



**South African
Weather Service**

SAWS: Customer and Stakeholder Market Study Survey Introductory Letter

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16 October 2023

Enquiries: Mr. Absolom Mfumadi

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Dear South African Weather Service stakeholders and customers

RE: MARKET STUDY SURVEY

The South African Weather Service (SAWS) is currently undertaking a comprehensive market study survey and competitor review. The primary goal is to discern ways in which we can enhance the quality of our products and services for your benefit. This study survey seeks to gather intricate feedback from you regarding your awareness and utilization of our services. The objective is to pinpoint areas where we can improve how we can better market our products and services, the channels of access, and the overall service delivery.

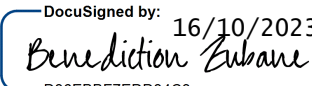
To facilitate this, we have engaged BMI-TechKnowledge (BMI-T) to conduct this market study survey. BMI-T is a well-regarded and proficient market research consultancy with extensive experience in the realm of primary research.

In the coming weeks, you will either receive a link to an online self-complete survey from the email address 'research@bmit.africa,' or one of BMI-T's researchers will reach out to you to arrange a brief interview. We kindly urge you to allocate some time for either completing the online survey or participating in a telephonic interview. The insights gathered from this survey will significantly enhance the value we provide to you as we work towards improving our relationship with our consumers, customers, and other stakeholders.

Please indicate your consent to participate in the study survey.

Should you have any inquiries regarding this survey, please feel free to reach out to Absolom Mfumadi at SAWS (012 367 6093), absolom.mfumadi@weathersa.co.za or Anita Mathews at BMI-TechKnowledge (011 540 8000) or anita@bmit.africa. We thank you for your cooperation.

Kind Regards,

Signature  DocuSigned by: 16/10/2023 | 4:12 AM PDT
Name: Mr. Benediction Zubane

Designation: Senior Manager: Marketing

**Certified for
Excellence**

Board Members: Ms Feziwe Renqe (Chairperson), Mr Itani Phaduli (Deputy Chairperson), Ms Sandika Daya, Ms Mmapula Kgari, Ms Nana Magomola, Prof Sylvester Mpandeli, Mr Grant Son, Dr Mmaphaka Tau, Mr Maesela Kekana (DFFE Rep), Mr Ishaam Abader (CEO).
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