



Marketing Surveys and Statistical Analysis

Insight that counts

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FUTURE VIEWS: GROWING YOUR MARKET

THIS QUALITATIVE STUDY (IN-DEPTH INTERVIEWS) AMONGST A SELECTION OF YOUR CLIENTS (INFLUENTIAL FARMERS / PRODUCERS) UNCOVERS THE THINKING AND PERCEPTIONS FOR YOUR AGRIBUSINESS /CO-OP TO DEVELOP MARKETING STRATEGIES FOR THE FUTURE. AGRICULTURE AND TOURISM ARE IDENTIFIED AS THE 2 GROWTH MARKETS FOR SOUTH AFRICA THE FOLLOWING DECADE. UNDERSTAND YOUR FARMERS AND GUIDE THEM TO THE TECHNOLOGICAL/SCIENTIFIC CHALLENGES THEY FACE IN FUTURE TO GROW THE AGRICULTURAL MARKET.

Use results to change or develop a new marketing strategy!

The in-depth understanding of your clients' future thinking and the challenges they experience could influence your approach to them and effect your marketing strategy. Should you be assisting your clients more with precision farming, data analysis for optimal growth, risk sharing, financial planning, training and partnerships?

In-depth discussion guide

Using an in-depth discussion guide, selected clients will be interviewed to establish the thinking of your clients about the future and how it will affect their farming business and what role your agribusiness or co-operation can play to support and assist them, and do business with them in the long term. It is said that farming will become more complex and that the risks of producing will increase for the grower/producer. This will create new opportunities for your business to integrate the aspect in your marketing strategy.

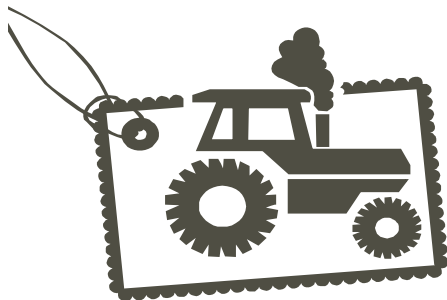
Participation

We suggest that 8-10 in-depth interviews be done with your selected prominent clients. MSSA will record the in-depth discussion electronically, translate to English (if needed) and develop an insightful PPP of the results as valuable input to your strategic marketing plan.

Cost

Cost will be negotiated depending on the traveling cost for MSSA. Schalk van Vuuren (SAR) will conduct the in-depth interviews. He has more than 20 years' experience in agriculture research.

Contact: Schalk van Vuuren, Research Director at (012) 346-0718 or mssa2@mssa-research.co.za or visit www.mssa-research.co.za to confirm our past work in the commercial farmer market.



Established in 1994 by former South Africa Marketing Research Association chairperson Schalk van Vuuren (SAR), the company client base includes some of South Africa leading organisations such as **Bayer, Nissan, Telkom, Old Mutual, Vleissentraal, Veeplaas, Santam, Senwes, Monsanto, Ford, Landbouweekblad, Pannar and Standard Bank.**

Together with its highly skilled team of six researchers and 270 fieldworkers, located throughout South Africa, using world-class statistical software, it offers new and reliable insights into its core research markets, namely, consumers, social dynamics, commercial and emerging farmers as well as small to medium entrepreneurs.

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