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# **APPENDIX 1**

## **Questionnaire**

UNIVERSITY OF PRETORIA RESEARCH QUESTIONNAIRE

v1 1-3

**SECTION A: Demographics**

1. Your responsibilities are:

1. Mainly communication related	
2. Mainly marketing related	
3. Combination of marketing and communication	

v2  
4

**SECTION B: Business Environment**

2. Industry classification:

v3 5-6

3. The total number of full-time employees in the marketing and communication/PR department is:

	Marketing	Communication/PR
1. 1 – 10		
2. 11 – 20		
3. 21 – 30		
4. 31 – 40		
5. 41 – 50		
6. More than 50		

v4 7  
v5 8

**SECTION C: The communications function**

4. Please indicate your organisation's organising/structuring policy regarding communications by completing the following table.

Functions/ Activities	Responsibility for function/activity			Department name	Corporate hierarchy (Management level)			Line or staff function		Job title of senior officer responsible for functions	Job title of person the senior officer reports to
	Out- sourced	In house	Don't do		Lower	Middle	Senior	Staff	Line		
1. Public relations/ corporate communication/ investor relations media relations etc.											9-14
2. Advertising											15-20
3. Sales Promotion											21-26
4. Direct marketing											27-32
5. Personal selling											33-38
6. Sponsorships											39-44
7. Internal /employee communications											45-50
8. Other (specify)											51-56

5. Please indicate the approach followed by your organisation when structuring and organising functions/departments.

1. We follow a clear functional approach. (hierarchical and departmental)	
2. We follow a multifunctional team approach.	
3. We follow a functional approach but uses project teams for ad hoc situations.	
4. We follow a different approach (explain in Q6)	

6. If you indicated in question 5 that you follow a different approach, please explain the approach.

v7 

58	
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7. Please indicate (on a 3 point scale) to what extent your organisation engage in the following communication activities:

**Stakeholders** – are the organisations’ constituents or publics (*groups who can affect or are affected by the organisation’s decisions*). *Example: Customers, consumers, government, media, financial stakeholders, employees, Internet groups, community, distributors, and suppliers*

Activities	Always Sometimes Never					
	1	2	3			
1. One way communication is used only to inform stakeholders (From source to receiver)				v8	59	
2. Research is conducted to determine the communication needs of customers/consumers				v9	60	
3. Research is conducted to determine the communication needs of all the other stakeholders				v10	61	
4. Research is limited to informal observations of whether publicity material has been used by the media.				v11	62	
5. Communication is used only to persuade				v12	63	
6. Two-way communication is used to communicate with stakeholders (Source to receiver, with feedback to the source)				v13	64	
7. Research is conducted to determine the attitudes, views and behaviours of our customers/consumers				v14	65	
8. Research is conducted to determine the attitudes, views and behaviours of all the other stakeholders				v15	66	
9. Communication is used to reach mutual understanding between the organisation and the stakeholders/publics (group to group with feedback).				v16	67	
10. Research is conducted to determine what consequences the organisation’s actions and decisions will have on the stakeholders.				v17	68	
11. Research is conducted to measure whether a public relations effort has improved the understanding of publics/stakeholders towards the organisation				v18	69	
12. Evaluative research is used to measure whether a public relations effort has improved management’s understanding of its publics/stakeholders				v19	70	
13. Databases are used to manage information about stakeholders				v20	71	



8. If your organisation uses databases to manage information about stakeholders, please indicate for what purpose it is mainly used.

Stakeholders	Purposes of the databases			
1. Customers/consumers		v21	72	
2. Government		v22	73	
3. Media		v23	74	
4. Financial stakeholders		v24	75	
5. Employees		v25	76	
6. Distributors		v26	77	
7. Suppliers		v27	78	
8. Other stakeholders (please specify)		v28-29	79-80	
		v30-31	81-82	

**SECTION E**  
**Integrated communications**

9. How familiar are you with the concept of integrated communications?

1	2	3	4	5		
Totally unfamiliar with it	Am slightly familiar with it	Have heard of it	Are familiar with it	Are totally familiar with it	v32	83

*“Integrated communications uses an appropriate combination of sending, receiving, and interactive tools drawn from a wide range of communication disciplines to create and maintain mutually beneficial relations between the organization and its key stakeholders, including the customers.”*

**Stakeholders:**

*Customers, government, media, financial stakeholders, employees, Internet groups, community, distributors, and suppliers*

**Communication vehicles:**

*Advertising (direct marketing, TV/radio, print etc.), sales promotion (displays, coupons etc.), and publicity (events, news releases etc.).*

10. Please indicate your agreement/disagreement with the following statements reflecting your viewpoint, regarding an organisations policy on integrating communications:

Statements	Totally disagree	Disagree	Un-decided	Agree	Totally agree
	1	2	3	4	5
1. Communications should be conducted from the viewpoint of the stakeholder (outside – in approach)					
2. Customers are the most important stakeholder when it comes to communication					
3. Research is necessary to gain insight into thoughts and behaviours of each stakeholder regarding their communication needs					
4. Effective communication requires an optimal mix of sending tools for each identified group of stakeholders (tools may be drawn from any communication discipline)					
5. The communication vehicle that will prove to be the most successful in a given situation should be used irrespective of where it has traditionally been located					
6. Stakeholders should be the focus of integrated communication					
7. All communication functions should be integrated and coordinated through the public relations department					
8. Communication departments should be structured horizontally according to the most strategic stakeholders for an organisation					
9. People and resources should be reassigned to new communication programmes when new strategic stakeholders appear and others decline in influence (a team approach)					
10. The relevant situation should dictate the resources needed for a given communication programme					
11. All public relations/corporate communication functions should be integrated into a single department rather than to subordinate them under other departments					

v33	84	
v34	85	
v35	86	
v36	87	
v37	88	
v38	89	
v39	90	
v40	91	
v41	92	
v42	93	
v43	94	

11. Does your organisation practise some form of integrated communication?

1. Yes (go to question 12)	
2. No (go to question 13)	

v44	95	
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12. If your organisation centralised all the communications functions in one department to integrate communications, what is the name of the department?

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v45	96	
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13. If communication it still forms part of several departments how do you integrate all the communications efforts?

v46	97-98		
v47	99-100		

**SECTION E**  
**Relationship between Marketing and Communication/Public Relations**

14. Please choose the statement(s) that best describe the relationship between public relations and marketing in your organisation.

Statements	
1. Equal but separate functions (have different functions and perspectives)	
2. Equal and separate but overlapping functions (both important and separate functions, share some terrain, e.g. product publicity)	
3. Marketing is seen as the dominant function (marketing manages relationships with all publics in the same way as relationship with customers – “mega marketing”)	
4. Public Relations is seen as the dominant function (If PR builds relationships with all key stakeholders then programmes to build relationships with customers would be a subset of PR)	
5. Public Relations and marketing are the same function (they converge in concepts and methodologies and are managed in a single department)	
6. The relationship between marketing and public relations are combative (the two functions are at odds)	
7. A different relationship than any of the relationships mentioned above (please specify)	
_____	

v48	101		
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15. What would the ideal situation be on how the marketing and public relations function should be organised?

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v49	102-103		
v50	104-105		

**SECTION E**  
**Open Questions**

16. If all communications in an organisation are integrated, who should, in your opinion, be responsible for it?

v51	106-107		
v52	108-109		

17. To whom should that function report to?

v53	110-111		
v54	112-113		

**THANK YOU VERY MUCH FOR YOUR CO-OPERATION IN COMPLETING THIS QUESTIONS**



## **APPENDIX 2**

### **Code Sheet and Glossary**



## Content Analysis Code Sheet

Ref No. \_\_\_\_\_

**Name of Organisation** \_\_\_\_\_  
**Core business** \_\_\_\_\_  
**Industry** \_\_\_\_\_  
**Website** http://www. \_\_\_\_\_

		<i>Yes</i>	<i>No</i>
<b>1.</b>	<b>Operations</b>		
	1.Website?	<input type="radio"/>	<input type="radio"/>
	2.Is Website Operational?	<input type="radio"/>	<input type="radio"/>
	3.Is specialised software needed to view site	<input type="radio"/>	<input type="radio"/>
<b>2.</b>	<b>Advertising/organisation-specific</b>		
	1.Logos	<input type="radio"/>	<input type="radio"/>
	2.About us	<input type="radio"/>	<input type="radio"/>
	3.History	<input type="radio"/>	<input type="radio"/>
	4.Divisional buttons	<input type="radio"/>	<input type="radio"/>
	5.Careers	<input type="radio"/>	<input type="radio"/>
<b>3.</b>	<b>Advertising/product</b>		
	1.Product list buttons	<input type="radio"/>	<input type="radio"/>
	2.Brands	<input type="radio"/>	<input type="radio"/>
	3.Nearest dealer	<input type="radio"/>	<input type="radio"/>
	4.Prices	<input type="radio"/>	<input type="radio"/>
<b>4.</b>	<b>Direct marketing</b>		
	1.Customer service	<input type="radio"/>	<input type="radio"/>
	2.Catalogues	<input type="radio"/>	<input type="radio"/>
	3.Online account information	<input type="radio"/>	<input type="radio"/>
	4.Online ordering	<input type="radio"/>	<input type="radio"/>
	5.Online tracking	<input type="radio"/>	<input type="radio"/>
<b>5.</b>	<b>Sales promotion</b>		
	1.General promotions	<input type="radio"/>	<input type="radio"/>
	2.Free gifts	<input type="radio"/>	<input type="radio"/>
	3.Games and competitions	<input type="radio"/>	<input type="radio"/>
	4.Coupons	<input type="radio"/>	<input type="radio"/>
	5.Unrelated advertising	<input type="radio"/>	<input type="radio"/>
<b>6.</b>	<b>Public relations</b>		
	1.News related	<input type="radio"/>	<input type="radio"/>
	2.News unrelated	<input type="radio"/>	<input type="radio"/>
	3.Press releases	<input type="radio"/>	<input type="radio"/>
	4.Annual reports	<input type="radio"/>	<input type="radio"/>
	5.Other shareholder	<input type="radio"/>	<input type="radio"/>
	6.Stock quotes	<input type="radio"/>	<input type="radio"/>
	7.Causes	<input type="radio"/>	<input type="radio"/>
	8.Sponsors	<input type="radio"/>	<input type="radio"/>
	9.Educational	<input type="radio"/>	<input type="radio"/>
	10.Community related information	<input type="radio"/>	<input type="radio"/>
	11.Environmental policy information	<input type="radio"/>	<input type="radio"/>
	Statement <b>O1</b> Detailed <b>O2</b>	None	<b>O3</b>



**7. Web site/issues**

- 1. Search  |
- 2. Site maps  |
- 3. Help Section  |
- 4. Language variations  |

**8. Web site/two-way communications**

- 1. E-mail/contact us  |
- 2. Staff e-mail/phonebook directory  |
- 3. E-mail newsletters offering  |
- 4. Signups / Registration  |
- 5. What contact information is shown?
 

Webmaster	<b>O1</b>	Department Address	<b>O2</b>	Phone & Fax Details	<b>O3</b>
Head Office	<b>O4</b>	All Outlet Locations	<b>O5</b>	Agents/ Sales Reps	<b>O6</b>

**9. Response**

- 1. E-mail address is correct  |
- 2. E-mail response received  |
- 3. Number of days to response
 

A day	<b>O1</b>	2-3 Days	<b>O2</b>	4-5 Days	<b>O3</b>	6-7 Days	<b>O4</b>	More than a week	<b>O5</b>
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**10. Web site/interactive-customized**

- 1. Surveys  |
- 2. Quizzes  |
- 3. Forums  |
- 4. Option to pose open question  |

**11. Repeat Visits**

- 1. What's new section  |
- 2. Experts for discussions  |
- 3. FAQ  |
- 4. Technical/specialised information  |
- 5. Links to other sites  |
- 6. Easy to return  |

**12. Websites Targeted Audiences**

- |                 |           |  |           |
|-----------------|-----------|--|-----------|
| Local Community | <b>O1</b> | Graduates / Prospective Employees        | <b>O2</b> |
| Employees       | <b>O3</b> | Shareholders / Investors/ Stock Exchange | <b>O4</b> |
| Suppliers       | <b>O5</b> | Distributors / Wholesalers / Retailers   | <b>O6</b> |
| Customers       | <b>O7</b> | Media                                    | <b>O8</b> |

**13. Other Comments:**

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## Glossary of Content Analysis Instrument

- 1. Operations**
  1. Website? On whether the organisation has a website or not
  2. Is Website Operational? On whether the website is active (ie. Possess content)
  3. Is specialised software required? On whether specialised software is needed to view any of the website content (Software such as “Shockwave”, “Flash”, “QuickTime”, “Acrobat” etc.)
- 2. Advertising/organisation-specific**
  1. Logos Corporate Identity & Logo Present
  2. About us Basic corporate information (ie. structure, divisions etc.)
  3. History Tracing the development of organisation
  4. Divisional Pages and/or links to internal departments
  5. Careers Opportunities available within company
- 3. Advertising/product**
  1. Product list buttons Pages and/or links to product/services offered
  2. Brands Pages and/or links to company’s brands
  3. Nearest dealer Reseller/ retailer contact information
  4. Prices Current prices for the product/services offered
- 4. Direct marketing**
  1. Customer service Availability of customer support or product/service information
  2. Catalogues Full descriptions of products/services offered
  3. Online account information Personal customer information available
  4. Online ordering Ability to purchase/order via the Internet
  5. Online tracking Ability to track delivery of product via the Internet
- 5. Sales promotion**
  1. General promotions Specific advertising promotions of products/services
  2. Free gifts Availability of free material
  3. Games and competitions Opportunity for viewer to enter competitions
  4. Coupons Availability of coupon promotions
  5. Unrelated advertising Product/Service advertising by external companies on site
- 6. Public Relations**
  1. News related Placement of any company related articles online
  2. News unrelated Placement of unrelated news articles online
  3. Press releases Placement of company’s press releases online
  4. Annual reports Availability of company’s annual report
  5. Other shareholder Other related shareholder information
  6. Stock quotes Links to current company stock price
  7. Causes Information on corporate causes & initiatives
  8. Sponsors Information on sponsorship initiatives of the company
  9. Educational Information useful educational purposes
  10. Community related information Information on interactions/initiatives with local community
  11. Environmental policy information Information on the corporate environment policy, do they just mention it or is it detailed information
- 7. Web site/issues**
  1. Search Keyword search facility
  2. Site maps Content map, indicating type and location of information
  3. Help section Explanation of buttons
  4. Language variations Availability of content in other languages other than English
- 8. Web site/two-way communications**
  1. E-mail/contact us Ability to contact the company via e-mail
  2. Staff e-mail/phonebook Availability of all the company’s staff contact details





3. E-mail newsletters offering	Availability of e-mail newsletters or briefings form the company
4. Signups	Opportunity to sign up for mailing lists and/or discussion groups
5. What contact information is shown?	
Webmaster	Ability to contact information technology dept.
Head Office	Provision of contact details for the head office
Department Address	Provision of contact details for different company departments
All Outlet Locations	Provision of contact details for all of the company's offices & locations
Agents/ Sales Reps/Resellers	Provision of contact details for all of the company's resellers from where their product/service can be purchased
<b>9. Response</b>	
1. E-mail address is correct	When enquiry was sent did it go through to the respondent or did it give an error message?
2. E-mail response received	Did the organisation respond to the enquiry send
3. Number of days to response	How long did it take the organisation to respond
<b>10. Web site/interactive-customized</b>	
1.Surveys	Use of research (ie. Customer Survey)
2.Quizzes	Use of quizzes to increase interaction with potential audiences
3.Forums	Discussion forums on any related topic
4.Option to pose open question	Is there an opportunity to pose a question and then receive an answer
<b>11. Repeat Visits</b>	
What's new section?	Content that has been recently updated
Experts for discussion	Featuring CEO or Department head for discussions or comments
FAQ	Frequently Asked Questions
Technical/specialist information	Technical or specialised information that can be requested via regular or electronic mail
Links to other sites	Availability of web page links other external sites
Easy to return	Does the links have a clearly marked path for visitors to return to site?
<b>12. Websites Targeted Audiences</b>	
Local Community	Website content targeted towards the local community of the organisation
Graduates / Prospective Employees	Website content targeted towards the potential employees
Employees	Website content targeted towards the existing employees,
Shareholders / Investors/ Stock Exchange	Website content designed to help improve and facilitate investor relations
Suppliers/Distributors/	Website content targeted towards the company's supply chain members
Customers	Website content targeted towards potential/existing customers
Media	Website content designed to help improve and facilitate the media relations

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## **APPENDIX 3**

### **Alphabetical list of organisations**



**ALPHABETICAL LIST OF TOP PERFORMERS 2001 AS  
IDENTIFIED BY THE FINANCIAL MAIL**

<b>ORGANISATION</b>	<b>POSITION</b>
ABI	53
Abil	25
Absa	96
Adcorp	22
Adonis	207
AECI	32
Af-&-Over	135
Aflife	63
Afr-Lease	38
Afrox	160
AHealth	111
Alacrity	192
Altech	55
Altron	165
Aludie	232
Anglo	71
Anglo Plat	9
Angold	117
Aries	215
Aspen	28
Ass-Mang	83
Assore	46
Autoquip	120
Avgold	214
AVI	233
Barplat	5
Barworld	137
Basread	151
Batepro	100
Bearman	212
Bell	95
Bidvest	69
BoE	60
Bowcalf	106
Brait	178
Brandco	136
Captall	19
Cargo	225
Caxton	213
Cemenco	195
Cenmag	247
Ceramic	16



<b>ORGANISATION</b>	<b>POSITION</b>
<b>Charland</b>	<b>156</b>
<b>Chemserve</b>	<b>101</b>
<b>City Lodge</b>	<b>238</b>
<b>Clinics</b>	<b>196</b>
<b>Clyde</b>	<b>146</b>
<b>CMH</b>	<b>144</b>
<b>Comparex</b>	<b>17</b>
<b>Compass</b>	<b>105</b>
<b>Conafex</b>	<b>152</b>
<b>Confed</b>	<b>89</b>
<b>Control</b>	<b>217</b>
<b>Copi</b>	<b>64</b>
<b>Corohld</b>	<b>18</b>
<b>Corpcap</b>	<b>59</b>
<b>Corpgro</b>	<b>44</b>
<b>Crookes</b>	<b>122</b>
<b>C-Tech</b>	<b>222</b>
<b>CTP</b>	<b>110</b>
<b>Datatec</b>	<b>20</b>
<b>Dawn</b>	<b>243</b>
<b>De Beers</b>	<b>65</b>
<b>Delta</b>	<b>41</b>
<b>Didata</b>	<b>4</b>
<b>Distillers</b>	<b>107</b>
<b>Dorbyl</b>	<b>194</b>
<b>Dunlop</b>	<b>208</b>
<b>Ed L Bate</b>	<b>216</b>
<b>E-Dagga</b>	<b>24</b>
<b>Eerslng</b>	<b>245</b>
<b>Ellerine</b>	<b>133</b>
<b>Falcon</b>	<b>248</b>
<b>Fashaf</b>	<b>62</b>
<b>Fedsure</b>	<b>94</b>
<b>Fintech</b>	<b>142</b>
<b>FirstRand</b>	<b>29</b>
<b>Forim</b>	<b>167</b>
<b>Fortune</b>	<b>205</b>
<b>Foschini</b>	<b>237</b>
<b>Freddev</b>	<b>157</b>
<b>Furncap</b>	<b>223</b>
<b>Gefco</b>	<b>54</b>
<b>Gencor</b>	<b>21</b>
<b>Genoptic</b>	<b>163</b>
<b>GFields</b>	<b>116</b>
<b>Glodina</b>	<b>240</b>



<b>ORGANISATION</b>	<b>POSITION</b>
<b>Gold Reef</b>	<b>70</b>
<b>Grincor</b>	<b>166</b>
<b>Grintek</b>	<b>104</b>
<b>Group 5</b>	<b>235</b>
<b>Gubings</b>	<b>129</b>
<b>Gundle</b>	<b>158</b>
<b>Harmony</b>	<b>128</b>
<b>HCI</b>	<b>7</b>
<b>Hiveld</b>	<b>185</b>
<b>HLH</b>	<b>123</b>
<b>Hudaco</b>	<b>224</b>
<b>IFusion</b>	<b>149</b>
<b>Illovo</b>	<b>124</b>
<b>Imperial</b>	<b>92</b>
<b>Implats</b>	<b>15</b>
<b>Indfin</b>	<b>13</b>
<b>Inhold</b>	<b>35</b>
<b>Inmins</b>	<b>27</b>
<b>Integreat</b>	<b>228</b>
<b>Investec</b>	<b>39</b>
<b>Invicta</b>	<b>78</b>
<b>IProp</b>	<b>211</b>
<b>Iscor</b>	<b>189</b>
<b>Italtile</b>	<b>14</b>
<b>Jasco</b>	<b>246</b>
<b>JD Group</b>	<b>81</b>
<b>Jigsaw</b>	<b>23</b>
<b>Johncom</b>	<b>72</b>
<b>Johnnic</b>	<b>98</b>
<b>Kairos</b>	<b>239</b>
<b>Kelgran</b>	<b>244</b>
<b>Kersaf</b>	<b>143</b>
<b>KG Media</b>	<b>131</b>
<b>KTL</b>	<b>138</b>
<b>KWV Bel</b>	<b>118</b>
<b>Labat</b>	<b>154</b>
<b>LA-Group</b>	<b>87</b>
<b>Laser</b>	<b>161</b>
<b>Lenco</b>	<b>226</b>
<b>Lester</b>	<b>180</b>
<b>Liberty</b>	<b>147</b>
<b>Lib-Hold</b>	<b>140</b>
<b>Lonmin</b>	<b>37</b>
<b>M-&amp;-F</b>	<b>84</b>
<b>Malbak</b>	<b>186</b>



<b>ORGANISATION</b>	<b>POSITION</b>
<b>Marcons</b>	<b>126</b>
<b>Marlin</b>	<b>231</b>
<b>Masonite</b>	<b>242</b>
<b>M-Cell</b>	<b>8</b>
<b>MDM Group</b>	<b>162</b>
<b>Medclin</b>	<b>99</b>
<b>Messina</b>	<b>36</b>
<b>Metair</b>	<b>176</b>
<b>Metcash</b>	<b>191</b>
<b>Metje &amp; Z</b>	<b>141</b>
<b>Metlife</b>	<b>82</b>
<b>Metorex</b>	<b>204</b>
<b>MGX</b>	<b>48</b>
<b>Midas</b>	<b>193</b>
<b>MIHH</b>	<b>103</b>
<b>MLN Hold</b>	<b>230</b>
<b>M-Net</b>	<b>97</b>
<b>Monex</b>	<b>57</b>
<b>Mr Price</b>	<b>174</b>
<b>Msauli</b>	<b>79</b>
<b>Mt-Eagle</b>	<b>91</b>
<b>Nail</b>	<b>88</b>
<b>Namfish</b>	<b>190</b>
<b>Nampak</b>	<b>187</b>
<b>Naspers</b>	<b>125</b>
<b>Nedcor</b>	<b>47</b>
<b>NEI Afr</b>	<b>198</b>
<b>Newmin</b>	<b>241</b>
<b>Nictus</b>	<b>200</b>
<b>Ninian &amp;</b>	<b>179</b>
<b>Northam</b>	<b>11</b>
<b>NUClicks</b>	<b>6</b>
<b>Nuworld</b>	<b>114</b>
<b>Oceana</b>	<b>77</b>
<b>Omnia</b>	<b>182</b>
<b>Oxbridge</b>	<b>127</b>
<b>Ozz</b>	<b>202</b>
<b>Palamin</b>	<b>109</b>
<b>Pals</b>	<b>108</b>
<b>PASDec</b>	<b>113</b>
<b>Pepkor</b>	<b>145</b>
<b>Petmin</b>	<b>134</b>
<b>Picknpay</b>	<b>76</b>
<b>Powtech</b>	<b>201</b>
<b>PPC</b>	<b>181</b>



<b>ORGANISATION</b>	<b>POSITION</b>
Prime	169
Profurn	33
PSG	3
Putprop	68
RA Hold	12
RAI	40
Rangold	229
Relyant	210
Rentsur	52
Reunert	175
Rextrue	171
Richemont	34
RMBH	50
S&J Land	227
Saambou	56
SAB Plc	221
Sable	206
Sabvest	209
SAChrome	66
SA-Eagle	75
Sage Grp	155
Sallies	2
Santam	112
Sappi	130
Sasfin	43
Sasol	73
SBIC	80
Seardel	30
Seartec	234
Servest	220
Shoprite	74
Siltek	10
Simmers	188
Sisa	183
Softline	121
Sondor	173
Spanjaard	51
Spescom	164
Steers	119
Stilftn	61
Sub-N	139
Supr Group	45
Thabex	58
Tigbrands	184
Tiwheel	93



ORGANISATION	POSITION
Tongaat	172
Toyota	150
Tradek	203
Transpaco	49
Trencor	249
Trnshex	31
Unihold	102
Uniserv	26
Unitrans	170
Usko	218
Valauto	153
Valcar	168
Venfin	67
Village	85
Voltex	197
Wankie	148
WBHO	90
Wes-Areas	236
Wesco	177
Winbel	132
Winhold	115
Wooltru	159
Yorkcor	219
Zarara	250
Z-C-I	42
Pikwik	86
Tigon	1
Ventel	199
<b>TOTAL</b>	<b>250</b>