



MTD
RESEARCH SPECIALISTS

RELIABLE **RESEARCH.**
STRATEGIC **INSIGHTS.**
MEANINGFUL **IMPACT.**

COMPANY PROFILE

*Insights Today,
A Smarter Tomorrow*

Providing reliable research, strategic insights and data-driven solutions for a better future.



Market Research
Understand Markets



Data Analysis
Turn Data into Insights



Consumer Insights
Know People, Shape Decisions



Strategic Advisory
Expert Guidance for Growth



Custom Research Solutions
Tailored Insights, Unique Needs



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OVERVIEW

MTD Research Specialists is a well-established and adaptable socio-economic research and consulting firm with a strong track record of successful project delivery in South Africa. The company's history is one of deliberate and successful evolution, marked by a move from being a technical, data-focused subcontractor to a provider of full-service, strategic consulting.

The transition is clearly evidenced by the change in its client base and project portfolio. Initially, a significant portion of its work was providing data and statistical services to other research firms. This laid the groundwork and built a reputation for technical excellence. Subsequently, MTD capitalized on this reputation to secure direct contracts for high-value monitoring, evaluation, and business development projects with government departments and major institutions.

This strategic shift has positioned the company for sustained growth and relevance in the South African market. Its flexible operational model, which combines a strong core team with a network of external consultants, provides the necessary resilience to handle diverse and complex projects.



VISION

To be a leading strategic partner in socio-economic development and research consulting in South Africa, empowering sustainable growth through evidence-based solutions.

MISSION

To deliver comprehensive, high-quality research and business development services that support public and private sector clients in achieving their socio-economic development goals through technical excellence, strategic consulting, and capacity building for SMEs and young entrepreneurs.

CORE VALUES

Integrity & Objectivity

As research specialists, we conduct all studies with an unwavering commitment to accuracy, transparency, and strict ethical standards. Our findings are entirely evidence-based, unbiased, and grounded in rigorous scientific methodology, ensuring our clients receive honest, trustworthy data they can rely on..

Excellence in Delivery

We pursue the highest standards in everything we do—from data collection and analysis to strategic recommendations and implementation. Quality is non-negotiable, and we take pride in delivering work that exceeds expectations and stands up to scrutiny.

Client-Centric Partnership

We view our clients as partners in discovery. We listen deeply to understand your specific research objectives, market challenges, and target audiences, tailoring our analytical solutions to meet those exact needs. Our success is measured by the strategic value and clarity our insights bring to your organization.

Innovation & Adaptability

We continuously evolve our research methodologies, embracing advanced analytics, modern data collection tools, and emerging technologies to stay ahead in a dynamic data landscape. We are not bound by traditional constraints; we seek creative solutions to complex research questions to deliver superior, forward-thinking outcomes

Collaborative Experience

We foster a highly collaborative environment, working seamlessly with our clients, field teams, and cross-functional subject matter experts. By combining diverse perspectives, shared knowledge, and multidisciplinary approaches, we enrich the research process and uncover deeper, more comprehensive insights.

Social Impact & Development

We are driven by the belief that robust, well-executed research can catalyze positive change. We strive to deliver insights that not only inform strategic business and organizational decisions but also contribute to sustainable community development, evidence-based policy-making, and meaningful societal advancement



SERVICES

Core Service Offerings & Strategic Focus

MTD Research Specialists provides a range of services that have expanded and matured over time, reflecting a deliberate strategic evolution of the company's business model.

01 RESEARCH OPERATIONS

The cornerstone of the company's business is its comprehensive research suite. Services span the entire research lifecycle, from initial project identification and design to strategic planning, feasibility studies, and policy reviews. The firm specializes in conducting various types of surveys, including program impact assessments, market surveys, customer satisfaction surveys, and employee surveys. This core competency in research operations is fundamental to their identity and has remained consistent throughout their documented history.



02 STATISTICAL & DATA SERVICES

A foundational strength of MTD Research Specialists is its proficiency in statistical and data-related services. The company provides data collection (enumeration), data entry, verification, and tabulation. Their expertise extends to using specialized statistical software, such as CSDPro for data entry and SPSS for analysis, which underscores their technical capability in handling large-scale surveys and databases. The ability to perform accurate and timely statistical analysis is a key component of their value proposition to clients in both the business and academic communities.



SERVICES

Core Service Offerings & Strategic Focus

03 BUSINESS DEVELOPMENT SERVICES

An important development in the company's service offerings is the formalization and expansion of its business development services. While earlier profiles mentioned the creation of business plans as a service, later profiles dedicate a specific section to it, linking it directly to work with major national entities. MTD now offers a suite of business development services, including statutory compliance, the creation of business and marketing plans, and business mentoring for small and medium-sized enterprises (SMEs).

The company's work as a service provider for organizations such as the National Youth Development Agency (NYDA), Small Enterprise Finance Agency (SEFA), and the Gauteng Enterprise Propeller (GEP) showcases a strategic focus on supporting young entrepreneurs and small businesses. This progression from providing backend data services to offering front-end strategic business solutions represents a significant maturation of the company's business model and a successful move up the value chain.



Project Analysis & Key Themes

The beginning

The project portfolio reveals a clear transition in MTD's business strategy. In its early years (approximately 2010-2012), the company's projects were heavily focused on technical, back-end tasks for other research firms. Titles such as "Data coding, editing, and capturing" , "Data entry and cleaning" , and "Supervision of Data Capturing" dominate the project list.

During this phase, MTD primarily acted as a subcontractor, providing essential but often low-margin data services to larger entities like Vibrant Data Support, Columinate, and Progressus Research.

Development & Growth

Over time, the nature of the projects shifted. From 2012 onward, the company began to secure direct, higher-value contracts. This second phase is characterized by a focus on comprehensive, end-to-end solutions, with project titles like "Impact assessment" , "Performance monitoring" , and "Due diligence and business plan development". The client list during this period reflects this change, with a rise in direct engagements with large government departments, public institutions, and major non-profits, including the Department of Public Enterprises, HSRC, New Lovelife Trust, and Johannesburg City Parks and Zoo.

This thematic change in the project portfolio suggests a deliberate maturation of the company's business model. By demonstrating a proven track record of delivering high-quality, reliable data services, MTD built the credibility necessary to move beyond a subcontractor role. This allowed the company to bypass intermediaries and directly secure more profitable, strategic consulting work. The ongoing, long-term nature of certain contracts, such as the performance monitoring for the Department of Public Enterprises since 2010 and the NYDA Voucher Programme from 2019 to 2023 , indicates that MTD has successfully cultivated strong, enduring relationships with key clients, solidifying its position in the socio-economic consulting landscape.

The Management Team

MTD Research Specialists has a dynamic management team with a strong academic background, which has provided the foundation for the company's growth. The team's combination of expertise in project management, economics, statistics, data science, and urban development provides the company with a diverse skill set to handle complex socio-economic projects.

Ephraim Mutsika | Managing Director & Senior Economist

Ephraim holds a Master of Commerce in Financial Economics, a Postgraduate Certificate in Official Statistics, and a BSc (Honours) in Economics. He brings over 22 years of executive leadership experience delivering strategic research, economic analysis, and monitoring & evaluation solutions across government, financial institutions, and the private sector.

Emmanuel Mufunda | Director

Emmanuel provides vital strategic leadership and project oversight. He brings strong operational direction and partnership management skills to ensure the successful execution and delivery of MTD's research and consultancy initiatives.

Themba Kenny Nkosi | Director

Themba holds various marketing and agriculture qualifications. He has extensive experience in marketing and business development, driving growth and expanding MTD's client partnerships.

Vimbai Makiwa | Human Resources Manager

Vimbai oversees the human resources function for MTD Research Specialists, managing personnel, coordinating field teams, and ensuring optimal operational capacity and staffing for all research engagements.

Morgan Zivhavhe | Consultant

Morgan holds a PhD in Urban Agriculture. He provides critical insight into specialized data analysis and methodological frameworks for complex projects undertaken by MTD.

Elvis Mabika | Researcher

Elvis holds qualifications in Mathematical Science and a Master's degree in Data Science. His previous analytical experience with large organizations, including the Johannesburg Stock Exchange, is highly valuable to MTD Research Specialists' data-driven projects.

Abisha | Researcher

Abisha supports the research execution and data collection phases, bringing essential fieldwork coordination and analytical support to MTD's active project teams.

PROJECT PORTFOLIO

Comprehensive Project Portfolio (2010-2025)

The following table provides a consolidated, chronological record of all projects ever completed by MTD Research Specialists, based on all available profiles. This master list reveals a compelling narrative of the company's growth and the evolution of its strategic focus.

Chronological Project Record

Duration	Client	Funding Agency	Project Name	Description of Project
Apr 2010 - Jun 2010	Vibrant Data Support / U Bank (Former TEBA)	U Bank	Abridged Climate and culture TEBA Bank IT Department	Research planning, literature review, development of data collection instruments, data collection, data capturing, analysis and report writing.
Oct 2010	Vibrant Data Support / Women's Expo	Women's Show	Data capturing and cleaning for Women's Show	Data capturing and cleaning.
Sep 2010 - Oct 2010	Vibrant Data Support / Natural & organic Products expo	Natural & organic Products expo	Data capturing and cleaning for Natural & organic Products expo	Data capturing and cleaning.
Oct 2010 - Dec 2010	Underhill Corporate solutions / Gauteng Provincial Department Of Education (GPEDU)	Government	Skills Audit For Abet Educators And Centre Managers In Gauteng Province	Research planning, literature review, development of data collection instruments, data collection, data capturing, analysis and report writing.
Aug 2010 - Sep 2010	Vibrant Data Support / Metrofile Pty Ltd	FNB	Digitisation project for FNB	Supervision of Data Capturing, Cleaning and Indexing for FNB.
Apr 2010 - Ongoing	Department of Public Enterprises / Government	Government	Performance monitoring of SOE	Compilation of annual business plans, strategic plans, Quarterly performance monitoring reports.
Feb 2011 - Mar 2011	M & R Badiri consultants / Gauteng Provincial Department	Government	Customer Satisfaction Survey	Data capturing, data cleaning, analysis and report writing.
May 2011 - Jun 2011	Underhill corporate solutions / USAID, Woord en Daad	USAID, Woord en Daad	External Assessment of the Mfesane PEPFAR Community action against HIV/AIDS	Data processing, questionnaire coding, data capturing, and analysis.
Aug 2011 - Sep 2011	Columinate / Anglo American - Kumba Iron Ore	Anglo American	Envision Beneficiary Survey - July 2011	Data coding, editing, and capturing, supervision of data capturing, data cleaning, and analysis.

Comprehensive Project Portfolio (2010-2025)

Chronological Project Record (continued)

Duration	Client	Funding Agency	Project Name	Description of Project
Aug 2011 - Sep 2011	Columinate / Anglo American - Kumba Iron Ore	Anglo American	Envision Beneficiary Survey - July 2011	Data coding, editing, and capturing, supervision of data capturing, data cleaning, and analysis.
Apr 2011 - May 2011	Progressus Research and Development / ESKOM	ESKOM	Eskom Housing Survey: 2011	Data coding, editing, and capturing, supervision of data capturing, data cleaning.
Apr 2011 - May 2011	Progressus Research and Development / ESKOM	PSI, INSEM, SFH, ANRS	Bophelo Pele Male circumcision (Orange Farm) Survey: 2011	Data coding, editing, and capturing, supervision of data capturing, data cleaning.
Oct 2011 - Nov 2011	Columinate Pty Ltd	Hitachi Construction Machinery Southern Africa	Brand Association and Affinity Survey	Off site data capturing and validation. Results in SPSS data set.
Oct 2011 - Nov 2011	Magnet Communications	Magnet Communications Research & media Pty Ltd	Student Survey 2011	Online data capturing for an annual survey of university students.
Nov 2011 - Dec 2011	Turnaround Partners	Care International South Africa	Market analysis	Data capturing and analysis for market needs analysis in Limpopo.
Nov 2011 - Dec 2011	Supplier Park Development Company pty ltd	SPDC	Customer Satisfaction Survey at ASP	MTD completed the fifth customer satisfaction survey at the Automotive Supplier Park in Rosslyn.
Feb 2012 - Apr 2012	Supplier Park Development Company pty ltd	SPDC	Customer Satisfaction Survey at ASP	MTD completed the fifth customer satisfaction survey at the Automotive Supplier Park in Rosslyn. The project measured satisfaction levels of ASP tenants.

Comprehensive Project Portfolio (2010-2025)

Chronological Project Record (continued)

Duration	Client	Funding Agency	Project Name	Description of Project
Feb 2012 - Apr 2012	Umhlaba	PACT SA	Impact assessment of the COS (circles of support) programmes to OVC	Development of questionnaires, data capturing, verification, cleaning, data analysis, and report formatting.
Nov 2012 - Mar 2013	Tshikululu Social Investments	FNB	Evaluation of the FNB Fund's Early Childhood Development Programme	Evaluation of the program in North West Province, Eastern Cape, and Free State.
Nov 2012 - Jan 2013	HSRC	Treasury	CSPRO Data entry interfaces for SANHENES 2012	Development of data entry templates.
Aug 2016 - Dec 2016	University of Pretoria	Not provided	Data extraction	Data extraction and mapping for financial models.
Dec 2014 - Mar 2015	USB Executive Development Ltd	USB Executive Development Ltd	Student database cleaning	Updated and cleaned contacts for 50,000 students.
Nov 2015 - Mar 2016	Ecstatic Marketing and Branding Solutions	Johannesburg Housing Company	Customer Satisfaction Survey at ASP	Customer satisfaction surveys for JHC tenants.
May 2017 - Jul 2017	New Lovelife Trust	DSD	Impact assessment of the New Lovelife Trust programs in the Schools in North West	Evaluation of the impact of programs on school dropout, teenage pregnancy, and abortion rates.
Aug 2019 - 2023	National Youth Development Agency	National Treasury	NYDA Voucher Programme	Due diligence and business plan development for young entrepreneurs.
Nov 2019 - Feb 2020	Johannesburg City Parks and Zoo	National Treasury	Alternative burial methods	Scientific research on awareness and propensity to adopt alternative burial methods among Johannesburg residents.
Feb 2019 - Apr 2019	Pan African TNT	Financial Sector Conduct Authority	Money Smart Week of South Africa	Monitoring and evaluation of the financial education platform.

Comprehensive Project Portfolio (2010-2025)

Chronological Project Record (continued)

Duration	Client	Funding Agency	Project Name	Description of Project
Feb 2017	Creative Consultancy and Development works (CCDW)	The Zenex Foundation	Analysis and mapping of ANA and Matric results	Tracing and comparing performance of learners from grade 9 (ANA) to Matric.
2021	University of Pretoria	Not provided	Data capturing for the progress in international reading literacy study (PIRLS) for grade 4 and grade 6	Data capturing totaling 16 million keystrokes.
2023	Room to Read	Not provided	Data capturing and validation of donated books	Data capturing and validation.
2024	Weskoppies Hospital	Not provided	Perceptions of cannabis decriminalization	Investigated perceptions of cannabis decriminalization among mental health care users.
2025	University of Johannesburg	NRF	Research Study on Gen-Z Consumers' Intention to Continue Using the Self-service Kiosks in fast-food Restaurants	Research Study on Gen-Z Consumers' Intention to Continue Using the Self-service Kiosks in fast-food Restaurants
2025 ongoing	Nabe Al Holool - Market insight International	Hyundai Korea	Customer satisfaction survey on New Vehicle Purchases and services in South Africa	Customer satisfaction survey on New Vehicle Purchases and services in South Africa Sample size 6600. Duration May 2025 to January 2026
2025 ongoing	th!nc Foundation	SADTU	Tripartite Alliance Survey	The survey's main goal is to assess SADTU members', political identity, loyalty to SADTU, and perspectives on the Tripartite Alliance. It examines members' knowledge of and alignment with the ANC, SACP, and COSATU, particularly in light of the SACP's decision to contest elections independently. Sample size 3600

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