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Marketing Surveys and Statistical Analysis

Insight that counts!

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MSSA SMME SYNDICATED STUDY 2017

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 active SMME market through market research. It is known that SMME's are the drivers of job creation in South Africa. The study will uncover the dynamics of job creation, financial needs and perceptions about risk and risk appetite. The study allows for comparing different sub-classifications with one another namely micro, very small, small, and medium size enterprises. It also covers different SIC sectors.

Sample

MSSA will conduct 300 **telephone interviews** with active SMME's operating in South Africa's main metropolitan areas. Using MSSA's estimates (2016) on the number of active SMME's in South Africa, the results are weighted to represent the active SMME active population. The **report on the latest MSSA 2016 estimates can be bought from MSSA in PDF format. 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). You may submit more than 10 questions.

Timing

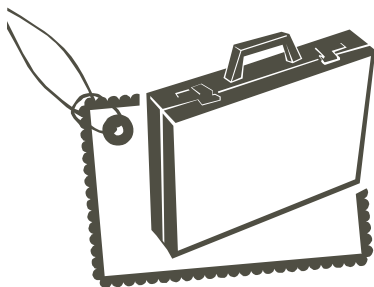
- Decision to participate and draft formulated questions to be submitted mid July 2017.
- Fieldwork during August/September 2017.
- Tabular Report and PPP available October 2017.

Cost

Cost is based on at least 10 questions/computer fields

Contact

To participate please contact Schalk van Vuuren at (tel) 012 346 0718 or
(email) 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.

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