information was prepared on 16 February 2014

Firm's name :MRP-EURASIA office in Armenia

Authorised representative of firm: 16.02.2014  
date

  
signature

Ms. Carine Selikyan  
name in full