



MIRIM

INNOVATION & CONSULTANT

Strategic. Rational. Productive



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ABOUT US

MIRIM CONSULTANT is a **business and innovation** consulting company founded in 2013. We provide market, business development research, consulting services, training, data management, and product development services to businesses, government agencies, non-government organizations and international organizations.

Within the framework of our vision of becoming a leading business research and consulting services provider, we have provided various kinds of high quality, professional research, consulting services to our clients and we focus on **export consulting service, business solutions based on big data and its analysis**, business research and consulting services supporting **sustainable development**.

We operate according to our mission of providing consulting services with new knowledge and foresighted solutions to our clients and growing together. We offer effective solutions and practicable consultations optimized for our clients based on professional research activities, following ethical principles for mutual trust.

VISION

To be a leading business research and consulting services provider.

MISSION

To provide consulting services to our customers with new knowledge and foresighted solutions and grow together.

VALUE

Productive:

- Create value to the customers through professional research and consultancy.
- Offer effective and practicable solutions.

Trust:

- Adhere to the national and international standards of consulting services.
- Follow research ethics and keep confidentiality.

Mongolian experience:

- Recommend solutions optimized for Mongolian environment and characteristics.

We strictly adhere to internal quality control and research ethics at each stage of our research projects and consulting services as well as implementing domestic and international standards and requirements.

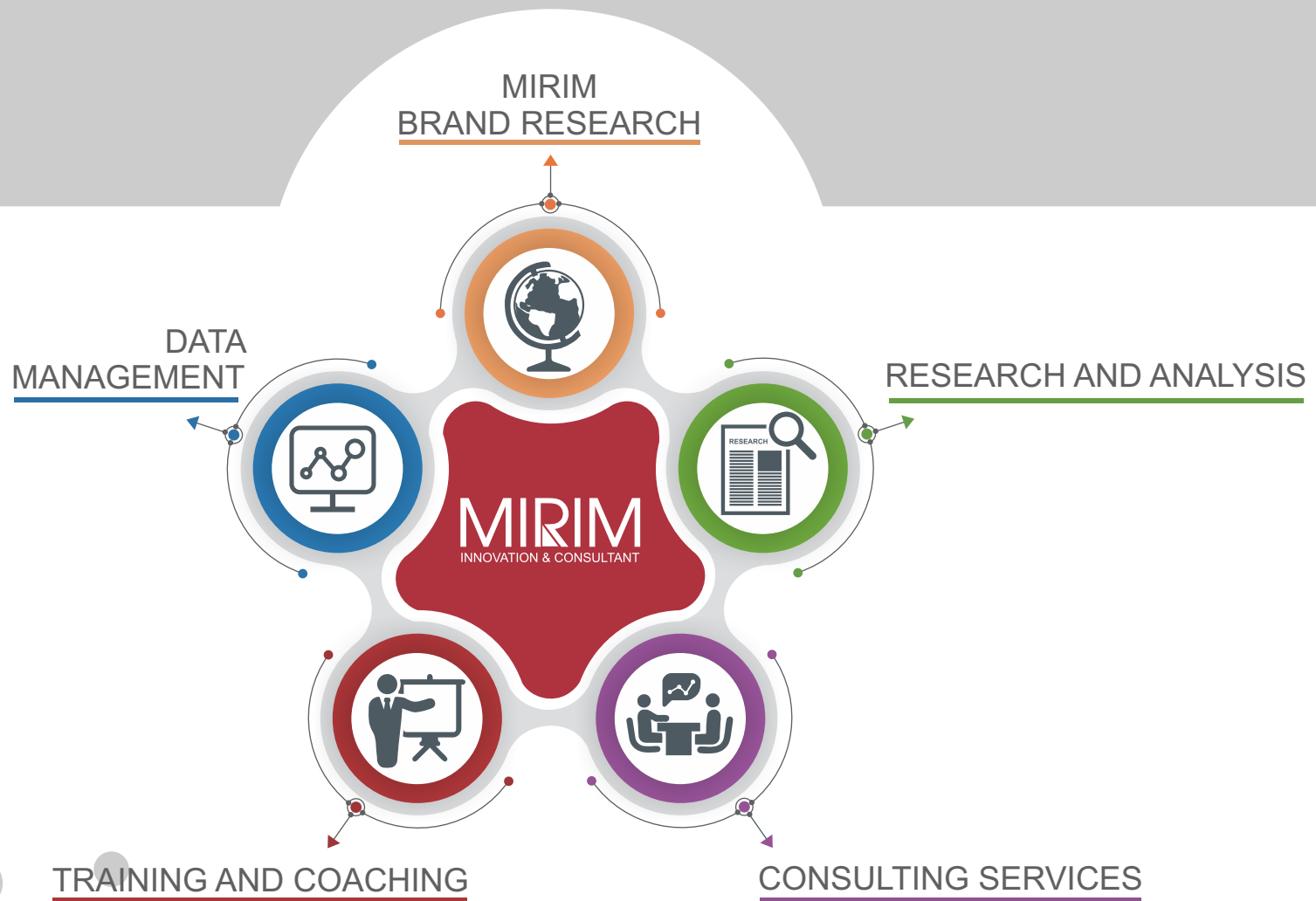
We are implementing the following standards:

- **ISO 200700:2017**
Guidance of management consulting services
- **ISO 20252:2012**
Requirement for market and public opinion, social studies, glossary of terms, and services

Service principles:

- Professional research
- Creative performance
- Sustainable partnership

OUR SERVICES



RESEARCH AND ANALYSIS



1. Business research

Industry research
Market research
Customer research
Competitor research
Marketing research
Marketing audit and evaluation
Organizational environment survey

2. Economic research and modeling

Macroeconomic research and modeling
Microeconomic research and modeling
Sustainable development and green economy research

3. Export research and consulting services

Research on target exporting market
Consumer and competitor's research in exporting market
Marketing research in exporting goods and services

4. Elections research

Rating analysis
Survey of target group needs
Monitoring of campaign activities
Press and social media monitoring

CONSULTING SERVICES



1. Management consulting services

Strategic planning and consultancy
Process analysis, planning and consultancy
Human resource survey, planning and consultancy

2. Export and import consulting services

3. Business consulting services

Business plan and consultancy
Marketing plan and consultancy
Financial plan and consultancy
Investment plan and consultancy

4. Feasibility study



TRAINING AND COACHING

Business administration training
Human resource skills training
Research methodology training



DATA MANAGEMENT

INGUMEL platform
Database development
Big data analysis



MIRIM BRAND RESEARCH

Product development based on open data
Mining investment and policy index

RESEARCH AND ANALYSIS

We conduct all types of **economic, business, marketing** researches. In the past, we have accumulated experiences in various sectors such as banking, finance, telecommunications, construction, mining, agriculture, manufacturing, trade, education, health and tourism. Our company is focusing more on **agriculture and manufacturing industry**, and has established a basic database. Research and analysis are about 70 percent of the work done by our organization.

When we conduct research, we collect data from reliable sources and use innovative methods, techniques and in-depth analysis, along with combining quantitative and qualitative research methods. We are conducting research on four major areas.

1. BUSINESS RESEARCH

We have accumulated extensive knowledge and expertise about the business sector features, large, medium and small enterprises, and their business cycle growth and fall.

Based on this knowledge and experience, we always strive to offer our clients concrete results and effective solutions based on professional research.

Our company has successfully conducted **40+** business research projects.

Expertise in Industry research:

We are conducting a comprehensive research and have accumulated extensive experience in sectors, sub-sectors and specific subjects such as banking, construction, telecommunications, energy and tourism as well as small medium businesses, leasing relations, green space, green building, jewellery, construction material, labor safety and hygiene, public procurement, trade and service centers, chain stores, duty-free shops, and business ethics.

Experience in goods and services market:

We have conducted market research on variety of goods and services such as ice cream, cocktails, fresh water, meat products, writing-paper, petrol, computer, tea shop service, automobile engine heater, yak wool products, wool and cashmere products, sculpture, child content and triple play service (IPTV).





Experience in customer research:

We are conducting customer purchasing capacity identifying, behavioral and satisfaction surveys for households in Ulaanbaatar, 21 aimags, specific business entities and specific goods and services users. A total of 30,000+ users and households are involved in our surveys, and we have been conducting customer researches for large business entities regularly.

Within the framework of marketing research and monitoring:

We use modern methods and techniques in our marketing research, monitoring and evaluation projects. We examine the market positioning and segmentation of the particular goods and services, customers' perceptions and attitudes, and competitors' behavior carefully, besides external monitoring of market performance.

2. ECONOMIC RESEARCH AND MODELING

We are focusing more on the economic research, especially on modeling projects, and are conducting economic research and analysis at an advanced level.

Our company has been successfully implementing **15+** economic research and modeling projects.

In the framework of Macroeconomics, we are conducting researches by the following headings

- Economic sector research
- Macroeconomic outlook
- Business cycle analysis
- Budget and monetary policy analysis and their coherence
- Foreign sector and balance of payments

We successfully implemented major research projects such as Western region's socio-economic research, Program-based budget, Public expectations on inflation, Socio-economic survey on leasing relations, Socio-economic survey in informal sectors and Artisanal mining contributions to the economy.

In the framework of Microeconomics, we are conducting researches by the following headings:

- Demand and supply analysis and their forecasting
- Production, cost and profit analysis
- Competitive analysis and market structure
- Cost and benefit analysis

We defined demand and supply for many markets and estimate their perspectives, as well as we defined the structure and form of competition of over 80 markets nationwide.

3. EXPORT RESEARCH AND CONSULTING SERVICES

We are concentrating more on export research and consulting services which is one of our main strategic directions.

In the case of export research and consulting services, we examine the markets in which our products and services are being sold, focusing on the target market environment, consumers, and competitors, and thus identify opportunities, risks and strategies to enter the new market.

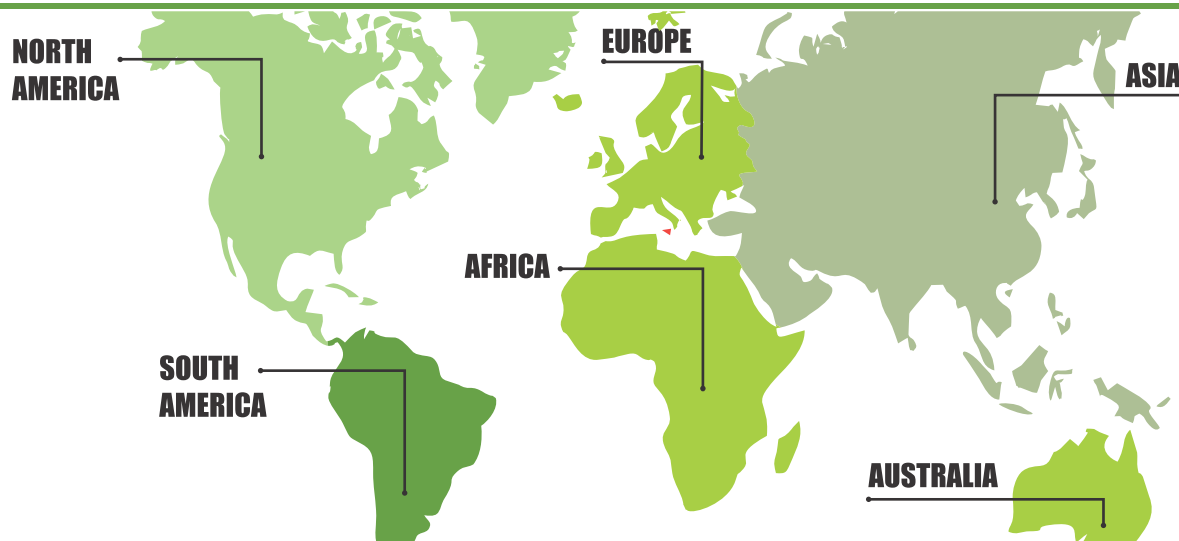
Based on the results of the research, we develop an export development plan and providing **mediating or intermediary services for foreign markets**. Currently, we have provided research, consulting services for export of wool, cashmere products, secondary raw materials, and consulting service for food product importing.

With the introduction of export research and consulting services, we have taken the first step towards creating a gateway to USA, Japan, Canada and Africa, and intermediary services, and began developing an export database of each target country.

4. ELECTIONS RESEARCH

Our company has been conducting researches to identify **ratings, public opinion, target group needs, and monitoring of campaign activities, press and social media monitoring** for President, Parliament, local election candidates and party orders.

We have successfully implemented **20+** electoral studies, and the results of each survey fully matched up the actual results of the election, reflecting the quality and effectiveness of our work. We are continuing to pursue this achievement, implementing innovative methods of international election and detailed segmentation of voters.



CONSULTING SERVICES

We conduct **management and business consulting services** based on professional research. In providing any consulting service, it is necessary to carry out precise and thorough research and analysis, as well as consultations optimized for the environment. We are providing consulting service on two major areas.

1. MANAGEMENT CONSULTING SERVICE

We provide professional management consulting services along with research, analysis and training optimized for the organization's activities, resources, and culture.

Our company has successfully conducted **15+** management consulting services for a variety of organizations, ranging from leading companies of the sector to small medium business entities, local businesses, cooperatives and partnerships.

In the framework of Management consulting services:

- Strategic planning and consultancy
- Process analysis, planning and consultancy
- Human resource analysis, planning and consultancy

2. BUSINESS CONSULTING SERVICE

We provide professional business consulting services after thorough research on the organization's internal, external environments and their impacts.

Our company has successfully completed **20+** business consulting services. We have been providing consulting services for all levels of business entities and businesses that have been granted from European Bank for Reconstruction and Development and the "Export Development Project", World Bank.

In the framework of Business consulting service:

- Business plan and consultancy
- Marketing plan and consultancy
- Financial plan and consultancy
- Investment plan and consultancy



TRAINING AND COACHING

We provide **business administration course and human resource training** to support and improve business activities, as well as **research methodologies training**.

Our training has a specialty of determining and examining the issues and problems that business entities are facing in their activities and management, and of giving theoretical knowledge and workplace practices required to solve the problem. In addition, we work with experienced instructors who run successful businesses in each of their sectors.

When we organize training and discussions, we use participatory and interactive methodologies and prepare arrangements, evaluation of participants needs and training course materials tailored to the specifics of the participants and at the end of each course, we conduct satisfaction survey and evaluate the results. Participants are provided with certificates, handbooks and training materials.



We provide the realistic knowledge for your business



1. BUSINESS ADMINISTRATION TRAINING

Business administration training is focused primarily on the strengthening of entrepreneurship and business development capacity of the entities. We have successfully implemented **10+** business management training courses for business owners and entrepreneurs.

In the framework of Business administration training:

- Organizational management and strategic plan development
- Business plan development
- Marketing strategy and plan development
- Financial management

2. HUMAN RESOURCE MANAGEMENT TRAINING

This course is designed to provide an overall understanding of human resource management, and to provide a well-arranged understanding of human resource recruitment, training, development, strategy, performance, and labor relations.

In the framework of Human resource management:

- People management methods
- Basic understandings of human resource management
- Strategy on human resource management
- Organizational theory
- Job analysis
- Human resource recruitment
- Diversification management
- Salary management
- Labor relations
- Trade unions and arrangements

3. RESEARCH METHODOLOGY TRAINING

We are organizing courses of research methodology for everyone who is interested in doing research and analysis. Professors specialized in research and analysis teach the courses and offer modern research methods and techniques.

Within the framework of the research methodology, the following courses are offered individually or as a complex.

1. Elaboration of research methodology and design
2. Research data collection: Consultations on how to collect primary and secondary source data, and how to prepare it for the analysis.
3. Analyze the research data
 - Methodologies for document analysis
 - Methodologies for Statistical analysis (using SPSS, STATA, Eviews)
 - Methodologies for advanced analysis
4. Methodologies for summing up the results and writing research articles.

DATA MANAGEMENT

We are working on developing a research, consulting service based on **big data**. Within this framework we are focusing on the implementation of **creating the database, and big data analysis** operations. On creating the database, database structure, technology and infrastructure is being developed simultaneously while on big data analysis, modern modeling techniques, skills, and technology are integrated.

We have introduced a consulting service of supporting business decisions based on big data. Specifically, for organizations that created their own database we provide data analysis with results important for business planning and decision making.

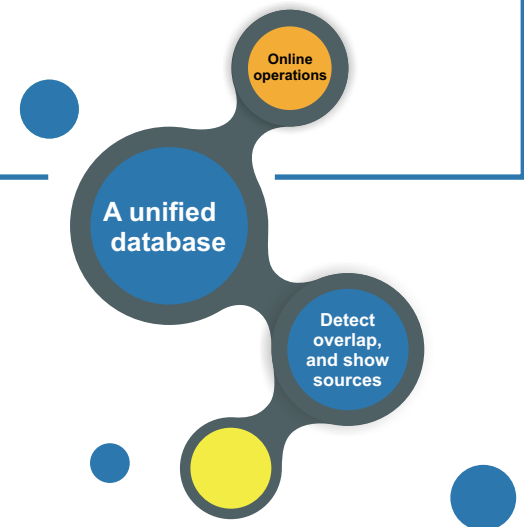
Moreover, our company develops the **INGUMEL platform**, an intellectual property authenticity checker. Ingumel is a software that checks intellectual works, academic papers, and all kinds of written texts for plagiarism.

Ingumel platform's opportunities:

A unified database: Creates a database about authors of all levels of academic paper and creations, and produce reference statistics.

Detect overlap, and show sources: Compares a creation with the unified database and internet sources, evaluate overlaps and show source information of the overlaps.

Quick, reliable, online operations: The platform is based on online web technology and can be used anywhere, any time.



MIRIM BRAND RESEARCH



We are consistently developing a MIRIM brand name research. Based on official sources and open data bases we have started providing the public with a scheduled **sector, and market overview**.

With the tag “For your business”, MIRIM Consultant offers the opportunity to develop and work together for business owners and clients by providing factual, systematic information about specified markets for decision making and improving market position.

Moreover, we have started calculating and disclosing **The Mining Investment and Policy Index** for the public. With the objective to measure and inform stakeholders about government policies, decisions, their implementation results and effects on investment in mining, from an independent perspective.

We calculate the index using 9 sets of parameters surveyed from top executives of leading companies operating in coal, gold, and copper mining sectors.



OUR CLIENTS

We have provided research, consulting services to **80+** clients, and partnered with **10+** organizations.

56%

Businesses and Individuals

25%

International organizations

17%

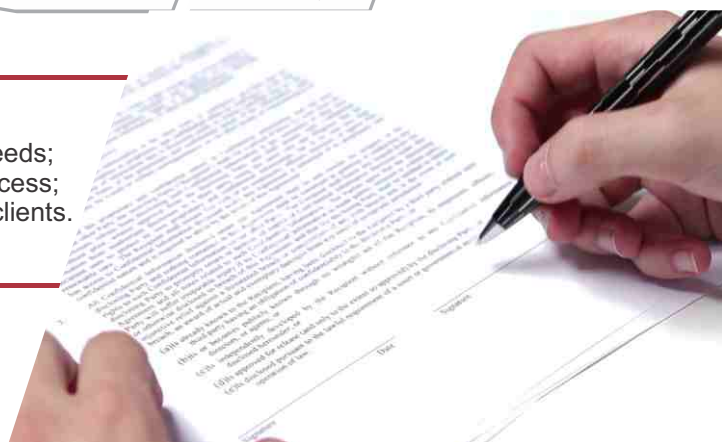
Government and Non-government organizations.

We are the consulting company of European Bank for Reconstruction and Development's (EBRD's) "Small and medium enterprises consulting service" and with EBRD's financing, we provide consulting services to small and medium enterprises with price discounts up to 65 percent.

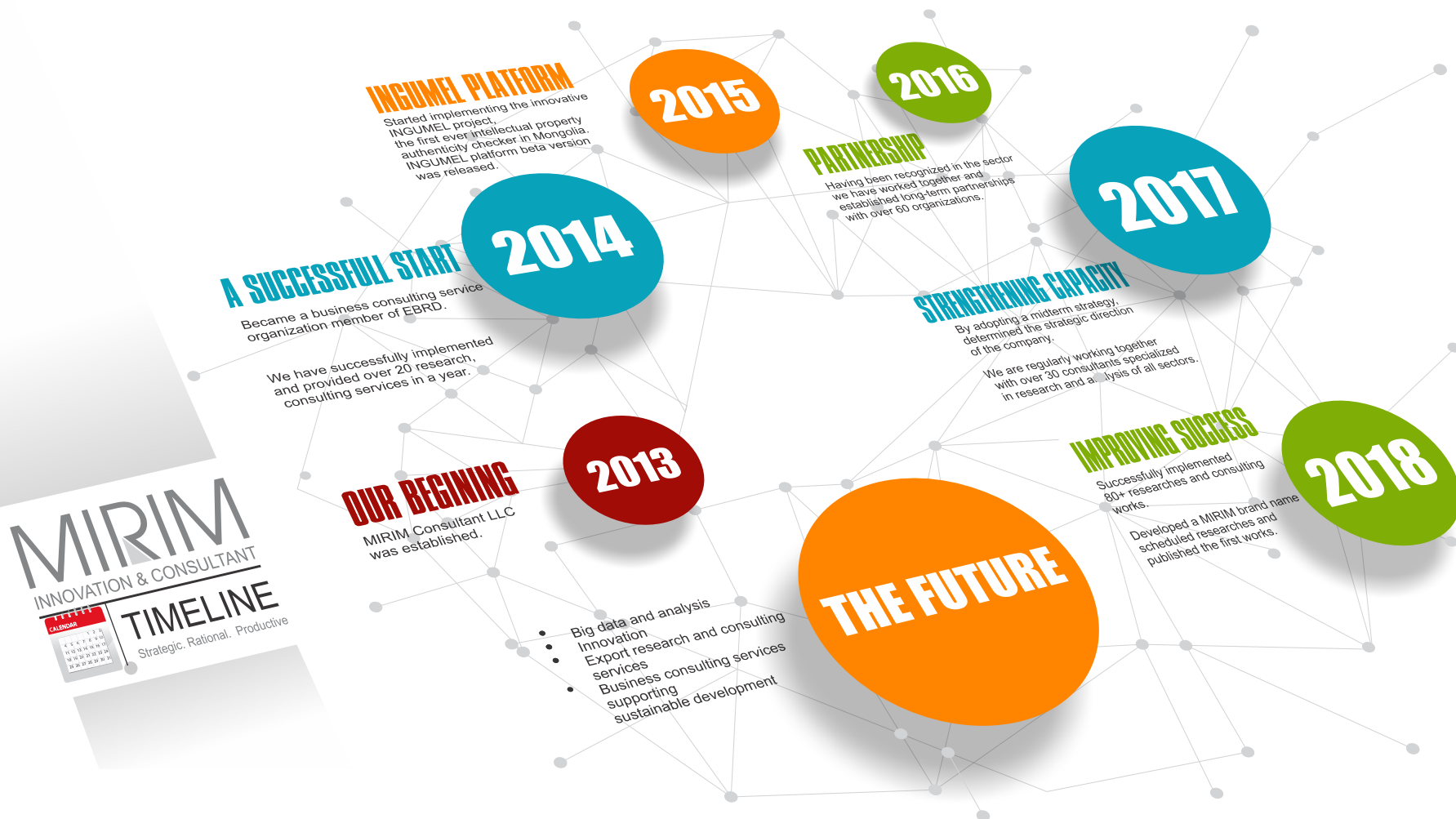


WHEN WORKING WITH CLIENTS, WE:

- Offer research, consulting service approaches optimized to clients' wants and needs;
- Work closely with the clients from start to finish in every step of the research process;
- Care for, and provide opportunities to create a sustainable relationship with the clients.



HISTORY



OUR TEAM

We are operating with **30+** specialist consultants from every sector, **8** full time employees specialized in business management, economy, modeling, finance, sociology, marketing, information technology and innovation, and **10+** contract workers.

We have successfully provided research, consulting services and training for international donor organizations, government agencies, non-government organizations, and businesses either independently or with partner organizations. Our specialists and researchers have participated in long-term study or short-term training in Australia, the US, UK, Czech Republic, Hungary, Korea and Russia.

Our work principle is a team system, and a research, consulting service is provided in project teams. A project team consists of team leader, coordinator, consultants, and researchers. Our company works on 5-7 projects simultaneously.



Professional research · Creative performance · Sustainable partnership

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(976)-70137012



contact@mirim.mn



Pro One building, 15th floor, # 1502
Sukhbaatar district, 11th khoroo,
Ulaanbaatar-1481, Mongolia



www.mirim.mn