



**μσσα**

Marketing Surveys and Statistical Analysis

*Insight that counts!*

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# MSSA SMME SYNDICATED STUDY

BE PART OF AN EXCITING SYNDICATED RESEARCH STUDY FOCUSING ON THE SMME MARKET IN SOUTH AFRICA

## Gaining insight

The aim of this study is to provide clients with the opportunity to gain insight into the SMME market through market research. The study allows for comparing different sub-sectors with one another namely micro, very small, small, and medium size enterprises. It also covers different sectors (SIC). Almost a third of all formal employment is provided by formal SMME's according to last year's study.

## Sample

MSSA will conduct **450 interviews** with formal SMME's operating in South Africa's main metropolitan areas. Using MSSA's estimates on the number of active SMME's in South Africa the results are weighted to represent the formal SMME population. **Report on the latest MSSA 2012 estimates can be bought from MSSA. Contact Schalk van Vuuren at 012 346 0718.**

## Participation

Being a syndicated study, the cost of the research is shared by multiple participants, making it a very cost-efficient research exercise. Participation is based on the submission of a minimum of 10 single answer questions (computer fields).

## Timing

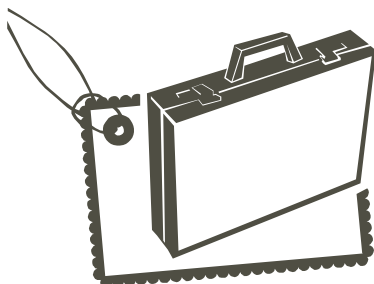
- Decision to participate and draft formulated questions to be submitted end July.
- Fieldwork during August.
- Tabular Report and PPP available September/October.

## Cost

Based on at least 10 single answer questions (computer fields)

## Contact

To participate please contact Schalk van Vuuren at (tel) 012 346 0718 or (email) [mssa2@mssa-research.co.za](mailto: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 **Santam, Momentum, Old Mutual, Telkom, Mutual & Federal, FNB, and Standard Bank**, amongst others, have participated.

With its highly skilled team of qualitative and quantitative researchers, statisticians and 270 fieldworkers MSSA offers new and reliable insights by its syndicated studies, namely, why buy?, supply chain, commercial farmers as well as AgriBusiness and SMME.

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