

5 February 2024

**NOTIFICATION ABOUT A RESEARCH TO BE UNDERTAKEN ON THE
DEMOGRAPHIC PROFILE OF THE LIQUOR TRADERS LICENSED BY THE
EASTERN CAPE LIQUOR BOARD.**

1. Reference is made to the above matter.
2. You are hereby notified that the Eastern Cape Liquor Board (ECLB) has contracted a research agency called **Urban_Econ Development Economists** to undertake a study on the demographic profile of the licenced liquor traders in the Eastern Cape.
3. The main objective of this study is to enable the ECLB to formulate a strategic direction towards the indiscriminate transformation and development of the industry for the province.
4. The research study will entail the following: a) provision of a comprehensive database of all liquor outlets; b) the collection and analysis of demographic data of liquor outlets; and c) identification of potential areas for development support to liquor traders and targeted transformation of the industry in the province.
5. You are therefore urged, as a valued participant in this industry, to participate in this significant exercise or research study so you can support the fulfilment of this project's main objective. Your participation in this study will allow the ECLB to better understand and position its mobilization of resources in future to support licenced traders in the province.

6. Researchers from Urban_Econ Development Economists will be in contact with you via selected communication platforms to solicit some information from you between February and September 2024.

7. The ECLB wishes to guarantee you that the information to be collected will be protected in accordance with the provisions of the Protection of Personal Information Act, 4 of 2013.

I wish to sincerely thank you in full anticipation of your support for this project, thereby contributing to the development and transformation of the liquor industry in the Eastern Cape.

For clarity in respect of this correspondence, please contact Mr Pumlani Tyali at 0437000900 or Pumlani.Tyali@eclb.co.za

Sincerely



Dr Nombuyiselo Makala
Chief Executive Officer