



Marketing Surveys and Statistical Analysis

*Insight that counts*

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## New from MSSA: Market research for SMEs

Marketing Surveys & Statistical Analysis (MSSA) has developed a new market research service to SMEs namely: Entry Level Market research, Exploratory Market Research and Cost Effective Traditional Market Research.

### **Entry level Market Research (Small business 3-9 staff).**

MSSA will document findings in a report for your business, based on discussion with the owner/manager about the history and influence of different factors including your advertising and internal communication. It will cover your direct competitors, your key products, pricing, reasons for success or lack of success in the market. Presentation and discussion of growth opportunities with owner/manager. Cost based on 8 hour consultation

### **Exploratory Market Research (Small business 10-19 staff).**

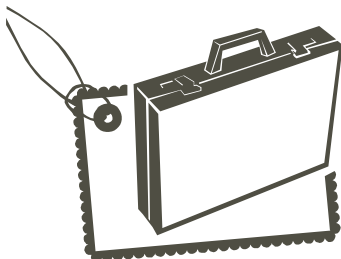
MSSA explores your Small business market by interviewing 5 key customers using a qualitative discussion guide. Exploring your advertising and internal communication, key products/services in a qualitative manner with the owner/manager and selected staff. Findings will be presented in a research report (Power Point Presentation). Cost based on 30 hours consultation.

### **Cost Effective Traditional Market research (Small business 20 and more)**

Your research needs will be discussed and a quotation provided.

To make use of the research services please contact Schalk van Vuuren: (tel) 012 346 0718 or e-mail [mssa2@mssa-research.co.za](mailto:mssa2@mssa-research.co.za).

**MSSA research  
for SMEs**



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 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 small business sector.

MSSA also provides research insight reports at cost,

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