



## Firm's References

**Assignment title:** Marketing research of collateral loans for consumer needs

Country of assignment: BISAM Central Asia

Name of client: "BTA Bank" JSC

Address of Client: 97, Zholdasbekova Str., microdistrict Samal-2, Medeusky district, Almaty, Kazakhstan, 050051

Client Reference contact:

Polina Zykova (Mrs.), Standards Specialist, Department of analysis and support of client relations

tel./fax:: +7 (727) 312 41 04 (ext.4104)

e-mail: pzykova@bta.kz

www.bta.kz

Start Date: October 2011

Contracted completion date: February 2012

Value of services: [contracted for/actually provided]

Actually provided: KZT 2 980 800

Description of actual services provided by your firm:

- Development of research instruments.
- Organization and control of fieldworks
- Testing the research instruments with participation of the Client.
- Conducting personal interviews in 14 oblasts centers and cities of republican status (Almaty, Astana)
- Conducting focus groups
- Conducting in-depth interviews
- Data entry and processing
- Analysis of data
- Presentation of results of the research as follows:
  - *personal interview results in the form of MS Excel tabulations;*
  - *focus group results in the form of verbatim and audio/video recordings of discussions, and summary report for each stage of the survey*
  - *answers to every questions asked to in-depth interview participants and summary report for the stage of the survey;*
  - *final report on the results of the research with conclusions/recommendations on the results of the entire research*

Experts provided by your firm:

Number of experts: 6 (including team leaders)

Project Manger for qualitative stage - Ekaterina Galaganova, Project Manager

Project Manager for quantitative stage – Nilyufar Donobaeva, Project Manager

Head of Fieldwork Department – Gulmira Bolatbaeva

Head of Data Processing Department – Polina Lyubetskaya

Name of Project Director/Team Leader/Lead Expert:

Team leaders:

Leonid Gurevich, President

Tatiana Otenko, General Director

The above information was prepared on [17/02/2012]

Firm's name: BISAM Central Asia

Authorised representative of firm: \_\_\_\_\_

signature

date

\_\_\_\_\_  
name in full