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MARKETING STUDY  
TRAINING CENTER FOR COMPUTATION  
DEMOGRAPHIC ASSOCIATION OF COSTA RICA

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Translated From Spanish in Boston, MA

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TRANSLATED FROM SPANISH

**MARKETING STUDY  
TRAINING CENTER FOR COMPUTATION  
DEMOGRAPHIC ASSOCIATION OF COSTA RICA**

**I. INTRODUCTION**

The Demographic Association of Costa Rica (ADC) was established 20 years ago to support the activities of family planning and demography in Costa Rica. It coordinates and provides logistic support for importing and distributing material for family planning to the institutions involved in these activities in the country, primarily the Health Ministry and the Costa Rican Social Security (CCSS). As an educational activity it prepares high quality educational material to promote family planning and demographic issues, and education in general. It performs a great amount of scientific investigation related to family planning and demographic activities. During its history it has demonstrated solid maturity and professionalism in all its activities.

Several years ago ADC formed its own computing center using a mini computer to process accounting and material distribution data. Since then the computing center developed several computerized information systems that have, however, in the last several years, become relatively obsolete in a growing technology. As a second step in their development of information systems, the responsibility for data processing was decentralized last year to each department through micro-computers, with the support and supervision of the computer department. So the whole previous system that had been working on mini computers was converted for use on micro-computers.

At the same time, ADC is expanding its data processing capacity to cover all the necessities of the organization. Now almost all the documents are made on word processors. Many analyses are done using electronics and in a great measure the use of micros in data processing has been developed. Management and administrative control is progressing. In the near future library control will be added.

Another step in the information system development has been thought of and is being planned; the introduction of a network which would link the majority of the micros that are currently working independently, so that they can take advantage of the capacity of the programs and equipment, and improve the activities of the various departments.

With technological change and ADC's accompanying decentralization, the role of the computer center has been significantly modified; the users are responsible for the routine data processing, and the center is responsible for the development and maintenance of the system, for consulting and training, instead of data processing.

Up to date, the computer center has given some 20 internal courses in various areas related to the program management. It has also received outside consulting, and the Chief of Computing has given three courses at the University of Chicago, and he is working periodically with several family planning organizations in the region on the development of information systems.

Presently, the ADC is responding to a RFP from the IPPF to train 28 people in the use of computers.

## II. THE PURPOSE OF THE STUDY

As part of their mandate to support family planning programs the ADC is interested in taking advantage of its experience and capacity in the field of computerized information systems to help other organizations and individuals working in the field of family planning and demography, but it can provide completely developed and proven systems in these fields.

An expansion which would support other sectors in Costa Rica as well as other countries of the region, would necessitate an expansion of ADC's infrastructure. The services training are not sufficiently developed to handle the institutional development required in most cases. For that reason, should the ADC expand its computer center, it would be necessary to plan increased support for both training and consultant as well as infrastructure.

This project was developed to determine beforehand the feasibility of this expansion in short, medium and long term. Although ADC would need additional support to finance the development of this regional capacity, in the long run the computing center necessarily has to finance itself to justify its expansion. The feasibility of such self financing is what this marketing study attempts to determine.

### III. GEOGRAPHIC AREA

Obviously the principal geographic area for ADC services will continue to be in Costa Rica. Nevertheless the feasibility of expanding the services to cover the countries of Central America and Panama is being investigated. This geographic region was chosen for the relatively easy access to ADC in Costa Rica, the previously established links between the ADC and other similar organizations in those countries mentioned above, and their common political, economical and cultural heritage.

At this point the study does not include Mexico, Colombia and Panama because of their relative cultural and geographic distance. On the contrary, several Colombian organizations have recently begun offering the same services as given by ADC. But ADC does not trust the ability of these new organizations to respond properly to the needs of the Central American region.

At another time ADC might be able to expand and offer services outside the immediate area. It does not rule out the possibility of investigating the feasibility of its expansion into the other market at a later time.

#### IV. POTENTIAL SECTORS FOR OTHER SERVICES

Four principal sectors for ADC services have been identified that should be investigated:

1. Private organizations and associations working in the family planning and demographic fields. These organizations include not only the ones that work directly giving the services, but also those that are involved in the support and research of family planning and demography. This is why various organizations dedicated to research exclusively are included, except for the universities. Private voluntary agencies working in these fields in each of the countries are also included.
2. The public sector includes primarily the Public Health Ministry of each country, but it could be expanded to include other public institutions, like the Ministries of Education, Planning, Immigration, or any other identified in the course of the study.
3. The Social Security System of each country which includes all the clinics and hospitals within the system.
4. The commercial sector of each country which includes any individual or organization involved in the distribution and sale of materials and services for family planning. Emphasis is on hospitals and clinics, mostly large and private, without leaving out pharmacies and other places that dispense materials.

## V. METHODOLOGY OF THE STUDY

The methodology used for the market study will have three parts: a market study, per se, a study of the probable availability of funds from the international agencies for scholarships in the next five years, and a study of the actual enterprises offering courses similar to those which could be given by the ADC.

### A. Market Study

The methodology used for the market study will be primarily a survey to determine the needs and desires for training and other services related to the computer field. To simplify the data collection, its processing and analysis, the same document will be used for all indicated sectors. If the test indicates that modification is needed for any sector, then the necessary changes will be made.

To facilitate the analysis and administration of data the questionnaire will be as simple as possible. It will be sealed and addressed primarily to the person in charge of the information system of each organization.

At the same time the survey expects to identify several principal clients for whom work could be undertaken, even if a general expansion is not justified. In this sense the study itself will promote the activities of the ADC.

The study will have several steps.

1. Preparatory (1 month). This phase consists of several activities:
  - a. Design and initial planning of the study which is complete with this report. In addition, it includes the design of the study, the assignment of responsibilities, the tentative chronology of

activities. The ADC has received assistance from a consultant from Management Sciences for Health (MSH) for this activity.

- b. Preliminary identification of organizations and individuals to be included in the study. This list is generated in collaboration with the family planning authority of each country. In the first instance it will include all the organizations mentioned above with the exception of pharmacies and private clinics, of which only the largest will be included in the sample.
- c. Initial design of the questionnaire. With the assistance of the consultant from MSH, a first draft of the questionnaire was made. It can be found in Appendix I of this report. Later, the Research Department of the ADC will collaborate in working out a refined version to be used in the test.

At that time, the team will establish the format for data analysis which will be applied at a later time.

2. Test and refinement of the instrument (2 weeks). The ADC team will test the questionnaire in a sample of each sector in Costa Rica. A second test will be made only in the case of significant modifications.
3. Data collection (2 months). The team will go to several countries to collect the data.
4. Data processing and analysis (2 weeks). This phase will start with computer data entry. Later, the analysis will be made, exchanging variables to try to determine the feasibility within each sector.

5. Conclusions and recommendations (1 week). The results of the analysis will be a series of conclusions and recommendations that will help to form a plan for strategic development of the center over short, medium and long term. The advisor from MSH will help with phases 4 and 5.

#### B. STUDY OF AVAILABILILTY OF SCHOLARSHIPS

It is believed that it is important to include this component in the complete study, because it is suspected that very few people will come from other countries to take the courses if they have to pay all their own expenses. If this is indeed the case, then it will have important implications in terms of the feasibility and/or strategy that the ADC will have to follow.

The methodology of this study will be interviews with the organizations which normally provide funds for scholarships of this kind. The organizations preliminarily identified to be visited in each country are:

- International Planned Parenthood Federation
- USAID
- Inter American Development Bank
- The World Bank
- Pan American Health Organization
- UNICEF
- Central American Bank

Copies of the questionnaire, which will be used as a guide, and the format to tabulate the results, are included in Appendix II.

These interviews will start immediately, particularly in Costa Rica and Honduras, but in the other countries they will probably be conducted at the same time as the collection of the data for the market study.

### C. STUDY OF COMPETITION

It is important to have a clear idea of the competition in each country. Particularly, in the case of the basic courses, ADC will be competing in the free market. Therefore, data on the principle enterprises offering computer courses and their costs will be collected.

The data collection can start immediately, especially in Costa Rica, but in the other countries it will be done at the same time as the data collection for the market study.

## VI. PERSONNEL

This study will be managed primarily by the Chief of Computing of ADC, Mr. Hernan Caamaño, with the assistance of the advisor from MSH, Mr. John Holley. Mr Caamaño will also prepare the majority of the questionnaire for two important reasons; he has vast experience working in the countries of Costa Rica, El Salvador and Guatemala, and a clear knowledge of what the training center will offer to the participants.

Also, in the case of Costa Rica, the data collection can be integrated with the other activities of Mr. Caamaño and his colleague Mr. Edward Horbottle. The same applies in the case of Honduras where Mr. Holley lives.

They will be backed by the Research Department in the design of documents, and by the secretarial personnel of the ADC for data entry and by other secretarial help.

## VII. INTERNATIONAL TRAVEL

Besides the travel of Mr. Holley to help with the initial planning of the study, three additional trips are contemplated requiring approval of the local USAID offices and of the USAID central office.

<u>PERSON</u>	<u>PLACE</u>	<u>DATE</u>
Hernan Caamaño	Guatemala	Oct 25 - Nov 7 (87)
Hernan Caamaño	El Salvador	Nov 29 - Dec 12 (87)
John Holley	Costa Rica	Jan 11 - Jan 20 (88)

WORK SCHEDULE-MARKETING STUDY-DEMOGRAPHIC ASSOCIATION OF COSTA RICA

9/28/87

ACTIVITY	.SEP	.OCT	.NOV	.DEC	.JAN	.RESPONSIBLE
1.0 Phase 1: Preparation	.	.	.	.	.	.
1.1 Initial Planning	.XX	.	.	.	.	.HC, JH
1.2 Refinement of instruments	.X	.X	.	.	.	.HC, JM
1.3 Preparing a Data Base for the Analysis	.	.XX	.	.	.	.HC
1.4 Identification of institutions to be included in the study	.X	.XXXXXX	.	.	.	.HC, VM, JH, APF
2.0 Phase 2: Test of Instruments	.	.	.	.	.	.
2.1 Instrument test in Costa Rica	.	.XXXXX	.	.	.	.HC, EH
2.2 Instrument modification	.	.	.XX	.	.	.HC, JM
3.0 Phase 3: Data collection	.	.	.	.	.	.
3.1 Marketing study data collection	.	.	.	.	.	.
3.1.1 Costa Rica	.	.	.XXXXXXXXX	.XXXXXXXXX	.	.HC, EH
3.1.2 Honduras	.	.	.XXXXXX	.	.	.JH
3.1.3 Guatemala	.	.	.XX	.XX	.	.HC
3.1.4 El Salvador	.	.	.	.X.XXX	.	.HC
3.2 Competition data collection	.	.	.	.	.	.
3.2.1 Costa Rica	.	.XXXXXXXXX	.XXXXXXXXX	.XXXXXXXXX	.	.HC, EH
3.2.2 Honduras	.	.XXXXXXXXX	.	.	.	.JH
3.2.3 Guatemala	.	.	.XX.XX	.	.	.HC
3.2.4 El Salvador	.	.	.	.X.XXX	.	.HC
3.3 Data collection on availability of scholarships	.	.	.	.	.	.
3.3.1 Costa Rica	.	.XXXXXXXXX	.XXXXXXXXX	.XXXXXXXXX	.	.HC, EH
3.3.2 Honduras	.	.XXXXXXXXX	.	.	.	.JH
3.3.3 Guatemala	.	.	.XX.XX	.	.	.HC
3.3.4 El Salvador	.	.	.	.X.XXX	.	.HC
4.0 Phase 4: Analysis	.	.	.	.	.	.
4.1 Data entry	.	.	.XXXXXXXXX	.XXXXXXXXX	.XX	.SEC
4.2 Analysis	.	.	.	.	.XX	.HC, JH
4.3 Conclusions and strategic planning	.	.	.	.	.	.
4.4 Publication of the study	.	.	.	.	.XX	.HC, JH, VM
	.	.	.	.	.	.HC, JH, SEC

KEY:     xx = Partial time activity

          XX = Full time activity

VM = Victor Morgan (Director of ADC)

HC = Hernan Caamaño

JM = Johnny Madrigal (Research Department of ADC)

EH = Edward Horbottle (Computing Department, ADC)

SEC = Personnel Secretary of ADC

APF = Family Planning Associations of each country

JH = John Holley (consultant from MSH)

MARKET INTERVIEW  
 COMPUTING CENTER - DEMOGRAPHIC ASSOCIATION OF COSTA RICA

Interview #:

Interviewer #:

Date:

Address:

City: Country:

Telephone:

Sector: No. of

Employees:

Person Interviewed:

Job Title:

1. Does your organization have activities related to family planning or demography?

YES NO

2. Does your organization have a computerized information system or is it thinking of installing one in the future?

YES NO

IF NO, END THE INTERVIEW.

3. What type of computer do you have or will you acquire?  
 (may answer more than one)

- a. Main Frame
- b. Mini-computer
- c. IBM compatible microcomputer
- d. Other micro-computer

4. Which of the following programs are you actually using or thinking of using? If you have one, what brand?

<u>Program Type</u>	<u>Brand</u>	<u>No of People Trained</u>	<u>Internal Courses</u>
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Word Processors

Database

Electronic Page

Project Management

Graphics

Statistics

Languages

Other

5. How many people in your organization would benefit from the training in relation with the programs you have or thinking of acquiring? (Put the answer in the third column of question #4.)

6. Do you give internal courses using your personnel as an instructor?

YES NO

IF NO, go to question #8.

7. For which of the packages mentioned in question 4 is your organization giving internal courses?  
(enter the answer in column 4)

8. What is the maximum time a key person of your organization could take off for a course?

9. Does your organization have a budget for employees to take a computer course outside your organization?

YES NO

10. How much money (in \$) per year do you think is available for this type of training in the next three years?

<\$500

>\$500 and <\$2500

>\$2500

11. Assuming the existence of a week long course beneficial to one of the officials of your organization, what is the maximum that your organization is willing to spend (in \$), including schooling, materials, board, transportation for a course in Costa Rica?

12. Do you have an interest in information relating to information systems that the Demographic Association of Costa Rica has already developed?

YES NO

13. In which field would you like to receive information?

Accounting      Supply Control      Personnel Systems

Financial Analysis      Research      Other\_\_\_\_\_

QUESTIONNAIRE ON THE AVAILABILITY OF SCHOLARSHIP FUNDS  
COMPUTING CENTER - DEMOGRAPHIC ASSOCIATION OF COSTA RICA

# Interviewer:

Date:

Organization:

City:

Country:

Person Interviewed:

Job Title:

Possible available funds for Training Scholarships in the Demographic Association of Costa Rica (in \$):

Per Year Distribution:

1988	\$ _____
1989	\$ _____
1990	\$ _____
1991	\$ _____
1992	\$ _____

COURSE INTERVIEW IN MICRO-COMPUTER MANAGEMENT  
COMPUTING CENTER - DEMOGRAPHIC ASSOCIATION OF COSTA RICA

# Interviewer:

Date:

Organization:

City:

Country:

# of Principal Employees Working in Training:

# of Courses per Year:

Average Participants per Course:

OFFERED COURSE

DURATION

TIMES/YEAR

COST