

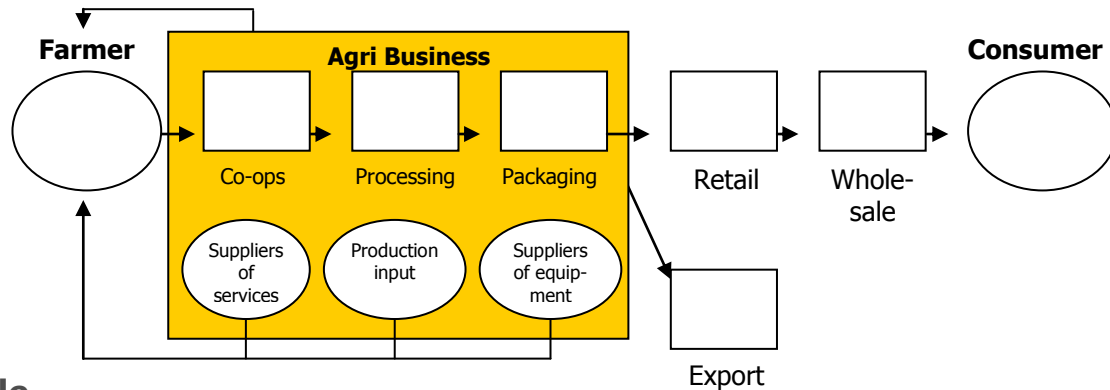
AgriBusiness Syndicated Study

PARTICIPATE IN MSSA'S SYNDICATED SURVEY OF THE AGRI BUSINESS SECTOR AND GET NEW INSIGHTS INTO THE AGRICULTURAL SECTOR.

Overview

MSSA is to conduct its third survey of one of the country's most important sectors, namely agricultural business sector. The results will be based on interviews with Financial Managers/Managers of agribusinesses across different agricultural sectors namely.

The position of agribusinesses in the agricultural supply chain is shown in the diagram below:



Sample

300 telephone interviews will be conducted with Financial Managers/Managers of agribusinesses.

Participation & Timing

- Clients must subscribe to a minimum of 10 computer fields in order to participate. Demographic questions free.
- Questions to be submitted by **end August** and results expected by **end October**

Cost

Please contact Schalk van Vuuren with your questions for a costing at 012 346 0718.

Contact

For more information, contact **Schalk van Vuuren** @ (tel) 012 346 0718 or (e-mail) mssa2@mssa-research.co.za.



MSSA was established in 1994 by former Southern African Marketing Research Association chairperson Schalk van Vuuren. Since then, MSSA has conducted several syndicated surveys in which some of South Africa leading companies such as **Mutual & Federal, Standard Bank, Old Mutual, Toyota SA, SANTAM** and **FNB**, amongst others, have participated.

With its highly skilled team of qualitative and quantitative researchers, statisticians and 270 fieldworkers, located throughout South Africa, using world-class statistical software, MSSA offers new and reliable insights into its core research markets, namely, consumers, social dynamics, commercial and emerging farmers as well as the business sector.

Contact: (t) 27 12 346 0718 (f) 27 12 346 0376 (e) mssa2@mssa-research.co.za (w) www.mssa-research.co.za