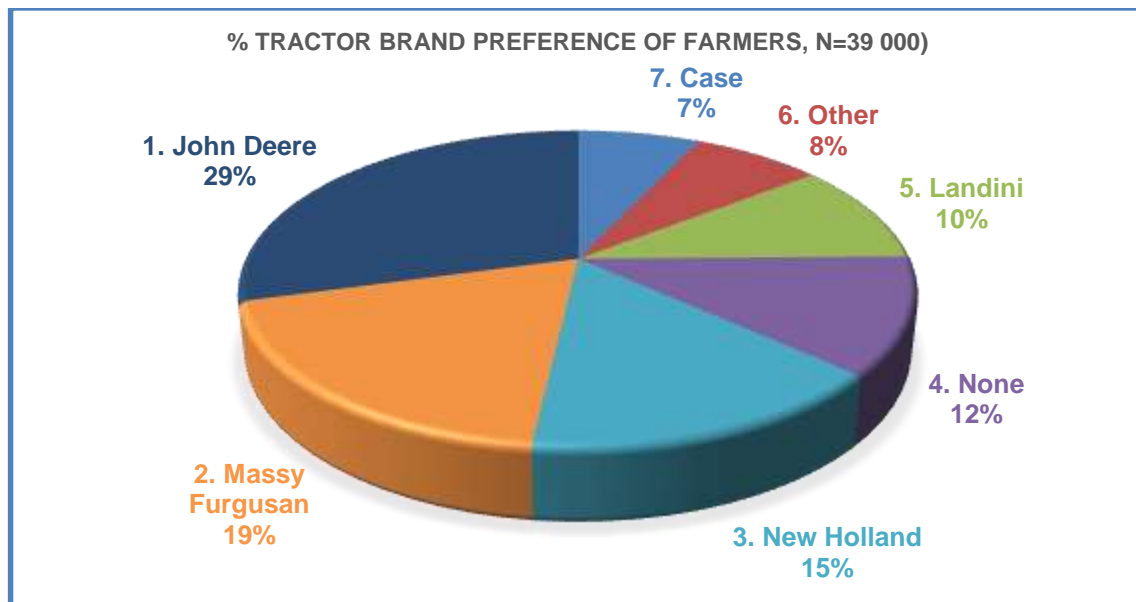


MSSA PRESS RELEASE: MSSA COMMERCIAL FARMER RESEARCH SHOWS THE COMMERCIAL FARMERS BRAND PREFERENCE FOR TRACTORS

Marketing Surveys & Statistical Analysis (MSSA) recently undertook research amongst commercial farmers in South Africa regarding their preferred tractor. Schalk van Vuuren, Research Director emphasized why any company that sells products or services to the commercial farmers in South Africa should, regularly research the opinions and preferences of this dynamic market. The graph below shows important market share of the number of farmers as a percentage identifying their preferences.



Brand loyalty for the choice of a tractor was not mentioned most by farmers. Convenient dealer/Accessible spare parts/Sales agent were mentioned most as a reasons. However, Brand loyalty is still a contributing factor for the preference.

Align your marketing strategy and sales approach based on sound research findings.

To participate in the 2019 Commercial Farmer Study, to formulate your own questions, please contact Schalk van Vuuren at 012 346 0718 or mssa2@mssa-research.co.za.