



## FULL CORPORATE MEMBERSHIP APPLICATION

MEMBERSHIP FEES	
Agency with over 20 employees	Ksh 90,000.00
Agency with between 6 and 19 employees	Ksh 70,000.00
Agency with up to 5 employees	KSh 50,000.00

A Full Corporate Member must be a Company that fulfills the below:

- Duly incorporated entity in Kenya, Uganda, or Tanzania
- Have practiced research for **minimum two years**
- Have **carried out at least 10 successful research studies on behalf of clients**
- Have met requirements to be issued research permit by NACOSTI or such other relevant regulatory body in the respective country
- Comply with the respective country's Tax requirements
- Admission guarantees a seat in the Executive Council. Successful Applicants are required to nominate at least one representative (who should be an MSRA Full Individual Member) to the Council.
- Comply with MSRA Research and Ethics Codes
- Pay annual membership fee as stipulated under Membership Fee guidelines

As a practitioner in market and social research, the Marketing & Social Research Association (MSRA) is pleased to invite you to join this industry body. Your application will be considered at the next meeting of the Executive Council. As a Full Corporate member, you will automatically be entitled to vote in AGMs & SGMs, have your employees participate in MSRA events at 10% discount rate and have Access to MSRA resources.

<b>Organisation:</b>	
<b>Physical Address:</b>	
<b>Postal Address:</b>	<b>Telephone:</b>
<b>Email Address:</b>	<b>Website:</b>
<b>Principle activities of Organisation (range of services offered):</b>	
<b>Country Registered:</b>	<b>Year Established:</b>
<b>Total No. of Full Time Employees</b>	<b>No. of Full Time Research Employees:</b>



**COUNCIL REPRESENTATIVE DETAILS**

Please provide details of the people who will represent your organization at MSRA council:

<b>Principle Attendant</b>	
<b>Name:</b>	<b>Position:</b>
<b>Alternate Representative</b>	
<b>Name:</b>	<b>Position:</b>

**CLIENT REFERENCES**

The application must be counter-signed by three clients for whom you have conducted research for so that we can contact them for references.

To be completed by Client referees.

<b>Organisation Name:</b> <b>Type of Survey conducted by applicant:</b> <b>Contact Person:</b> <b>Postal Address</b> <b>Telephone/Cell No:</b>	
I _____ on behalf of (insert name of organization) _____ hereby confirm that the applicant is a practitioner of market & social research and believe that they will uphold the MSRA Code of Practice and Code of Ethics.	
<b>Signature:</b>	<b>Date:</b>

<b>Organisation Name:</b> <b>Type of Survey conducted by applicant:</b> <b>Contact Person:</b> <b>Postal Address</b> <b>Telephone/Cell No:</b>	
I _____ on behalf of (insert name of organization) _____ hereby confirm that the applicant is a practitioner of market & social research and believe that they will uphold the MSRA Code of Practice and Code of Ethics.	
<b>Signature:</b>	<b>Date:</b>



**Organisation Name:**  
**Type of Survey conducted by applicant:**  
**Contact Person:**  
**Postal Address**  
**Telephone/Cell No:**

I \_\_\_\_\_ on behalf of (insert name of organization)  
 \_\_\_\_\_ hereby confirm that the applicant is a practitioner  
 of market & social research and believe that they will uphold the MSRA Code of Practice and  
 Code of Ethics.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**DECLARATION**

We, the undersigned, hereby declare that we are authorized to apply for membership of the Marketing & Social Research Association on behalf of [insert name of organization]  
.....

By signing below, we also confirm that we have read the MSRA “Code of Practice” and “Code of Ethics” and undertake to abide by these codes, both in spirit and in action, as well as other rules drawn up by the Association from time to time.

**Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Position in Organisation:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Position in Organisation:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Return form with remittance to: -**

**The MSRA Secretariat**  
**P.O. Box 25404-00100, Whitefield Place, 3<sup>rd</sup> Flr, School Lane, Westlands, Nairobi**  
**Email – info@msra.or.ke**