



**μσσα**

Marketing Surveys and Statistical Analysis

*Insight that counts*

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## StatsAssist

DO YOU NEED TO CONDUCT MARKET RESEARCH, LAUNCH AN IN-HOUSE SURVEY OR ANALYSE DATA?  
THEN MSSA CAN ASSIST!

Marketing Surveys and Statistical Analysis (MSSA) is a market research house that provides a wide range of high quality research and statistical services to clients. StatsAssist allows you to access our expertise on a subscription basis.

### Services

Through StatsAssist, MSSA can provide you with the following services:

- Research design
- Data capturing & editing
- Advanced statistical analysis
- Literature studies
- Data conversion
- Statistical modelling
- Questionnaire design
- Basic cross tabulations
- Interpretation of results
- Desk research
- Project management
- Segmentation

### Our StatsAssist clients include



### Cost

We have various subscription categories to suit your needs namely:

Category A: 140 hours of assistance

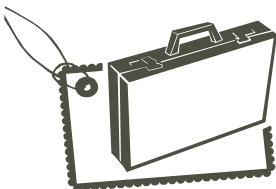
Category B: 75 hours of assistance

Category C: 40 hours of assistance

Category D: 24 hours of assistance

### Contact

To subscribe please contact **Schalk van Vuuren** (tel) 012 436 0718 or (e-mail) [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 also 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, 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.

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