

LEGAL FIRMS

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Legal Firms

PMR.africa conducted its annual survey assessing the top legal firms in South Africa. A random, national sample of in-house corporate lawyers, financial directors, MD's, CEO's company secretaries and senior managers rated the legal firms.

The results are published in 4 sections, based on the size of the legal firm as measured by annual turnover.

The respondents rated the legal firms across a range of 21 attributes namely:

- Adequacy of range of services offered
- Quality of service/attitude
- Accessibility
- Response time
- Response quality
- Making deals happen
- Knowledge of clients business and business environment
- Competence/thoroughness
- Attention to detail
- Cost effectiveness of the whole legal process
- Added value
- Value for money
- Follow-up
- Success rate
- Innovation/creativity in solving clients business problems
- Specialist knowledge/expertise
- Independence of advise/handling of conflicts of interest
- Commitment to transformation (BEE compliance)
- Infrastructure/resources of legal firm
- Africa affiliations
- International affiliations

The ratings are based on the perceptions of the respondents

How the survey was conducted:

Universe: Listed and large companies in South Africa.

Timing: Interviews were conducted during August and September 2007.

Sample: A random, national sample of 302 respondents comprising of in-house corporate legal advisors, MDs, CEO's, financial directors, company secretaries and senior managers.

Methodology: Interviews were carried out telephonically utilising semi-structured questionnaires. Back-checks were conducted at all stages of the fieldwork, with a minimum 10% of the questionnaires validated and 100% checked on input quality and completeness.

Research Process: Industry experts were consulted during pre-research on the research methodology and questionnaire design.

Business Intelligence Research Report:

A **detailed business intelligence research report** providing competitive insight of strategic value is available. The research report includes comparative tables and graphs of all the rated firms, verbatim comments as well as demographic details. The report is available on CD with a PowerPoint presentation. 3 and 4 year trends are available.

The research report is available at R 30 800.00 excl. VAT. A 50% non-refundable deposit payment within 5 days of ordering the report is required. The balance is payable on the presentation of the report which is conducted as a personalised presentation run by members of the PMR Executive.

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