

Technical assistance facility

Sponsored by: SDC and SECO

Project Factsheet

Title of project	Market Survey for banking services
Country/region	Philippines / Southeast Asia
Supported Company	Electronic Network Cash Tellers, Inc.
Execution partner	Philippine Survey & Research Centre, Inc.
Overall project budget	Euro 33,012
TAF contribution	40%
Date of project approval	August, 2012
Project period	February 2013 – May 2013
Context	Encash is a Philippine based company, focused on providing retail ATM services to the underserved parts of the country, with one of the largest independent ATM networks locally.
Current status	Project will start in February 2013
Objectives and main activities	The objectives of the TA project are to: <ul style="list-style-type: none">• Determine the market opportunities and potential client targets via market research.• Prioritize company's new initiatives based on business case, competitive outlook and ability to satisfy requirements for these initiatives.
Latest up-date	TAF/ February 2013