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Our reference	let/pdf
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To whom it may concern

– Dear Sir or Madam

Market Research

This letter serves to confirm that Kruben Bennie has received consent from Siemens (Pty) Ltd to conduct market research for his thesis relating to his Master of Business Administration (MBA) studies through the Management College of South Africa (MANCOSA).

Kruben's thesis topic is "***An Investigation into the integration of Digital Marketing tools in the Electrical, Control and Instrumentation industry. A case of selected SMMEs in Gauteng province***".

The topic in question will investigate the proliferation of digital marketing among SMMEs in Gauteng, and the extent to which Digital Marketing has proven to be useful. The aim of Kruben's study is to identify the marketing tools used by SMMEs and the perceived benefit and success of these tools. Participants are not only contributing towards the literature in this area but will also receive an electronic copy of the final thesis which should support in the driving the process of marketing decision making.

Kindly support Kruben Bennie by taking the time to complete the questionnaire which you will receive in a separate e-mail.

Sincerely



Sabine Dall'Omo
Chief Executive Officer
Siemens Sub-Saharan Africa