

A man in a dark suit and tie stands in the lower right foreground, looking up at a wall covered in a dense, hand-drawn collage of business-related sketches, charts, and diagrams. The wall is a complex visual representation of business strategy, featuring various elements such as:

- Flowcharts and Diagrams:** A top-left flowchart shows 'UNINSTATED' leading to 'PLAN' (with a dollar sign), then 'EXPORT', and finally 'PRODUCT'. Another diagram shows 'TEAM' leading to 'INTERNET', which leads to 'MANAGING' and 'GROWTH'. A 'PUZZLE' section shows interlocking gears leading to 'Marketing'.
- Charts and Graphs:** Multiple bar charts, line graphs, and pie charts are scattered throughout. One pie chart is labeled '50% 20% 30%', and another is labeled '35%'. A line graph shows an upward trend, and another shows a fluctuating pattern.
- Text and Concepts:** Words like 'SUCCESS', 'IMPOSSIBLE', 'MARKET', 'IDEA', 'PLAN', 'BUSINESS', 'GROW', 'LUCK', 'ANALYZE', 'TEAM', 'PROBLEMS', 'SOLUTIONS', and 'MESSAGES' are written in various styles. There are also mathematical notations like 'a-b+c' and '1000'.
- Icons and Symbols:** A lightbulb icon represents an 'IDEA', a shopping cart icon represents 'MARKETING', and a person icon represents 'TEAM'.

The entire scene is framed by a large, stylized red brushstroke that sweeps across the top and left sides, adding a sense of dynamic energy and creative chaos to the composition.

**NATIONAL LEVEL ORGANIZATION WITH 13 YEARS OF EXPERIENCE
PROVIDING PROFESSIONAL BUSINESS AND INNOVATION CONSULTING
SERVICE ENSURING INDEPENDENCE AND PROFESSIONALISM.**

MIRIM Consultant LLC's INTRODUCTION

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



Organization's VALUES

We deliver new knowledge and breakthrough solutions to our customers and commit for developing together. Grounded on the professional survey, we offer consulting services that fits the context of our customers and comply with ethics respecting the mutual trust

CREATIVE:

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.





OPERATIONAL AREAS

We work with our customers to create values for them by our survey, management consulting and training services



SURVEY

SURVEY/RESEARCH:

We do marketing, economic and political surveys and carry out monitoring and evaluation in order to improve marketing, to measure outcomes and to reduce costs. In the past period, we successfully conducted more than 141 studies in response to request from over 90 clients



MANAGEMENT CONSULTING

MANAGEMENT CONSULTING:

We develop short, medium and long term business plans based on realistic surveys. Using the outcomes of the survey, we provide consulting on improving management and expanding businesses and guide the implementation. So far, we have provided 39 management consulting services to over 30 clients..



TRAINING

TRAINING:

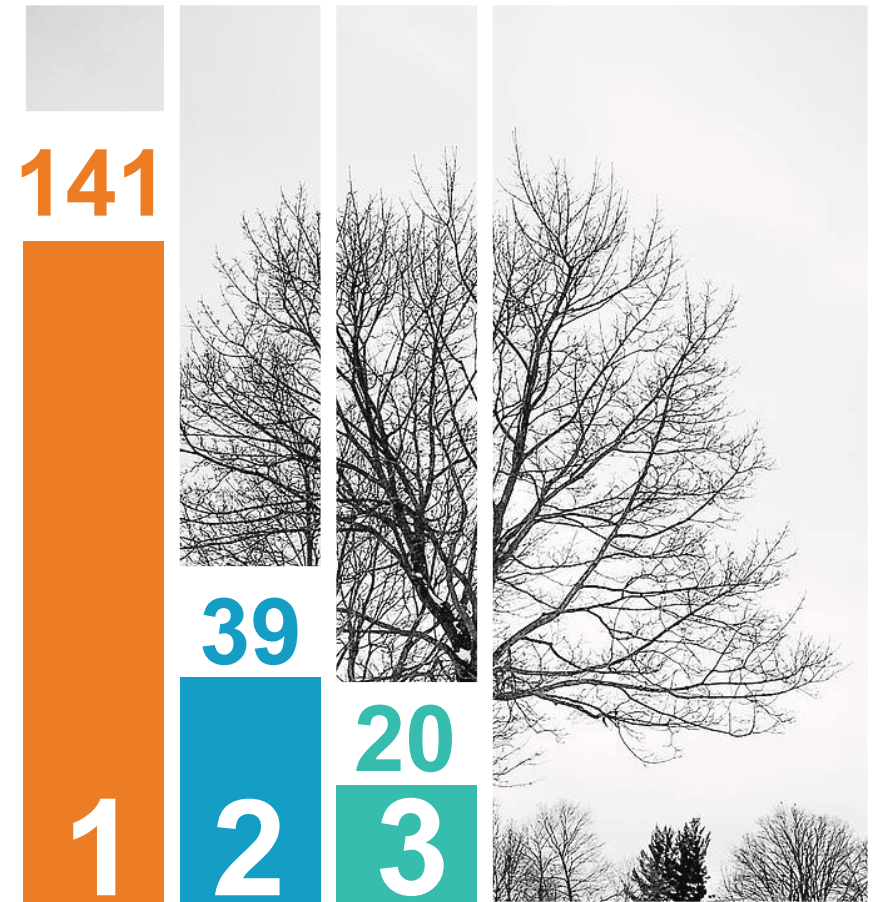
We, in order to meet demands from clients, to build capacity of its human resources and solving pressing challenges, provide training on various topics for organizations and business entities. Our trainings are characterized by experienced trainers that combine both theory and practice. During the past period, MIRIM has organized 20 training sessions for more than 10 clients.

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EXPERIENCE

Since 2008, MIRIM Consultant LLC has successfully implemented 200+ project in Mongolia and abroad, including 141 research/survey projects, 39 management consulting projects, 20 training projects. In addition, we worked on more than 20 data management project and 15 brand researches.





MIRIM

INNOVATION & CONSULTANT

Wide-scope survey conducted in 3 provinces, representative of 21 provinces, and 25000-5000 households.

80% of all surveys made at provincial, regional and national level

Collected data from **147,750+** respondents

Provision of **10+** consulting service to **10+** countries.

Experience of working in capital Ulaanbaatar, 21 provinces and 3300 soums

Capacity to work on **5-10** projects simultaneously.

Travelling total of **345,800** kms.

GEOGRAPHICAL COVERAGE: /In Mongolia/

As of 2021, "MIRIM Consultant" LLC's researchers have travelled to all 21 provinces, capital Ulaanbaatar and more than 330 soums for 345,800 kms and collected survey data from 12,750 entities, organizations and 135,000 individual respondents. More than 80% of our projects were regional and national projects. Therefore, we have experience in organizing survey in multiple locations at the same. While working in teams that have capacity of working on 5- 10 projects at the same time, we have experience of mobilizing up to 150 researchers for a survey covering 2500- 5000 households. In addition, we have capacity to conduct extensive sample survey, and have a history of a wide scope survey in three provinces.

GEOGRAPHICAL COVERAGE: /Internationally/

We provided 10+ exporting research, consulting services and conducted surveys in Inner Mongolia, US, Japan, Germany, Czech, China, Russia and Kazakhstan. Within "Export development project EDP" our organization have experience in collecting survey data from consumers of Inner Mongolian Xilin Gol prefecture, Huhhot, Alisha, bayannnur and Ordos provinces.

COOPERATION EXPERIENCE

Currently we have had successful cooperation with more than 130 international organizations, government agencies, business organizations, NGOs and individuals.

MIRIM Consultant LLC is listed as consulting service providers for EBRD and we provide business advisory services to SMEs on cpst-share basis. As part of partnership with EBRD, we have implemented 14 projects for 13 beneficiaries.



7%
ТББ

30%
**International
organizations**

19%
**Government
agencies**

44%
**BUSINESS
ORGANIZATION**



European Bank
for Reconstruction and Development

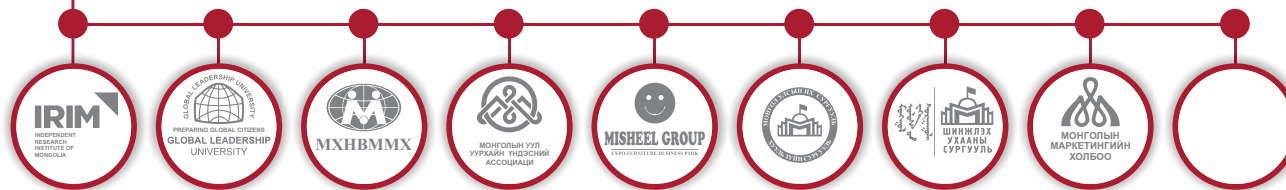
ORGANIZATIONS WITH MEMBERSHIP



PARTNER ORGANIZATIONS

MIRIM Consultant LLC work in partnership with the following organizations at the strategic partnership level by signing MoU on Cooperation.

STRATEGIC PARTNERS:



WHEN WORKING WITH CLIENTS, WE:

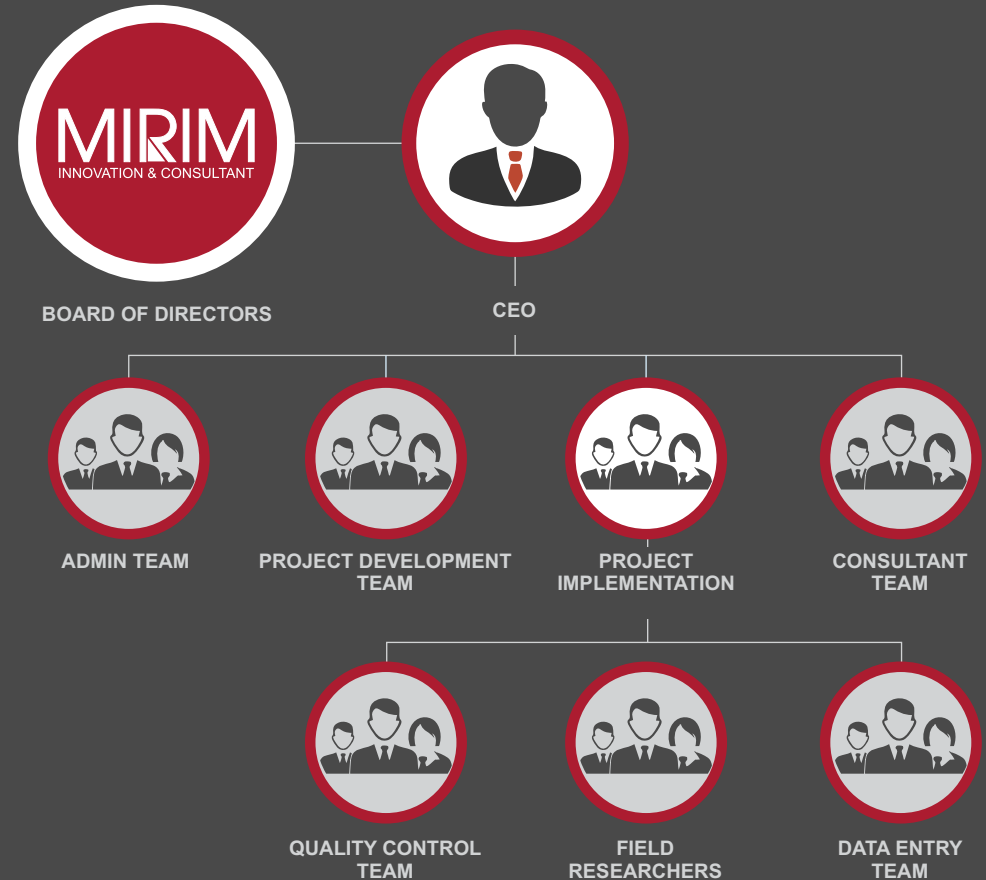
- Offer research consulting service approaches optimized to clients' wants and needs;
- Work closely with the clients from start to finish in every step of the research process;
- Care for, and provide opportunities to create a sustainable relationship with the clients.

ORGANIZATIONAL STRUCTURE HUMAN RESOURCES

"MIRIM Consultant" LLC is managed at three main levels, policy, management and operations. At the policy level operates Board of Directors and at the executive level operated CEO. Designated teams, including admin team, project development and implementation teams, consulting and support teams, work at the operational level as shown in the organogram.

BOARD OF DIRECTORS
ADMIN TEAM
PROJECT DEVELOPMENT TEAM
CEO
PROJECT IMPLEMENTATION TEAM
CONSULTANT TEAM

MIRIM Consultant's internal structure is based on project team system. We assign professional teams for the project so that the work is performed on time and at high professional level.



PROJECT TEAM:

Project team is divided into two units; project development and implementing teams. Project development team works responsible for developing project proposals and fund raising while the implementation team takes responsibility of project preparation and implementation. In our company 5- 10 project teams operate simultaneously and implement their responsible projects in timely and effective manner.

CONSULTING TEAM:

MIRIM Consultant LLC formed team of professionals specialized in their respective areas. Consulting team consist of more than 70 individual consultants, including international and national consultants. Consulting team provides technical advice and consulting, carry our in-depth analyses, prepare reports and draw conclusions for the existing projects.

CONTRACT RESEARCHERS:

We have resource of contracted researchers, which currently has registered 300+ researchers and research assistants. They are located at both urban and rural areas throughout the year, and are knowledgeable about the local context, experienced and possess stress bearing abilities. Contracted researchers have education minimum bachelor's degree in social sciences and economics and experience of working minimum one year on field data collection.

We ensure occupational safety of our staff in the following ways:

- Coverage of insurance;
- Induction training on safety before working in the field providing information on guidelines on the specificity of the

HUMAN RESOURCES:

"MIRIM Consultant" LLC have 10 full-time staff, 10+ qualified full-time consultants, 60+ contracted consultants, 5 data entry staff, 10+ quality control staff and 300+ field researchers. We have permanent contracted staff in Ulaanbaatar's 9 districts and 21 provinces for data collection on an ongoing basis. Our researchers are experienced in economics, sociology, statistics, psychology, marketing, law and project management, and have more than 10 years of experiences in their respective sectors. Overall experience of researchers and consultants that worked on company projects reach 705 years, cumulatively.



OUR ADVANTAGES

We have been operating continuously since 2008 and have completed over 200 projects for 130 clients. During this period, we have accumulated 705 years of experience, cumulatively, from our projects, if the times that researchers and consultants are summed up.



GUARANTEES

MIRIM Consultant complies with Code of Ethics of International Sociology Union and National Standard MNS ISO 20252:2019 "Terminologies of market research, public opinion polls and social studies that contain in-depth analyses and data analyses and requirements on service".

QUALITY MANAGEMENT SYSTEM

We have introduced ISO 9001:2015 quality management system in our operations and managed to improve the quality of products and services.





PROFESSIONAL CONSULTANTS

We work in team structures to perform any tasks for our clients. In forming teams, we bring specialists that are well known in the sector. MIRIM has 10+ key consultants, 60+ contracted consultants and 300+ researchers.



QUALITY CONTROL

From beginning to completing any projects, surveys and researchers, company have a continuous quality control system at all stages. For instance, we digitize all processes, collect data using tablet and smart phone and control the process real time. Data collection software transmits the questions, audio records, data collection points and locations directly to the server.

This enables to control the survey process real time and ensures collection of authentic and high-quality data.



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.



BRAND DEVELOPMENT

We, grounded on open database from official sources, carry our sectoral and market research at our initiatives an annual basis, and distribute to public for free. So far, we have implemented a total of 15 projects. Such work opens the door for further implementation of social projects and SME support projects.

TECHNICAL CAPACITY

"We have our own office, small and large conference rooms. Also, we operate a designated room, equipped with professional level computers and audio systems, for phone surveys and a room for focus group interviews.



DATA COLLECTION METHODS

Data collection methods:

For data collection, we use softwares, including CSPro, Google Forms, Kobo toolbox and Survey Monkey. We also work with cell phone operators and call centers collecting survey data by phone.

CATI

Phone surveying
(computer-assisted phone interviewing)



ADVANTAGES:

- Low cost, short time for surveys;
- Ability to collect data from anywhere in Mongolia;
- Error free process as all data collection phases are programmed;
- All interviews are audio recorded;
- Monitoring on sample and quota;
- Storing survey data automatically in the server.

ADVANTAGES:

- Low cost, short time for surveys;
- Ability to collect data from anywhere in Mongolia;
- GPS assisted determination of data collection point, control and administration;
- Ability to use both online and offline;
- Audio recording of and photos of interviews for documentation;
- Performing data collection, entry and monitoring at the same time, and direct transfer of data;

CAWI

Internet surveying
(computer-assisted web interviewing)



ADVANTAGES:

- Low cost
- Requires low human resources
- Ability to cover target consumers
- Ability to participate in the survey from anywhere with access to Internet
- Real time control and monitoring of database
- Ability to conduct the survey by showing images, videos and playing audio records.



CAPI

Data collection through tablets
(computer-assisted personal interviewing)

SOFTWARE

Software for data analyses/processing:

For analyzing qualitative and quantitative data, we use SPSS, STATA, EViews, R and QDA miner. The entire organization uses Office 365 for document processing.

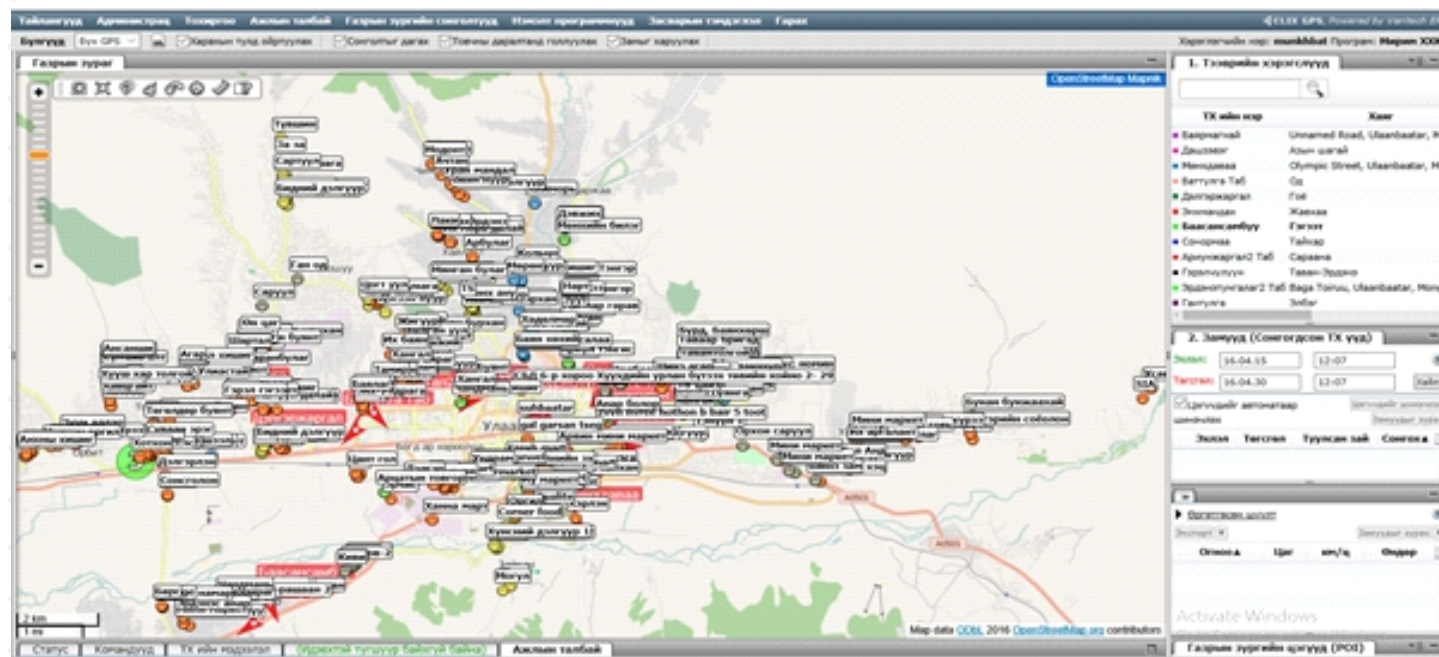


SOFTWARE

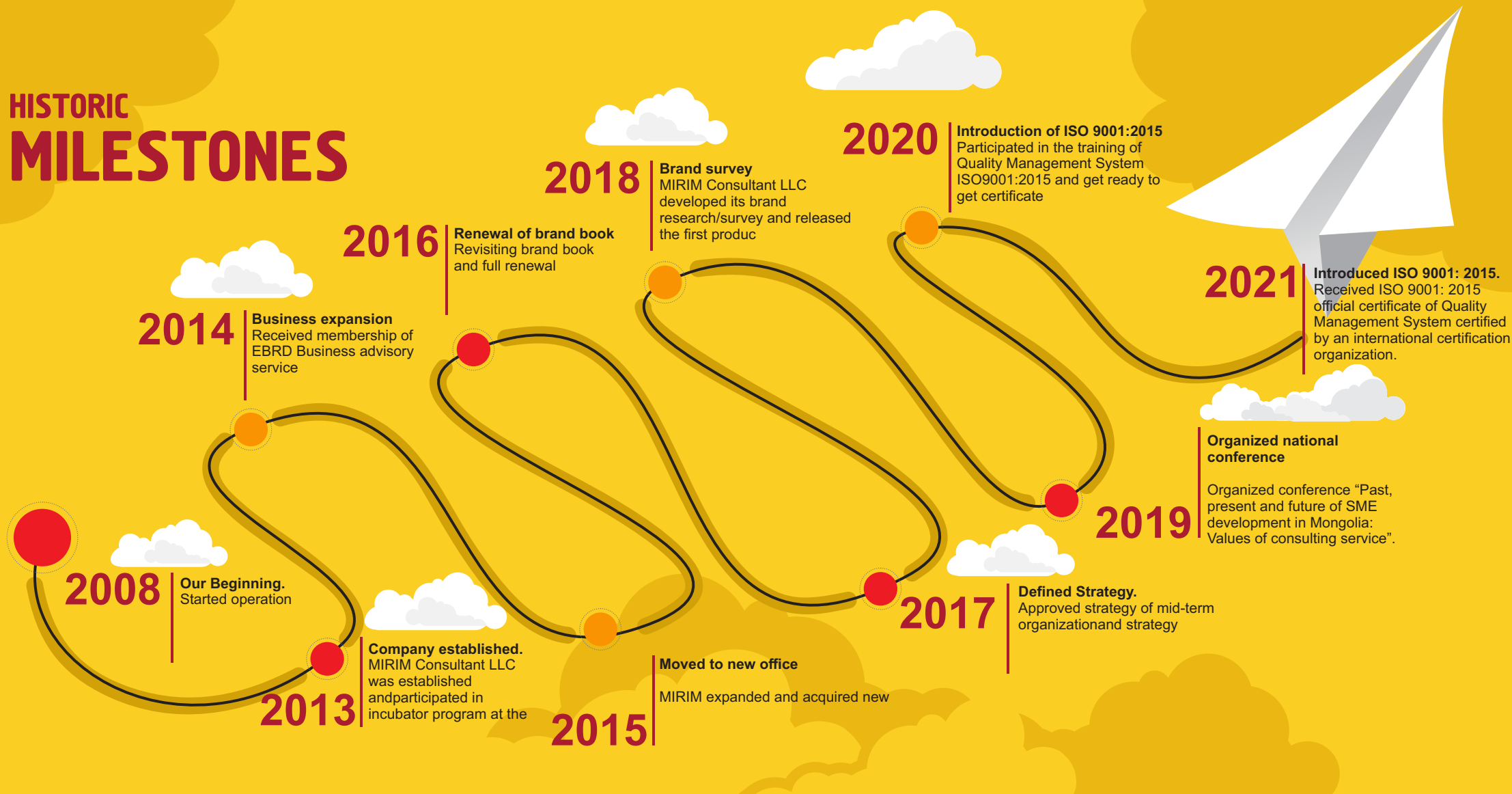
GPS CONTROL

Central office controls the survey location and collecting data from the exact respondent by GPS (www.gps.clix.mn), followed by providing directives and conducting ongoing observation. The software is installed in the researcher's cell phone and this function provides the following reports.

1. Time log for GPS switch off
2. Routes
3. Sequence of points
4. Reports of visits



HISTORIC MILESTONES





☐ **Strategic, Rational, Productive...**



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